



STANFORD SOCIAL INNOVATION REVIEW PRESENTS

DATA ON PURPOSE

TELLING GREAT STORIES WITH DATA

February 10, 9:00 a.m. – 1:00 p.m.

Using Stories and Data to Engage Local Communities and Decision-makers



Perla Ni

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GreatNonprofits



Andy Krackov

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External Engagement,
California Health Care
Foundation



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Founding Director, Center for
Health Journalism, Annenberg
School of Journalism, University
of Southern California



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StanfordSOCIAL
INNOVATION^{Review}

You Are A Witness and Amplifier of Voices of the Community



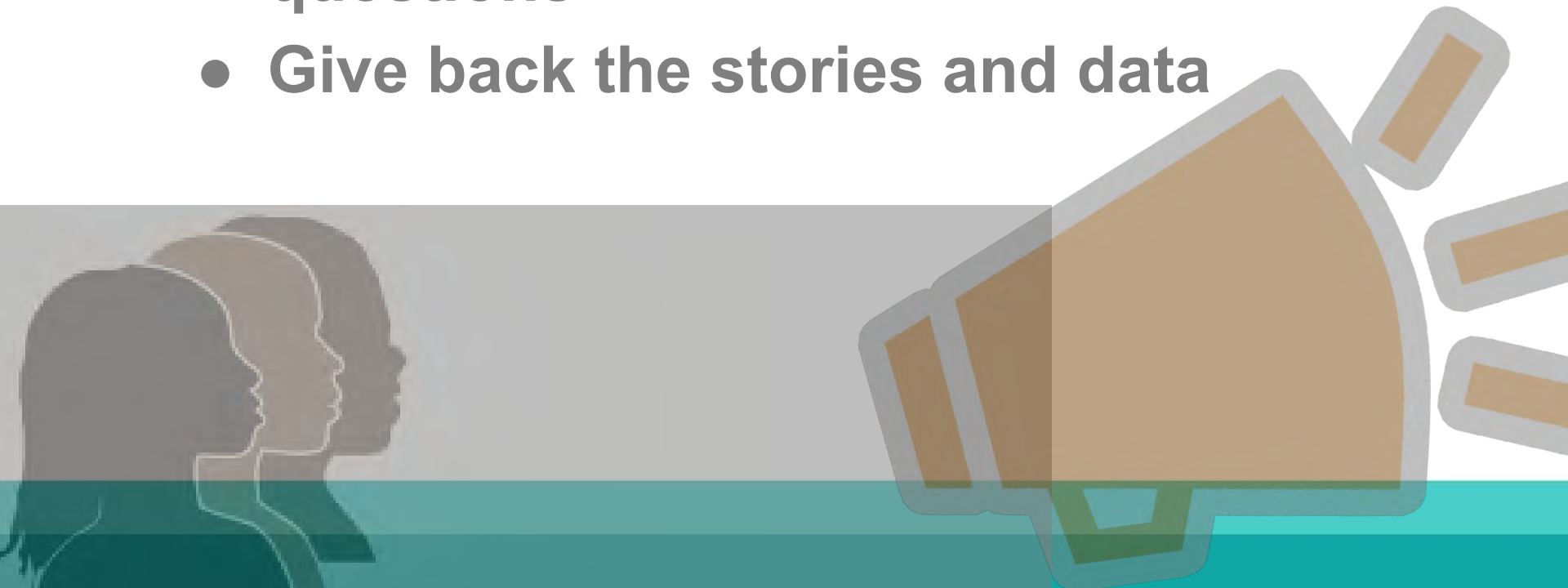
Use Stories and Data to Engage Local Communities and Decision-makers





Collecting Data and Stories

- **Involve your community**
- **Use simple, fast, convenient tools**
- **Ask culturally appropriate questions**
- **Give back the stories and data**



Being The Community Voice



“

“I am dealing with one of the biggest/worst landlords in NYC and PALANTE has helped me and my neighbors get organized. We now have a tenant association thanks to their support and we are ready to work for humane living conditions. Elsia and the team at PALANTE are angels. They help the most vulnerable.”

— *Client Edwin Torres, New York City*



Edwin Torres
Role: Client Served

★★★★★ **Featured Review**

September 10, 2015

2 people found this review helpful

Pa'Lante is an organization that deserves much credit. I am given them the maximum stars because I have personally used their services. As I write this comment I am dealing with one of the biggest/worse slumlords in NYC and Pa'Lante has helped, me and my neighbors get organized. We have tenant association thanks to their support and we are ready to work for humane living conditions. Elsia and the team at Pa'Lante are angels. They are truly the epitome of what a non-profit should be. They help the most vulnerable in a City where landlord do as they please.

Was this review helpful? ☒ Yes ☐ No

Share this review: [✉](#) [🐦](#) [f](#) [g+](#)

Flag review

”

Donor Stories



"My lasting impression of Cambodia is not Angkor Wat or the coastline, but the amazing work that this organization is doing. I often hear people say 'what difference can one person make'. Well Mr. Neeson, you have made an amazing difference to a great many people. **It was a real pleasure to meet the child that I sponsor and her brother and see first hand how CCF helps her whole family and indeed the community.**"

Philippa, Donor, Cambodian Children's Fund

Volunteer Stories



"...Our group was so excited to volunteer and were so moved by the experience! Cheryl and her team changes lives in such a sincere and heartfelt way. Cheryl shared stories from the heart about starting Minnie's and how fortunate she is to continue it... We were moved to tears. **We felt so fortunate to help touch lives. Volunteering was so fun and we hope to be regulars there.**"

Brooksims, Volunteer, Minnie's Food Pantry

Stories in Action

Stories on Facebook



RVR Horse Rescue

Visit our page on Great Non-Profits at <http://greatnonprofits.org/org/rvr-horse-rescue>

Album: Romeo - Adopted

Shared with: Public

Stories on Facebook

Why do *you* love JustGive?

"I've had a good experience with JustGive. I have a friend who always asks not to give her gifts. JustGive makes it easy for me to buy a gift certificate, print out a giftcard on the spot, and my friend gets to allocate the money to charity of her choice. She loves it, I love the convenience, and we both love having money going to a good cause. "

—LittleMidnight, via GreatNonprofits



Unlike · Comment · Share

 You, Alex Mechanic, Kelly Lloyd and Julia Marie like this.



Alex Mechanic I love that I can search for any type of animal and find multiple dedicated, vetted 501(c)(3) organizations that I can choose to support toward that cause.

3 minutes ago · Like



Julia Marie my daughter (turning 6 soon) uses JustGive to raise money for the cause of her choice each year. This year she chose animal rescue and so far has raised over \$300 for local rescue charities. I love how easy that makes it and that we can trust the \$ will go to the right place.

about a minute ago · Like



Write a comment...



Stories on Twitter



Crisis Aid @crisisaid · 23 May 2014

"Why I am involved..." Share your story today. [#thankful](#) [#together](#)
[#greatnonprofits](#) More: greatnonprofits.org/reviews/intern...



May 22, 2014

My husband and myself have donated to ICA for the past 7 years. This year we will make our 6th trip to Ethiopia with ICA. Each year we have seen with our own eyes the difference in the people. There is still much work to be done and we have the trust in ICA to see it does. Each child they feed, each girl they rescue, each orphan they care for and each person who gets medical care is part of the family that ICA cares for. " To the world I may be one person, but to one person I may be the world." Pat Bradley.

WAYS TO MAKE IT BETTER...



1



Stories in E-mail Newsletters



Why support the IRC? Here's what some of our donors say:

"The IRC is one of the most effective and ethical organizations I know when it comes to **helping real people** on the ground in the **most urgent situations**."

- Rita posted on [GreatNonprofits.org](#)

"Their **integrity and transparency** are outstanding."

- David posted on [GreatNonprofits.org](#)

"When my mother passed away, I selected the IRC as my recommended charity for anyone wanting to make a donation in her memory. She was a Holocaust survivor; the IRC was involved then, and continues to be involved, helping people flee unimaginable lives. ... **I wouldn't be here to recommend the IRC if they hadn't begun their work almost 80 years ago**, but a lot of people owe their lives, and the quality of their lives, to this organization's mission."

- Peter posted on [GreatNonprofits.org](#)

We are a sound and effective place to put your charitable dollars.

Stories in Fundraising Letters

Here's an example of how we put your dollars to work:

- \$100 Replaces two destroyed tires
- \$200 Supports the purchase of one motion-triggered camera
- \$400 Buys food for the jaguar guardians and resident vaqueros for a month
- \$500 Covers the award for a jaguar photograph in the Feline Photo Project
- \$900 Pays a month's salary for one jaguar guardian

It takes a minimum of \$40,000 to run the Jaguar Guardian program each year, and we need a big push right now to raise these funds for the year ahead. We appreciate your steadfast support and urge you to consider the largest contribution you can make during this end-of-year season of giving. I look forward to hearing from you soon, and many thanks in advance for your support.

For jaguars and all endangered wildlife,


Megan "Terrie" Southern
NJP Coordinator

P.S. With your contribution of \$200 or more, you'll receive a complimentary 20" x 16" jaguar print by Costa Rican wildlife artist Fernando Velasco.

You can view photographs, read the jaguar guardian blog, and donate online at www.northernjaguardproject.org.



WHAT OUR SUPPORTERS ARE SAYING AT GREATNONPROFITS.ORG...

- "NJP represents the 'old school' of conservation which is about getting things done."
- "NJP works effectively with ranchers to reign in poaching and build support for species recovery."
- "The Northern Jaguar Guardian is a place of discovery. NJP's work is critical to keeping this place wild into the foreseeable future."
- "NJP is the real deal. It's amazing what they have accomplished and continue to get done. I support this organization 100%."

OUR WISH LIST...

You can help us keep costs down and ensure we have the equipment we need to look over our content with love.

- | | | |
|----------------------------|--------------------------------------|----------------------------|
| Four-wheel drive vehicle | Flashlights and batteries (AA, C, D) | Sleeping bags |
| Tires for service vehicles | Rechargeable batteries (C, D) | Heat socks and knee gear |
| Stuck jack | GPS units for fieldwork | Saline-gestational breeder |
| Flip video cameras | Portable water filter | Airfare or travel miles |
| Hand-held walkie-talkies | Backpacks | |

WHAT OUR SUPPORTERS ARE SAYING AT GREATNONPROFITS.ORG...

"NJP represents the 'old school' of conservation which is about getting things done."

"NJP works effectively with ranchers to reign in poaching and build support for species recovery."

"NJP is a place of discovery – every time we go we find something unexpected. NJP's work is critical to keeping this place wild into the foreseeable future."

"NJP is the real deal. It's amazing what they have accomplished and continue to get done. I support this organization 100%."

Distribution of Content to 20M

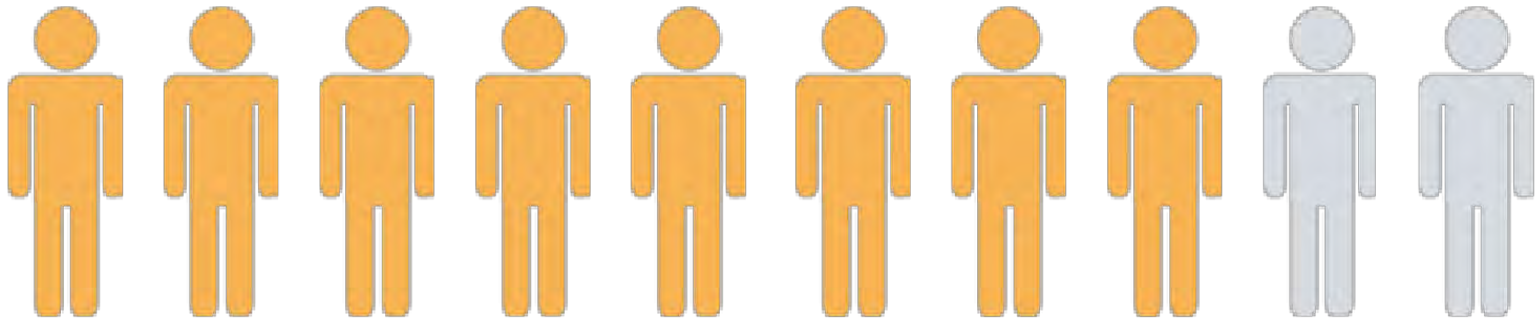
Websites



Mobile Apps

Foundation Portals

8 out of 10 donors



say that GreatNonprofits
influences their giving

Going Beyond The Personal Story

Challenges and Solutions to Collecting
Data

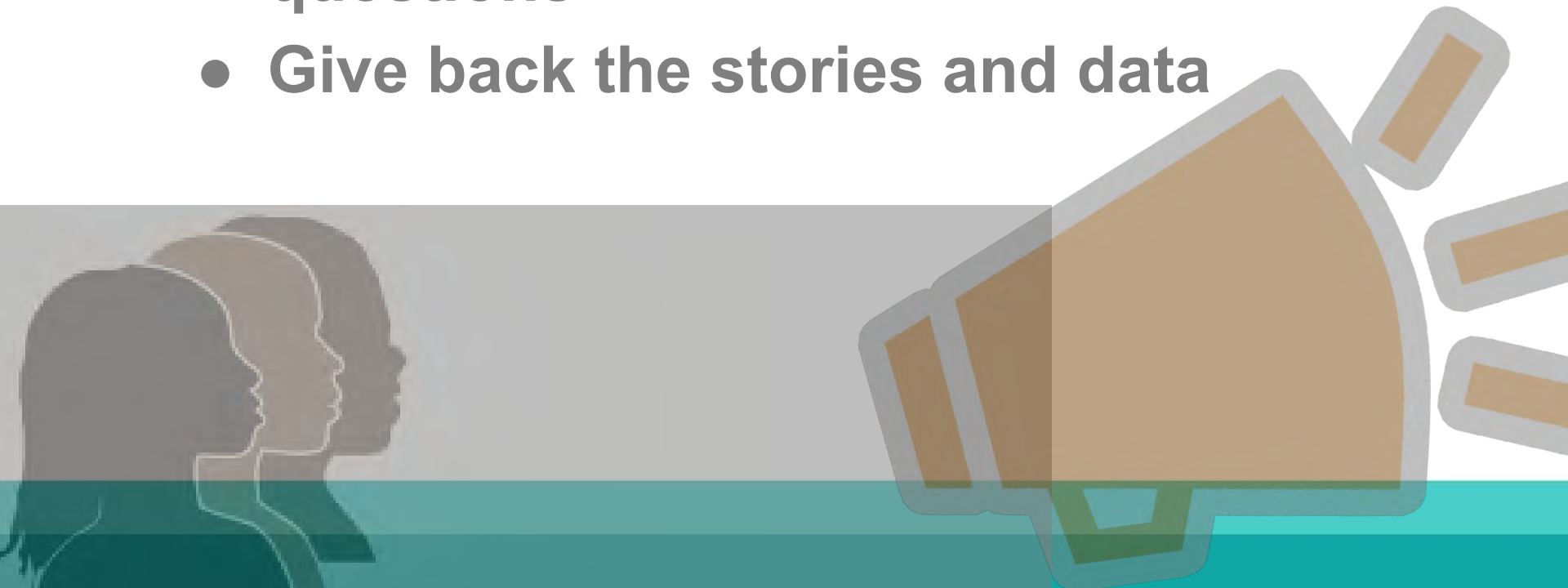
Data collection is usually expensive, takes a long time, is usually a once-a year event

▪



Collecting Data and Stories

- **Involve community**
- **Use simple, fast, convenient tools**
- **Ask culturally appropriate questions**
- **Give back the stories and data**



Santa Clara Low-income Latino Voices Health Project

Project Objective: This project aims to better understand the attitudes and beliefs about what causes diabetes and prediabetes. We also seek to uncover which channels encourage people to take action to improve their health.

Target Population: People who live or work in Santa Clara County who identify as Hispanic/Latino

Sample Survey Questions:

What do you think causes diabetes?

Who motivates you to exercise more?



Citizen Insights

A PROJECT OF GREATNONPROFITS

Adriana's Story

Adriana, a single Mexican-American mother, lives in San Jose.

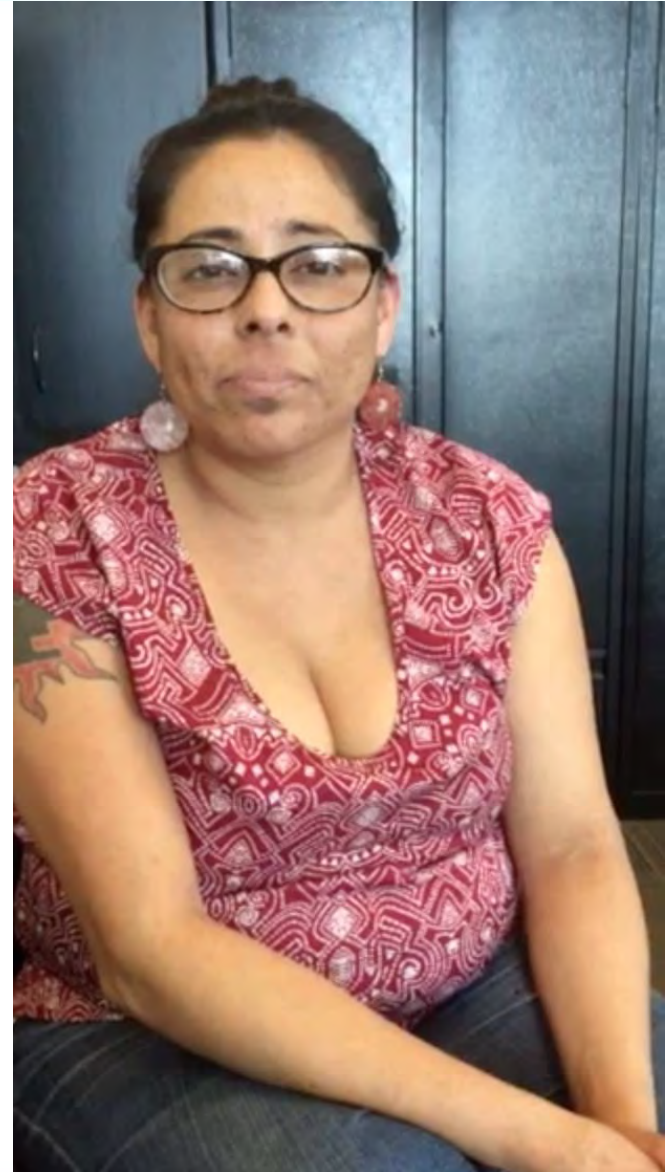
My dad is diabetic.

All my aunties and uncles from my dad's side (9 siblings) are diabetic.

My mom also just found out she is pre-diabetic. We believe my mom got diabetes due to stress. She is constantly working and paying bills.

*Fresh food from local farms is **expensive**.*

*Most people I know work two jobs and **don't have the time** to cook meals or shop for fresh food.*



Hopeful Insights

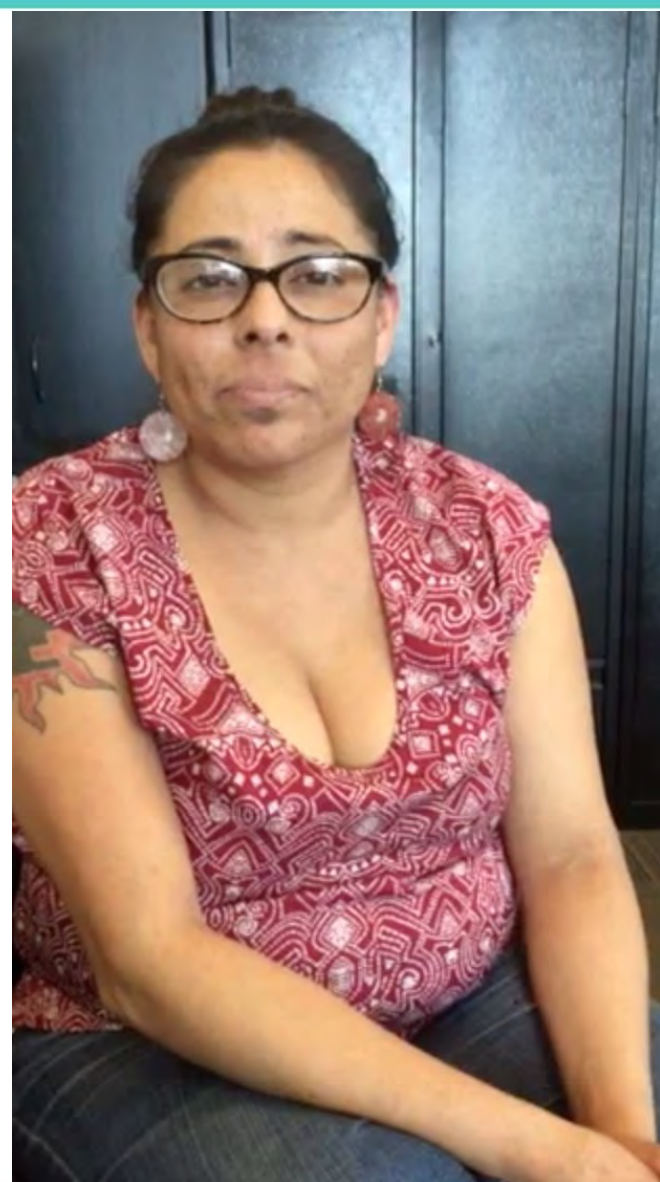
*My dad **completely changed his diet** when he was diagnosed with diabetes. He has limited intake of meat and only eats raw vegetables.*

*Considering I'm a daughter of someone who has a history of diabetes in my family—I like to exercise. **I buy fresh produce and don't eat take out.** My breakfast consists of oatmeal with fresh fruit, vegetables for lunch and dinner. I am also learning about indigenous foods and how that has helped maintain people's health for generations.*

*I also don't drink things with sugar—**only water, hibiscus tea, Horchata, or homemade lemonade.***

*I like to get information through **texting or video.** Something quick, visual, and accessible on-the-go.*

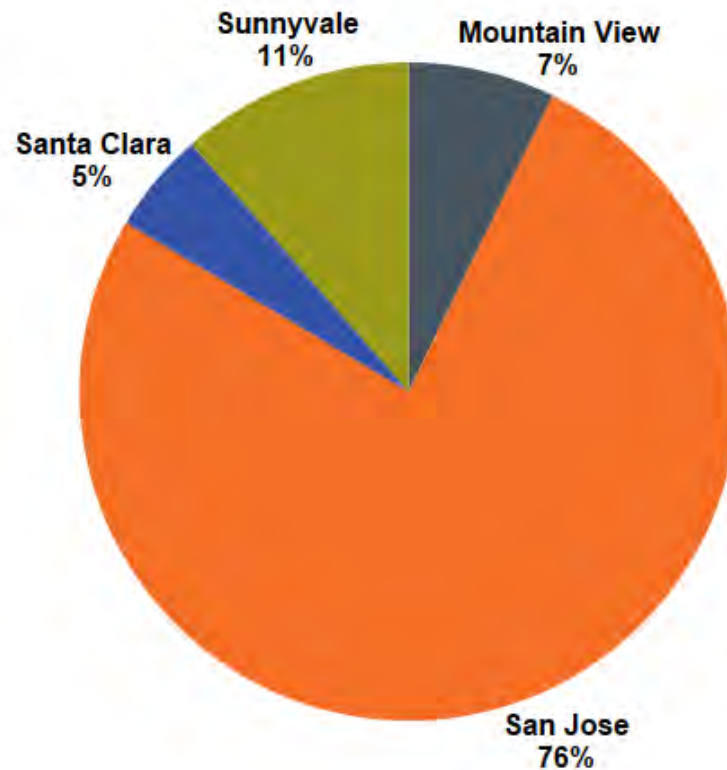
*Sure, I'd be willing try **tasty recipes!***



Preliminary Data:

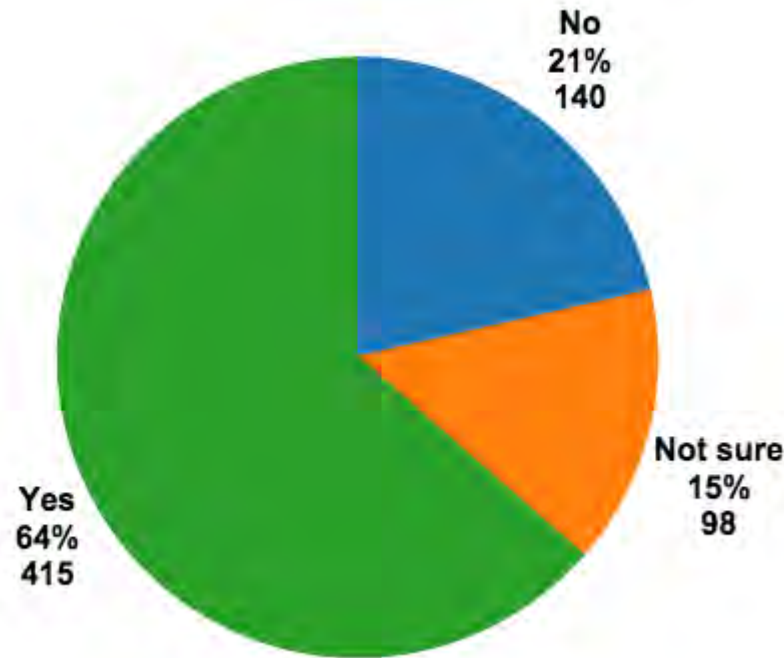
Latinos in Santa Clara County

Where do you live?



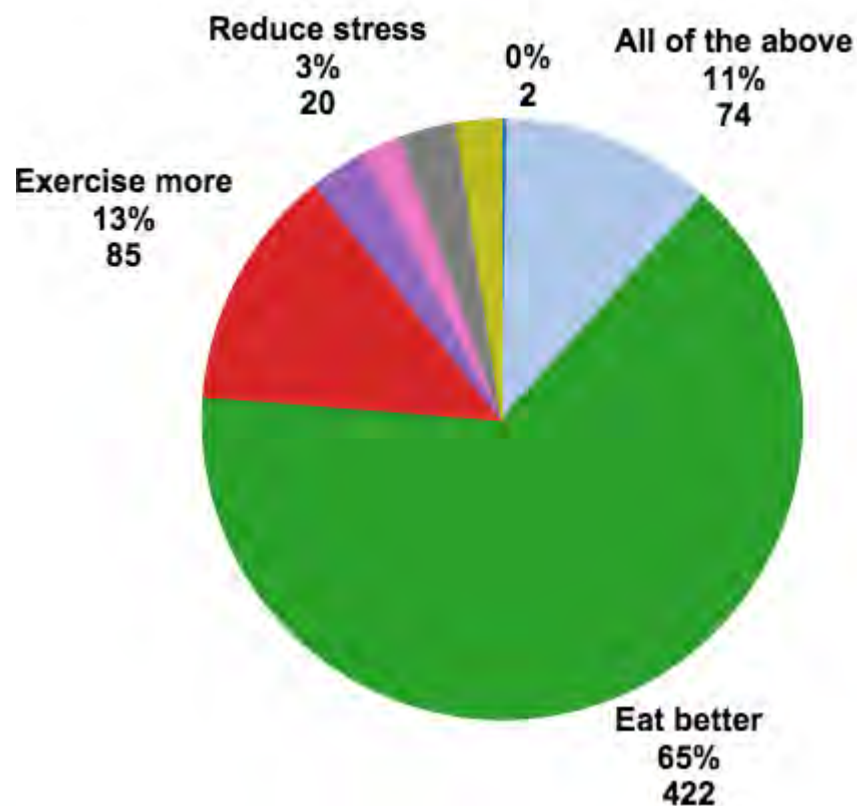
Preliminary Data: Diabetes in Santa Clara County

Do you have diabetic/pre-diabetic family members?



Preliminary Data: Diabetes in Santa Clara County

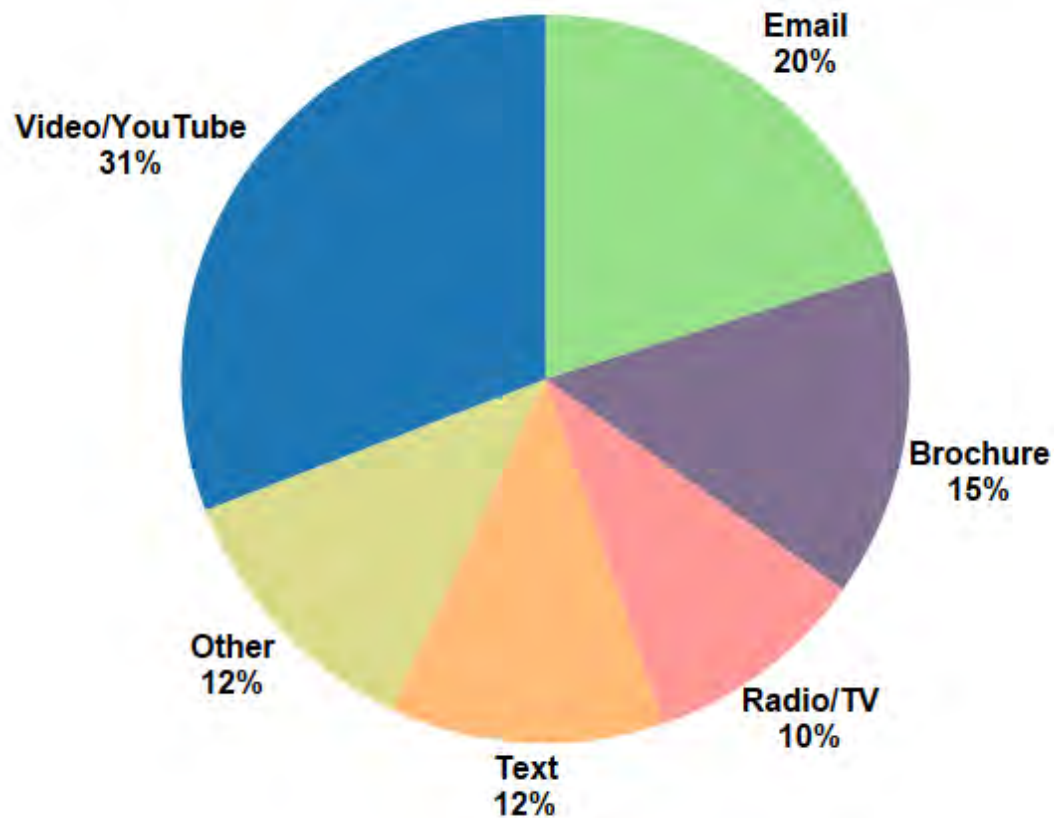
What do you think you can do to prevent diabetes?



Preliminary Data:

Latinos & Information Preferences

How do you like getting health information?



Collecting Local Data

- Involve community
- **Research that is simple and convenient to collect; fast results**
- Ask culturally appropriate questions
- Give back the data



Simple and Suitable Tools

Collect data: Get insights and data your community

Pay people fairly for their time:
Text e-Gift cards

Follow-up by text

Provide resources: Send phone number to call, a video, or a weblink.



Collecting Local Data

- Involve local community
- Research that is simple and convenient to collect; fast results
- Ask culturally appropriate questions
- Give back the data

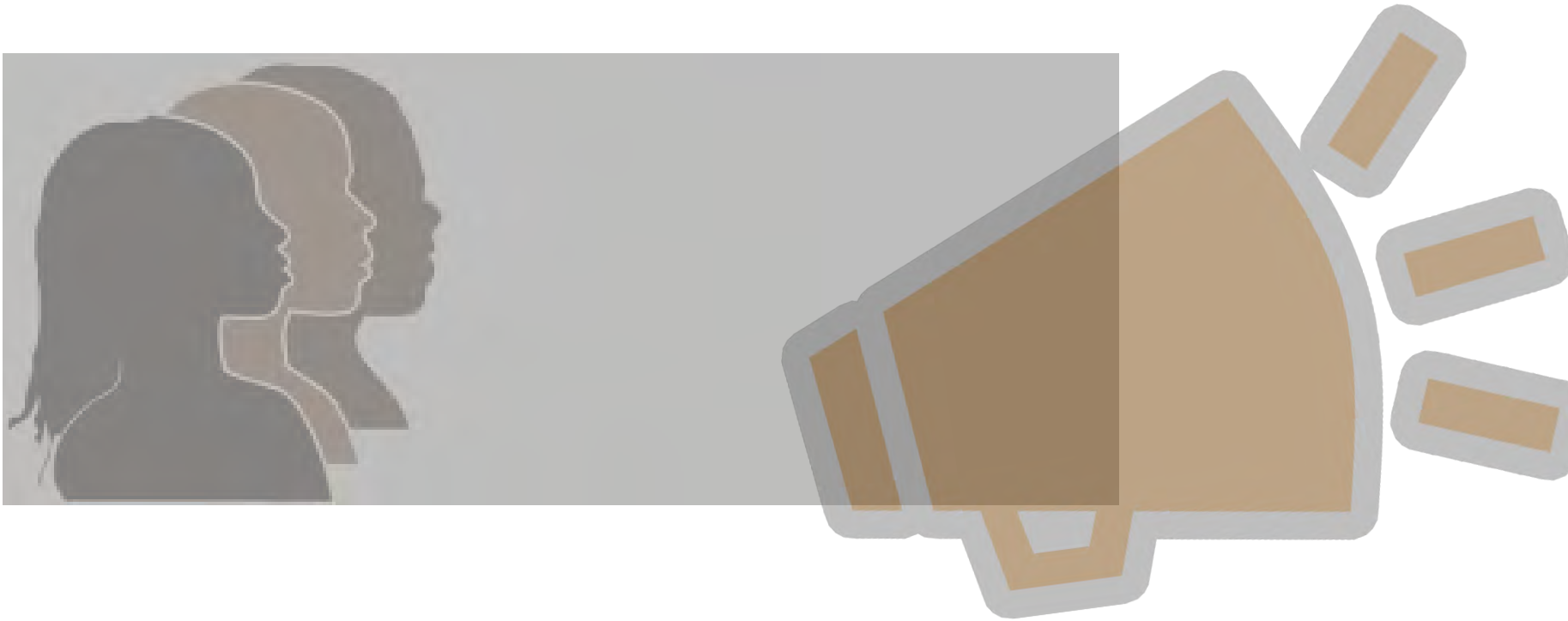


Collecting Local Data

- Local Data for Local Impact
- Research that is simple and convenient to collect; fast results
- Ask culturally appropriate questions
- **Give back the data**



Be A Witness and Amplifier of Voices



“

Thank you!



Perla Ni

@perlani

perlani@greatnonprofits.org

”

Break-Out Group

1) Write a 4 sentence pitch about your organization that includes a story and a data point.

(If you don't have a story or a data point, think about how you would get a story or get data) 10 minutes

2) Pitch to your group and get feedback 30min



Collecting Data in Low-Income Neighborhoods

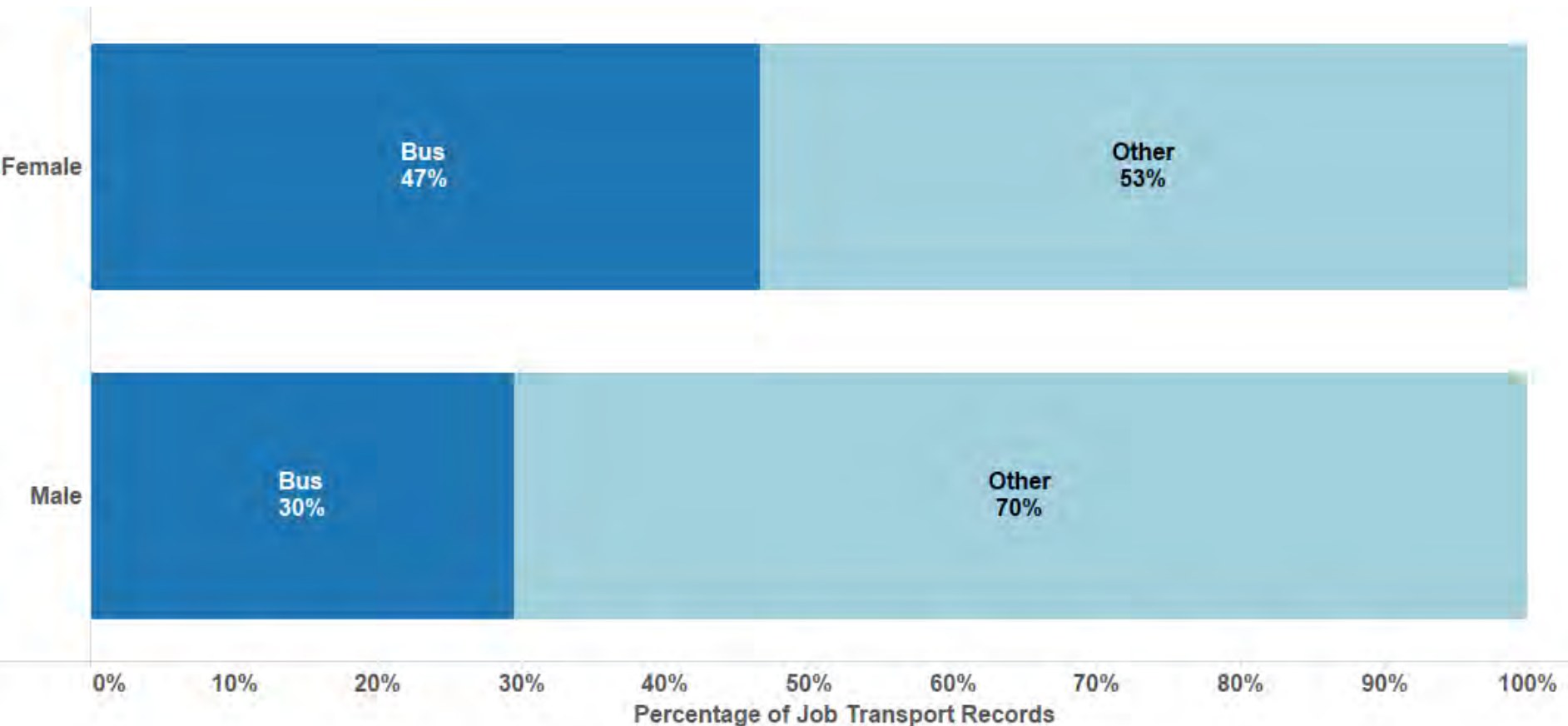
How satisfied are Pittsburgh area residents with services in their neighborhood?



Preliminary Data:

Women Use the Bus to Get To Work

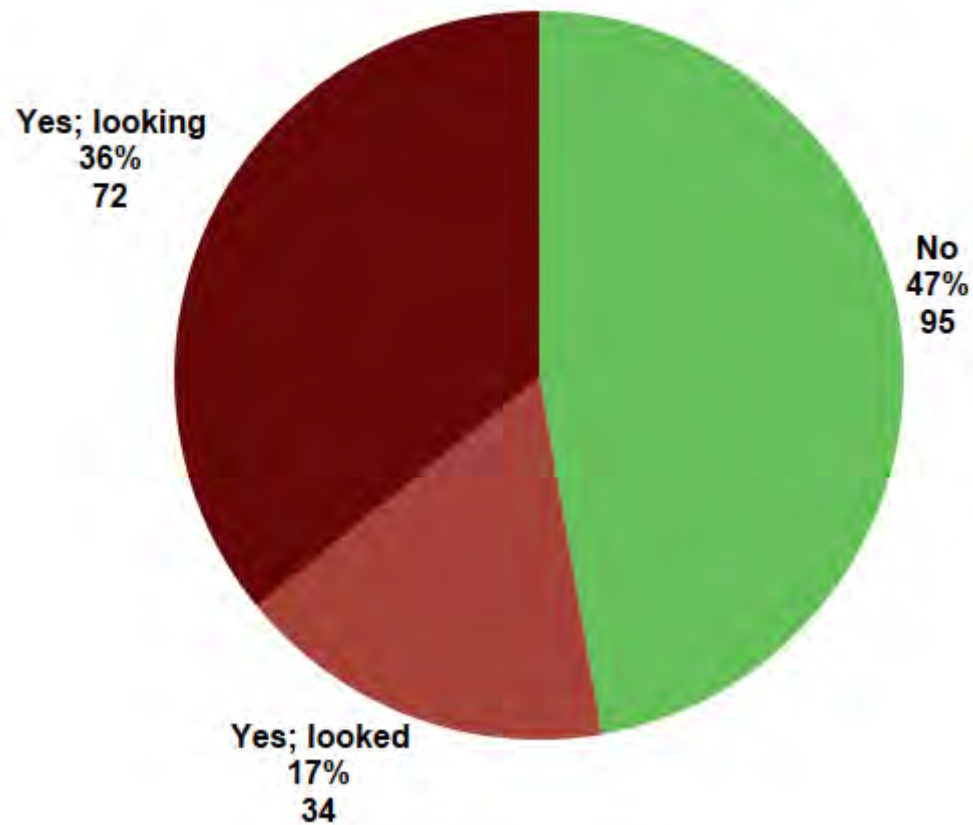
How do you usually get to work?



Preliminary Data:

People are Searching For Jobs

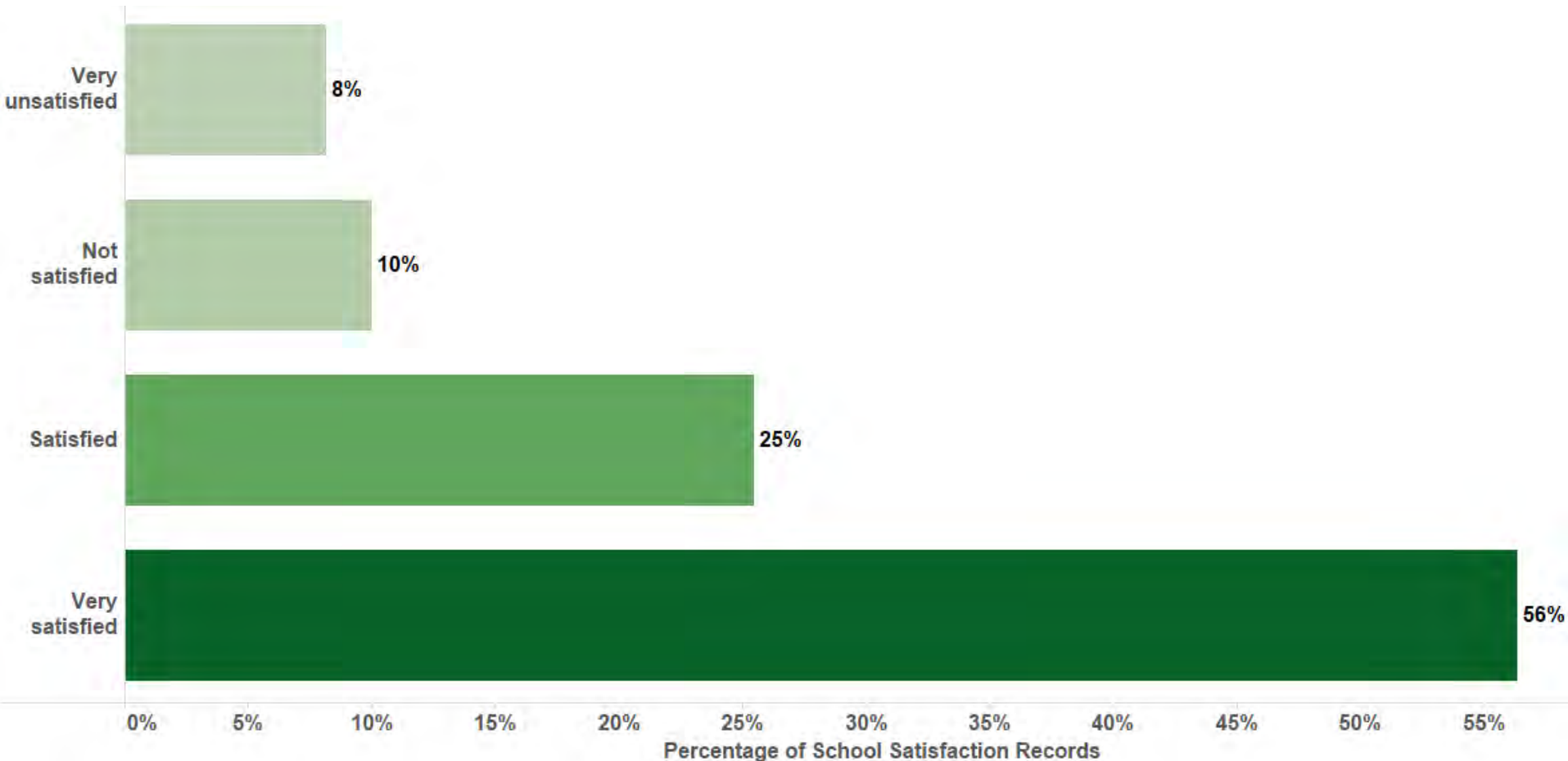
Are you looking for a new job or have you in the past 6 months?



Preliminary Data:

Parents Are Satisfied With Public Schools

How satisfied are you with the school your child attends?



Our Methodology

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graph TD; A[Community-Centered Program Design] --> B[Feedback]; B --> C[Community Data Collection]; C --> D[Data Analysis & Visualization]; D --> E[Sharing & Publishing Results];
```

Community-Centered Program Design

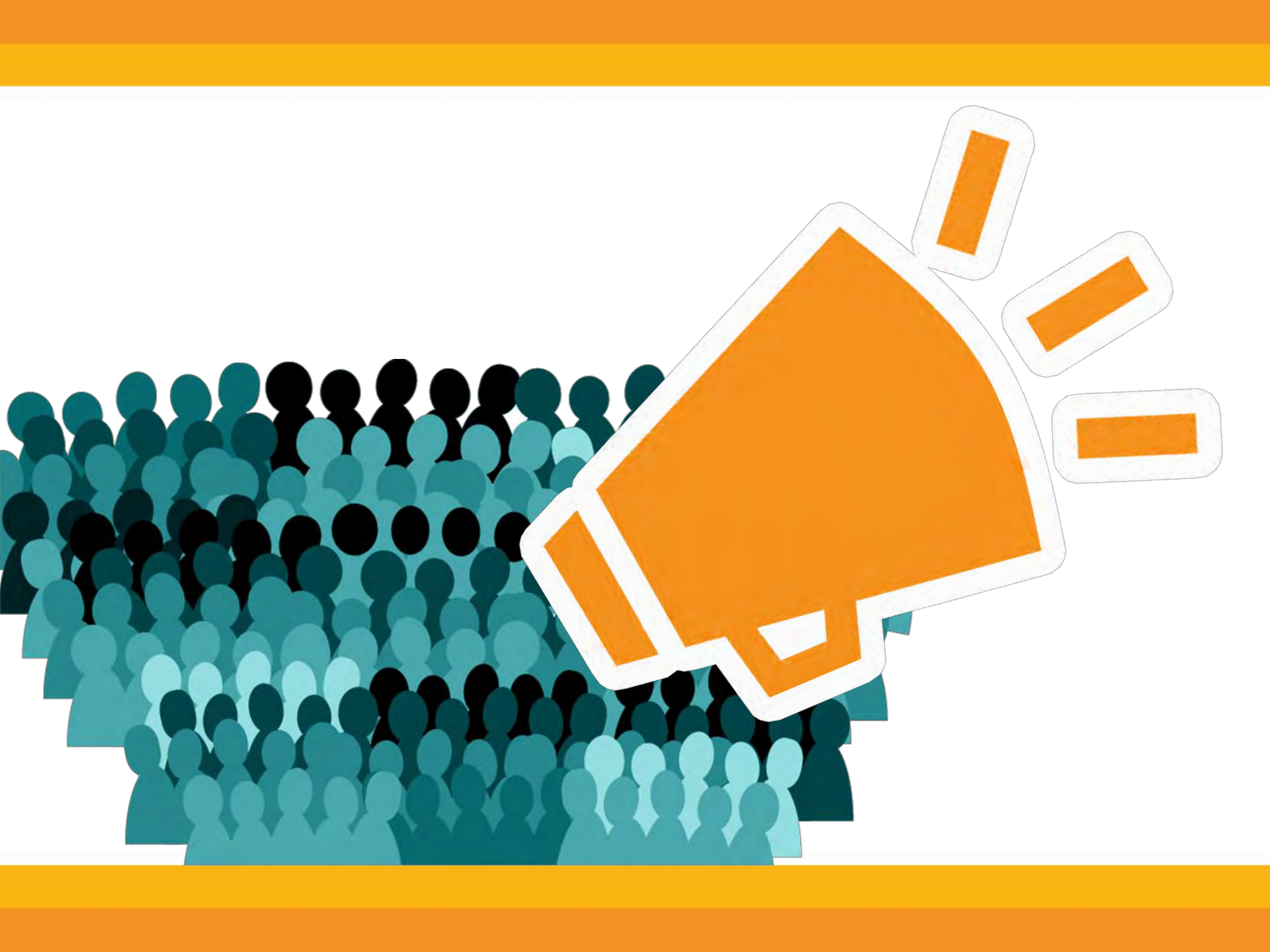
Feedback

Community Data Collection

Data Analysis & Visualization

Sharing & Publishing Results

Back up Slides

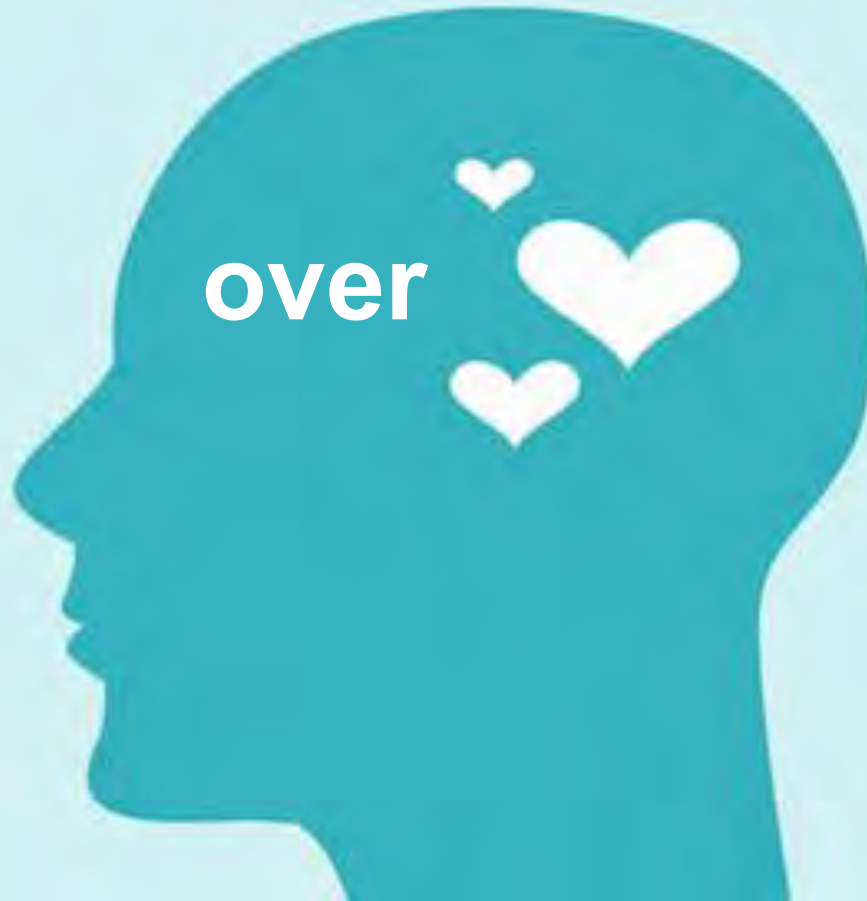


**What if you let your biggest
fans do your marketing
for you?**

Emotion

over

Logic





GEICO®

\$\$ Big Marketing \$\$

ROCK
Moments



Vehicle for Stories - GreatNonprofits

Inspire and inform prospective donors and volunteers – *a platform for storytelling*

- Differentiate between nonprofits beyond the numbers
- Find nonprofits trusted by others
- Feel good about giving
- Help out further by sharing their experience

Enable great nonprofits to harness their most authentic, effective advertising:

Stories of their Impact

The Information Gap

McDonald's and Coca-Cola have more insights on low-income communities than policymakers, nonprofits, or foundations.



Data Overload

- 663 mm people worldwide without clean water
- 33,636 firearms deaths
- Global illiteracy rate has dropped from 46% to 18% since 1970.
- 1 out of 6 children in developing countries is underweight
- funded 13,641 projects in 22 countries benefitting over 4.6 mm people
- 795 million people without enough food

Sources: chritywater.org, World Food Programme.org, cdc.gov





DATA ON PURPOSE

What Journalism Can Teach
Us

Cross Pollination



Our Family of Programs

● Fellowships

● Webinars

● Reporting Collaboratives

● Journalism Funds

● Online Community

● Boyle Heights Beat

Mission Statement

.....

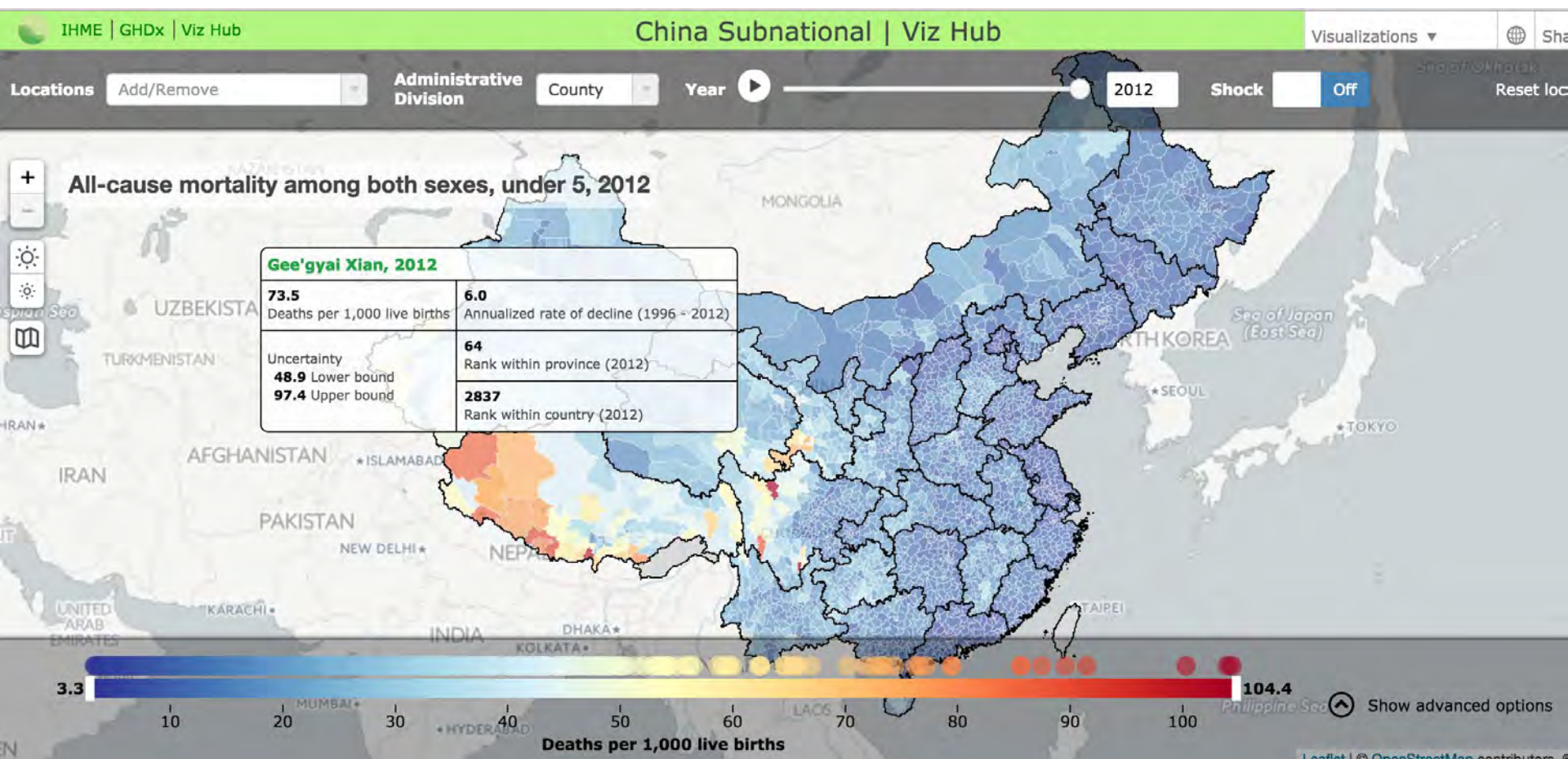
At a time of dramatic change in the media landscape, our family of programs helps journalists and community storytellers

**INNOVATE,
INVESTIGATE
AND ILLUMINATE**

challenges in their communities, serving as a catalyst for change.

.....

How do the ultimate data geeks tell their story



They made a movie...

2015 Roux Prize Winner: Dr. Agnes Binagwaho



Sebastian Krueger, Open Society Foundation



LinkedIn:

“Communications strategist with a knack for making questions of social justice obvious and urgent.”

Sebastian Krueger, Open Society Foundation

Bringing Justice to Health: Palliative Patients in Kenya

youtube • Mercy Owiti is a palliative care nurse in Nyeri, Kenya. But caring for patients at the end of life often means more than just pain relief. That's why the Kenya Hospices and Palliative Care Association began training health care providers, like Mercy, to



BORROW FROM THE BEST OF THEM



Mission: end petrochemical pollution in the Gulf Region

Celebrating our 16th year!



About

Our Work

Take Action

News & Stories

iWitness Pollution Map

Whistleblowers

Other numbers to call

Request a bucket

iWitness Pollution Map

The map is a **repository of eyewitness reports and photos of pollution** in the Gulf Region from affected citizens, NGO's, government agencies, and the parties responsible for the pollution. This system enables fence-line communities, workers, and concerned citizens to speak out about how oil, petrochemical, and other fossil fuel pollution is threatening their livelihood, their health, and the ecosystems they rely on.

Click to make a report!

The map utilizes the Ushahidi mapping platform, originally developed by Kenyan bloggers to track reports of post-election violence. Ushahidi means "witness" in Swahili. LABB's iWitness Pollution Map was the first application of the **Ushahidi** platform in a humanitarian response (BP Oil Spill) in the United States and is currently the longest running deployment of an Ushahidi instance.



WHAT DOES ENGAGEMENT MEAN?

*“We hope to start a community conversation,
to bring parents out of the shadows and talk
about the struggles they're facing.”*

*-- Maggie Clark
Sarasota Herald-Tribune*

How Data and Storytelling can work together

The Tampa Bay Times' Failure Factories



Data + Story = Impact



Cindy Uken
The Billings
Gazette, on
Montana's
high suicide
rate




Data + Story = Impact

Creating a Movement

The Shape We're In

A Charleston Gazette series

[HOME](#) [ABOUT](#) [STORY LIST](#)



SEARCH SITE

CATEGORIES


- [Diabetes](#)
- [Obesity/ chronic disease](#)
- [Public policy](#)
- [Resources](#)
 - [Diabetes Resources](#)
 - [Physical Activity resources](#)
 - [Tips from experts](#)

'The Shape We're In': An introduction

West Virginia is at or near the top of nearly every chronic disease ranking: diabetes, heart disease, kidney disease, hypertension, many more.

It doesn't have to stay that way.

For now, one in four West Virginia 11-year-olds has high "bad" cholesterol. One in five has high blood pressure. Almost one in three is



LIST OF STORIES

- [The Shape We're In: story list with URLs](#)
- [Useful charts and graphs](#)
- ["This Is a Public Health Emergency" / One in four W.Va. 11-year-olds has high blood pressure, cholesterol, obesity](#)
- [Thousands of W.Va. kids are headed for diabetes](#)
- [Children at risk identified, but who follows up?](#)

Kate Long, Charleston Gazette, on childhood obesity

You have the data. Invite your audiences to share stories



Throughout this article, readers have shared their experiences by responding to questions about their perspective on pregnancy care. Comments are now closed, but you may explore the responses received.

Elisabeth Rosenthal, reporter

Paying Tell It Hurts The New York Times

YOUR PERSPECTIVE

What do you think the total cost of a woman's pregnancy should be, from prenatal checkups through delivery and newborn care?

\$

COMPARE

Continue the conversation

Invite your audiences to share stories across platforms



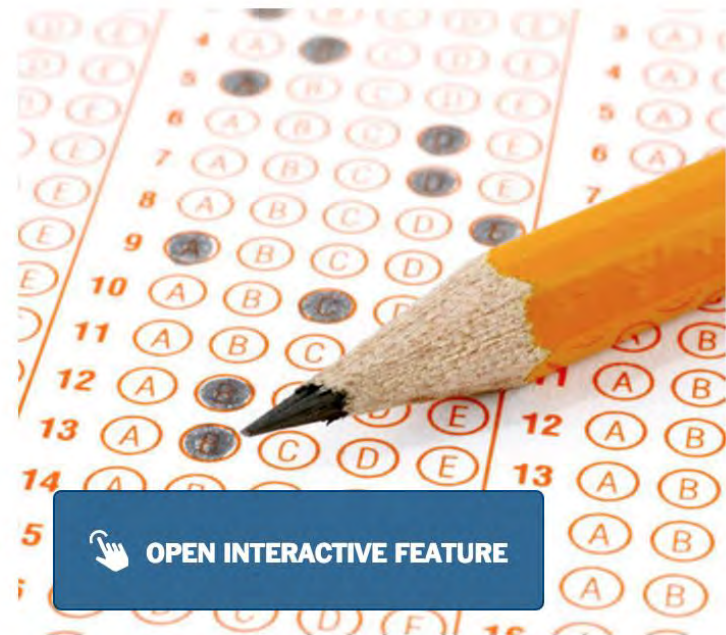
ENGAGE

with interactive tools

INTERACTIVE FEATURE

How Would You Do on the New SAT?

The redesigned SAT contains longer and harder reading passages and more words in math problems, experts say. How well would you do? Try these questions, taken from a College Board practice test.



You have the data.

Invite your audiences to share stories

Is domestic violence in Del Norte County increasing?

More people are definitely calling for help. Del Norters called the police to report domestic violence seven times more often than the average Californian in recent years. We need to hear from you in order to report on the situation and shine a light on the resources for responding to DV cases in our region. Survey data will inform reporting on Jefferson Public Radio and in the Del Norte Triplicate.

* Required

Have you ever witnessed domestic violence? *

The US Dept. of Justice defines domestic violence as a pattern of abusive behavior that is used by an intimate partner to gain or maintain power or control over the other intimate partner or family member. DV can be physical, sexual, emotional, economic or psychological actions or threats of actions that influence another person. This includes any behaviors that intimidate, manipulate, humiliate, isolate, frighten, terrorize, coerce, threaten, blame, hurt, injure, or wound someone.

☐ Yes

☐ No

The Del
Norte
Triplicate

Asking community members to report findings and bear witness in Dearborn



Highlighting arresting data comparisons

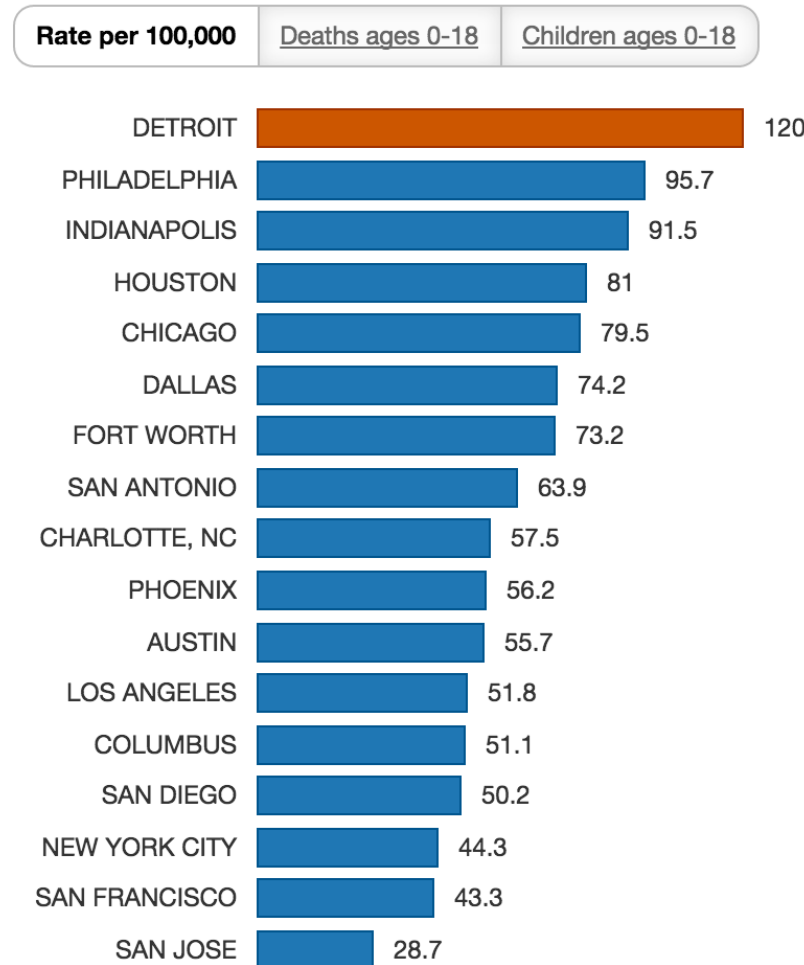
A photograph of a woman wearing a black beanie kissing a newborn baby on the forehead. The baby is wearing a blue and white striped onesie and has a medical patch on its forehead. The background is a blurred hospital room.

Surviving through age 18 in Detroit

INFANT MORTALITY RATE IN DETROIT RIVALS AREAS OF THIRD WORLD

Karen Bouffard, The Detroit News

Detroit had the highest death rate for children through age 18 among all U.S. cities its size or larger in 2010, the most recent year for which data are available.



Karen Bouffard of
The Detroit News
ranked the worst
for U.S. child
deaths

The mayor
responded
the next day....

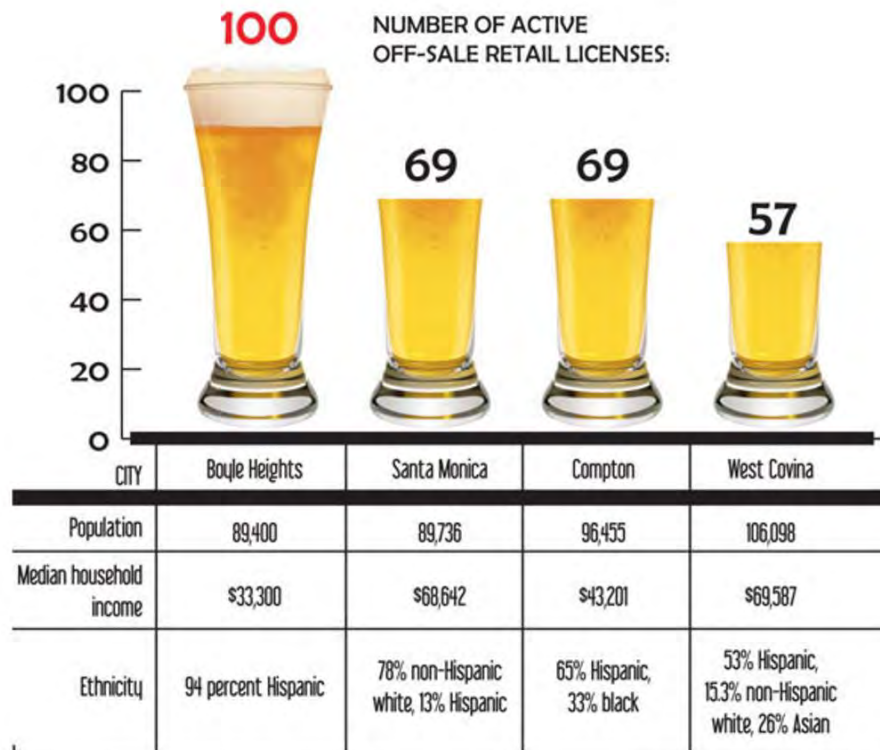
BOYLE HEIGHTS BEAT: The Power of Youth Voices



BOYLE HEIGHTS BEAT: The Power of Youth Voices



BOYLE HEIGHTS BEAT: Data Tells the Story



— Sources: 2010 U.S. Census, Alcohol Beverage Control

Extending the Reach: 2 million kids. \$24 billion battle



stakes of the Florida Medicaid program.

Extending the Reach



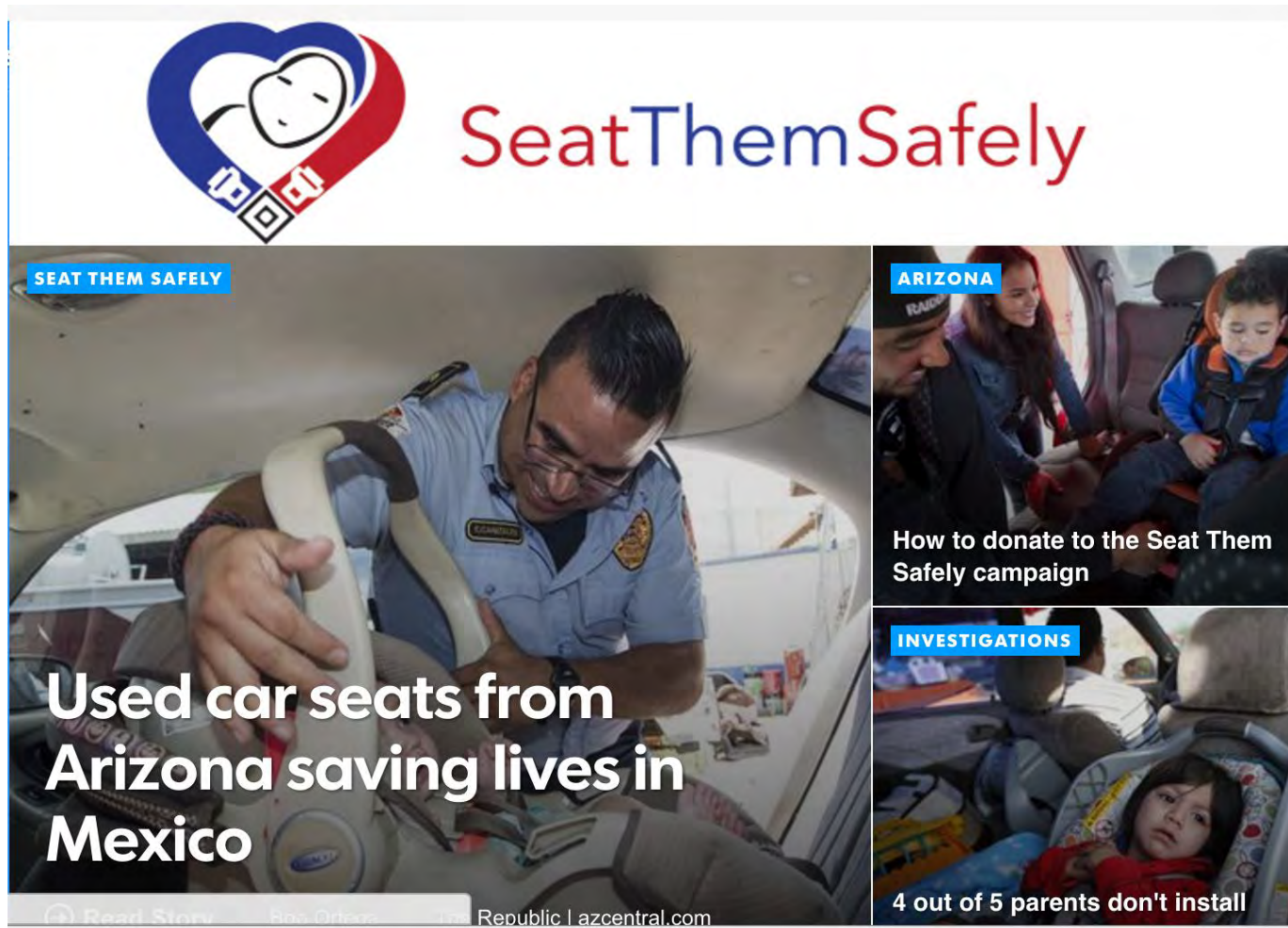
Bob Ortega
The Arizona Republic
“Seat Them Safely”

THE PROBLEM

Driving while unbuckled



THE RESPONSE: Meet People Where They









After the series ran, hundreds of Phoenix residents signed up for free car seat fittings and the “Seat Them Safely” campaign continues today

Engagement...
TRY THIS
AT HOME





Let's get out the word on the data story you identified in the first breakout session:

- Identify your core audiences
- How can you best connect with them?
- What strategies might you deploy to extend
- the reach and impact of your story?
- How can you define and monitor your success?

THANK YOU..

MICHELLE LEVANDER,
DIRECTOR
CENTER FOR HEALTH
JOURNALISM
USC ANNENBERG SCHOOL

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