Project Objective

To test SID collection with more service-users to better understand how to **best support agencies** in:

a) collecting socio-demographic data

b) using the data to advance better outcomes for equity-deserving communities

c) socializing the collection methodology & use of tools across the community social services sector

Data for Change Project Model

→ **Knowledge Mobilization Hub**
- Project Logistics
- Partner Convening
- Host Knowledge Mobilization Online Hub

→ **Community of Practice & Partnership Table**
- Partnership Table support & participate in project implementation
- Community of Practice features a panelist discussion & peer support network for agencies

Community of Practice & Partnership Table

KNOWLEDGE MOBILIZATION HUB

→ **Capacity Building Sessions**
- Facilitate capacity building sessions to support agencies with data collection & responsible usage

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DATA EQUITY 3.0

STAGE ONE: PLAN & BUILD

- April: Organizational Readiness — SHIP Services and Housing In the Province
- May: Planning for Data Collection — LogicalOutcomes
- May: CoP — CASSA

STAGE TWO: COLLECT & STORE

- June: Org. Change Management — SHIP Services and Housing In the Province
- July: Data collection tools and systems — LogicalOutcomes
- July: CoP — CASSA

STAGE THREE: ANALYSIS & INTERPRET

- August: Trauma Informed Practice — SHIP Services and Housing In the Province
- September: User-centered analysis — LogicalOutcomes
- October: CoP — CASSA

STAGE FOUR: SHARE & USE

- October: Equity use of Data — SHIP Services and Housing In the Province
- November: Learning for improvement — LogicalOutcomes
- December: CoP — CASSA

All sessions will virtually be recorded and later uploaded to the knowledge hub website

Reminder: Self-Care & Wellbeing
🌱 **We're doing hard work, together — be kind to yourself as we go.**

Your Wellbeing Matters

As we move through these workshops, remember:

- **Pace yourself** — there's no rush
- **Step away when needed** — breaks are encouraged
- **Practice self-care** — whatever that looks like for you
- **You're not alone** — we're in this together

Everything is Recorded

All sessions are recorded so you can:

- **Pause and return later**
- **Catch up on what you missed**
- **Engage when you're ready**

Data for Change Knowledge Hub

Dataforchange.ca is a shared digital hub for resources and connections on Social Identity Data collection in the community social services sector.

On The Hub You'll Find:

- ☑ **To register for upcoming workshops!**

- ☑ Video recordings and downloadable resources from past capacity building workshops

- ☑ Practical tools to support equity and systems change

- ☑ Sign Up sheet to stay connected on all things Data for Change

Register for upcoming workshops here: Capacity Building – Data for Change

Land acknowledgement

LogicalOutcomes

We're a Canadian nonprofit with a mission to build evaluation and learning capacity.

We offer:

- Research and evaluation services
- Monitoring, evaluation and learning systems
- Evaluation coaching and capacity building
- AI solutions for non-profits

What we'll cover today:

1. Our goals for the workshop
2. Revisiting the data lifecycle
3. Why share data back?
4. Audience analysis
5. Sharing data internally
6. Sharing back with community
7. Designing a data walk
8. Resources

1. Our goals:

To support participants to:

- Engage staff in learning and improvement

- Integrate insights from data into existing workflows and decision-making

- Share results back with their community in useful and meaningful ways

Insights from ONN

"While there is a lot of data work happening within our sector, the data being collected is

- not often well utilized,

- rarely reflected back to organizations themselves,

- and almost never shared with the people and communities that have contributed to the data collection."
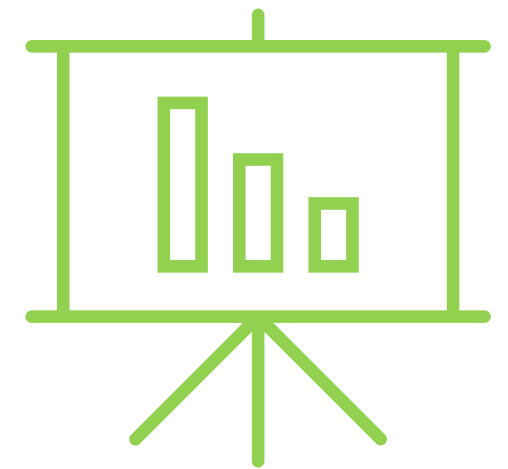
# 2. Revisiting - Why nonprofits should collect SID

If we want to contribute to equity in service provision, we need to find out:

- Who uses our services?
- Who might face barriers to access?
- Who is benefitting most from our programs?
- Whom could we serve better and how?
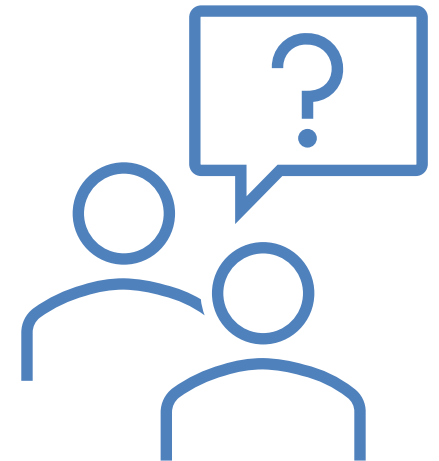
What we've covered so far - the data life cycle

The data lifecycle is a systematic approach to managing information throughout its useful life within an organization. It encompasses how data is:

COLLECTED PROCESSED STORED ANALYZED USED AND SHARED ARCHIVED

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slido
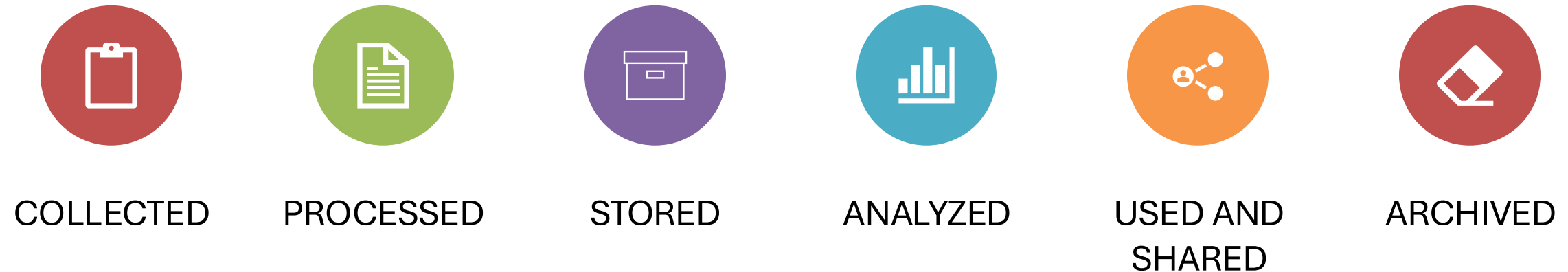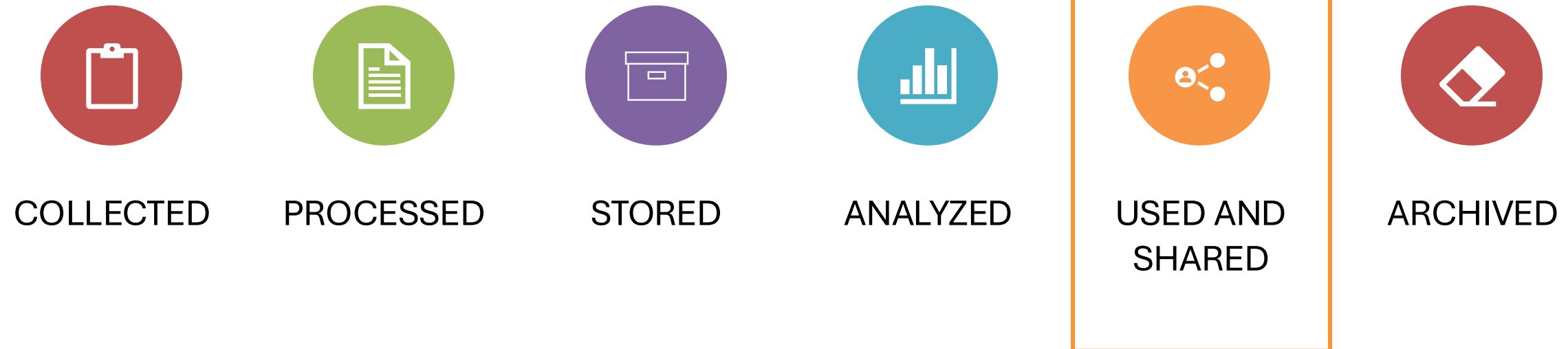
With which new groups would you like to share the results of your data projects?

3. Why do we need to share findings from data?

To ensure:

- Transparency about what we're learning.

- Accountability to those who shared information.

- Data reciprocity—giving back information, not just extracting.

- Community participation in interpreting findings and deciding next steps.

- Informed, meaningful, relevant, useful decisions.

4. Audience analysis

Who is your audience?

Frontline staff? Community members? Funders?
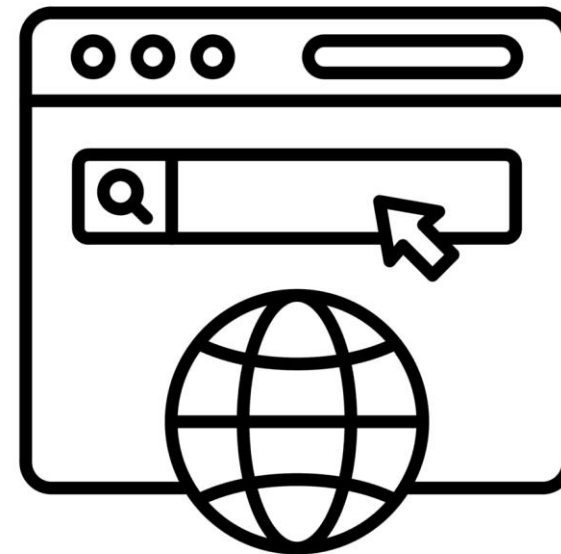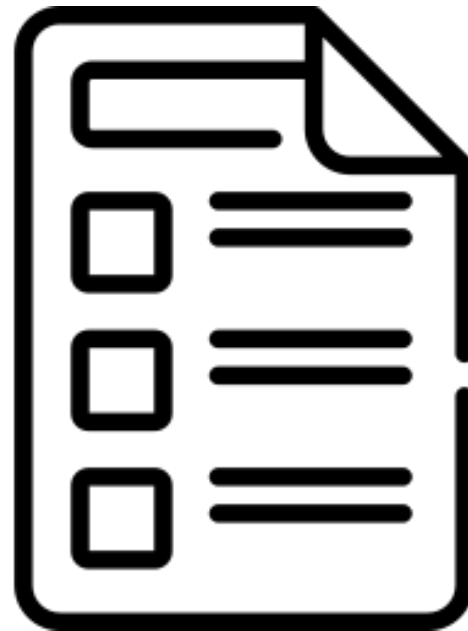
What are their interests?

Service improvement? Accountability? Transparency?

## What is the best medium and frequency for communication?

Infographic? Dashboard? Check-in meeting? Community forum?

Tailor and test data products based on your chosen audience.

"Everyone" is not an effective audience target.

We All Count (2021) - TTYB-Distribution-and-Audience.pdf. See resource for useful checklists.

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5. Sharing data internally

- Build a culture of organizational learning and reflection

- Structure regular data check-ins with staff.

- Make check-ins equitable:

  o Include frontline staff who see what data might not show.

  o Create safe spaces for honest reflection.

- Revisit your data plan – research questions, priorities, and the decisions you want the data to help you make.
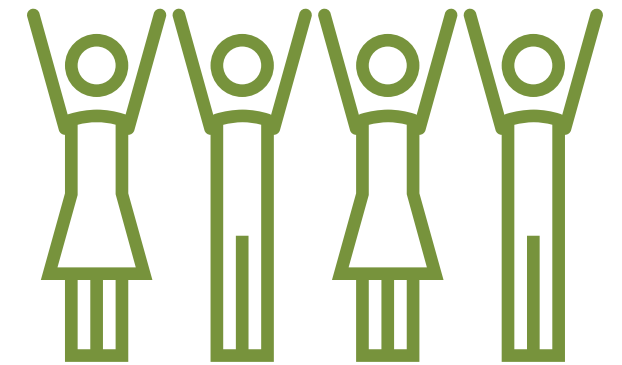
Questions to guide reflection

- What patterns do we see in who we're serving—and who we're not?

- Are outcomes different for different groups?

- What strengths can we build on?

- Where do we need to change?

- What do we need to learn more about?

- What might not be captured in this data?

Moving from data to action

- Identify gaps in reach, access, and needs met.
- Review and redirect resources to underserved areas and groups.
- Identify opportunities for new programs and services.
- Make program changes based on client feedback.
- Identify opportunities for staff training and development.
- Review and reassess data collection tools and processes.
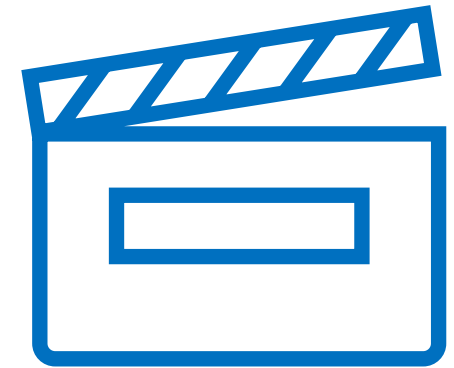
Moving from data to action

Data → Analysis → Action → Outcome

Examples

1. Stopping data collection that is harmful and stigmatizing.

2. Reallocating resources to address emerging gaps.

3. Collecting new data to drive decision making.

POSIT (Problem Oriented Screening Instrument for Teenagers)

Example of harmful data-collection:
139-item screening tool in use by org providing programs for youth (employment readiness, cooking skills, homework help etc.).

1. Do you have so much energy you don't know what to do with it?   Yes   No

2. Do you brag?   Yes   No

3. Do you get into trouble because you use drugs or alcohol at school?   Yes   No

4. Do your friends get-bored at parties when there is no alcohol served?   Yes   No

5. Is it hard for you to ask for help from others?   Yes   No

6. Has there been adult supervision at the parties you have gone to recently?   Yes   No

7. Do your parents or guardians argue a lot?   Yes   No

8. Do you usually think about how your actions will affect others?   Yes   No

9. Have you recently either lost or gained more than 10 pounds?   Yes   No

10. Have you ever been intimate with someone who shot up drugs?   Yes   No

11. Do you often feel tired?   Yes   No

6. Sharing data back with community

- Transparency, accountability, reciprocity.

- Decolonizing data practices

- Community-centred approach focusing on data equity:
  - Co-design/pilot questions with community.
  - Collective interpretation.
  - Share and validate findings with community.
  - Shared decision-making about data use.
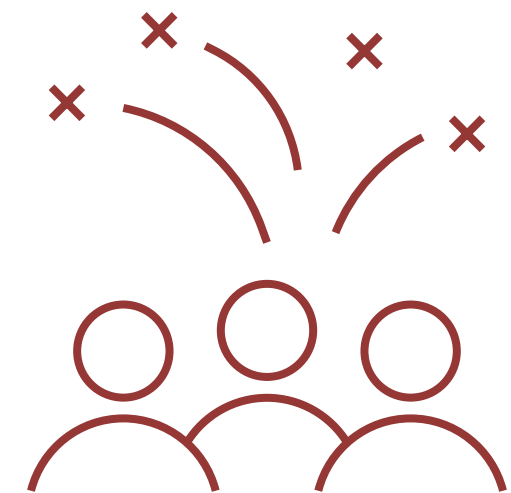
Accessibility check

Before you share anything, check. Is it -

- Using plain language (free of jargon and technical terms unless needed)?

- Available in relevant languages?

- Available in appropriate formats (visual, verbal, written)?

- Accessible to people with disabilities?

- Culturally responsive, respectful and equitable?

7. Designing a data walk

1. Create a safe and welcoming space.

Establish shared agreements

- Clarify goals and how participant insights will be used.
- Explain how and why data was chosen.
- Honour all voices and lived experiences.

Designing a data walk

Build diverse small groups (8-10 people)

- Intentionally mix perspectives: residents, service providers, other interest groups.
- Ensure each group reflects diversity of experience and expertise.
- Affirm that context experts and lived experience are equally valuable.

Design the physical space

- Set up 4-6 data stations with large posters.
- Space stations far enough apart for focused conversations.
- Ensure accessibility and comfort for all participants.

Making data interpretation clear

2. Make data clear and user-centered.

Use clear, simple language

- Present 1 data point per station with visual clarity.
- Avoid jargon and technical language.

Frame 2-3 discussion questions that:

- Invite initial reactions (both positive and negative).
- Encourage deeper reflection and exploration.
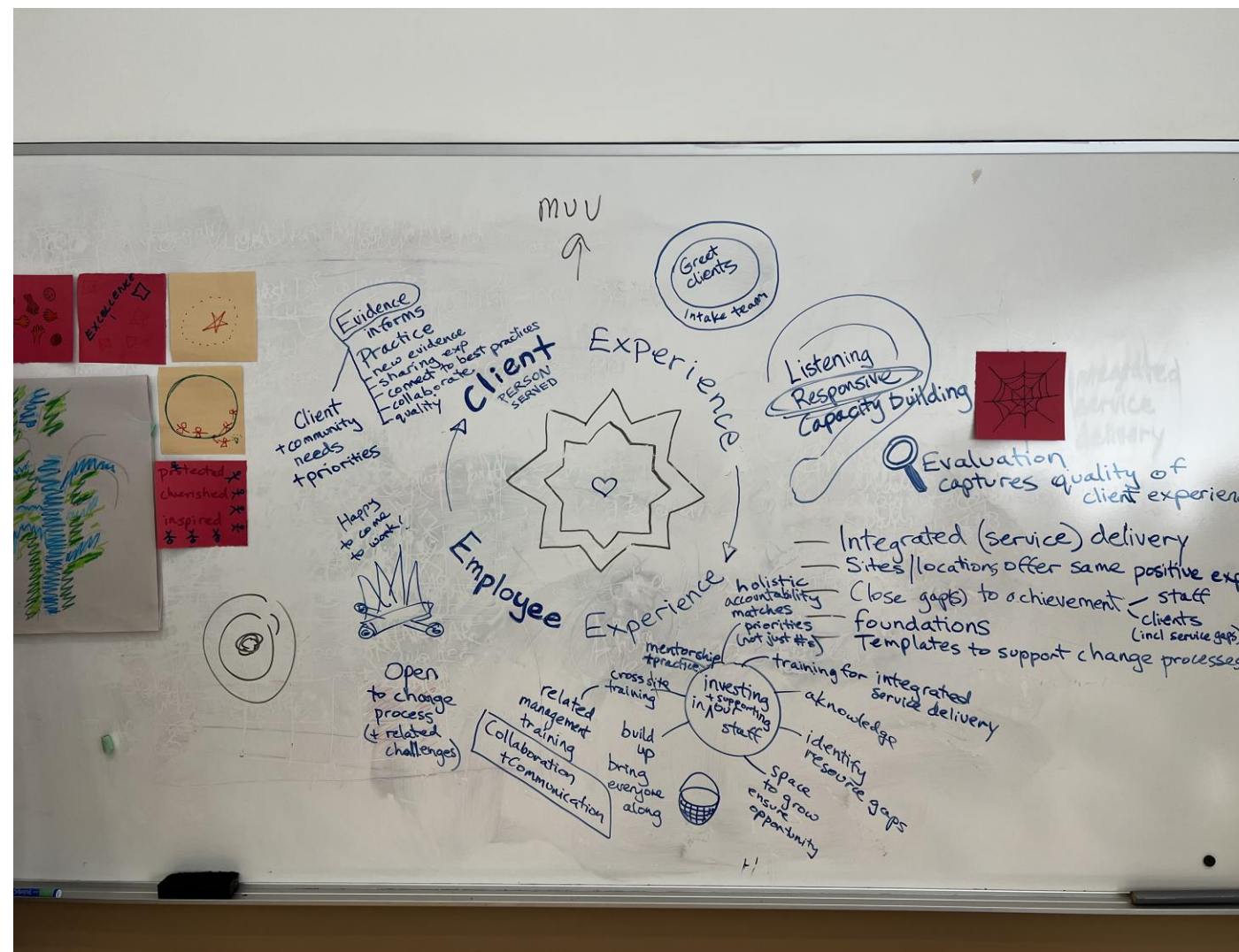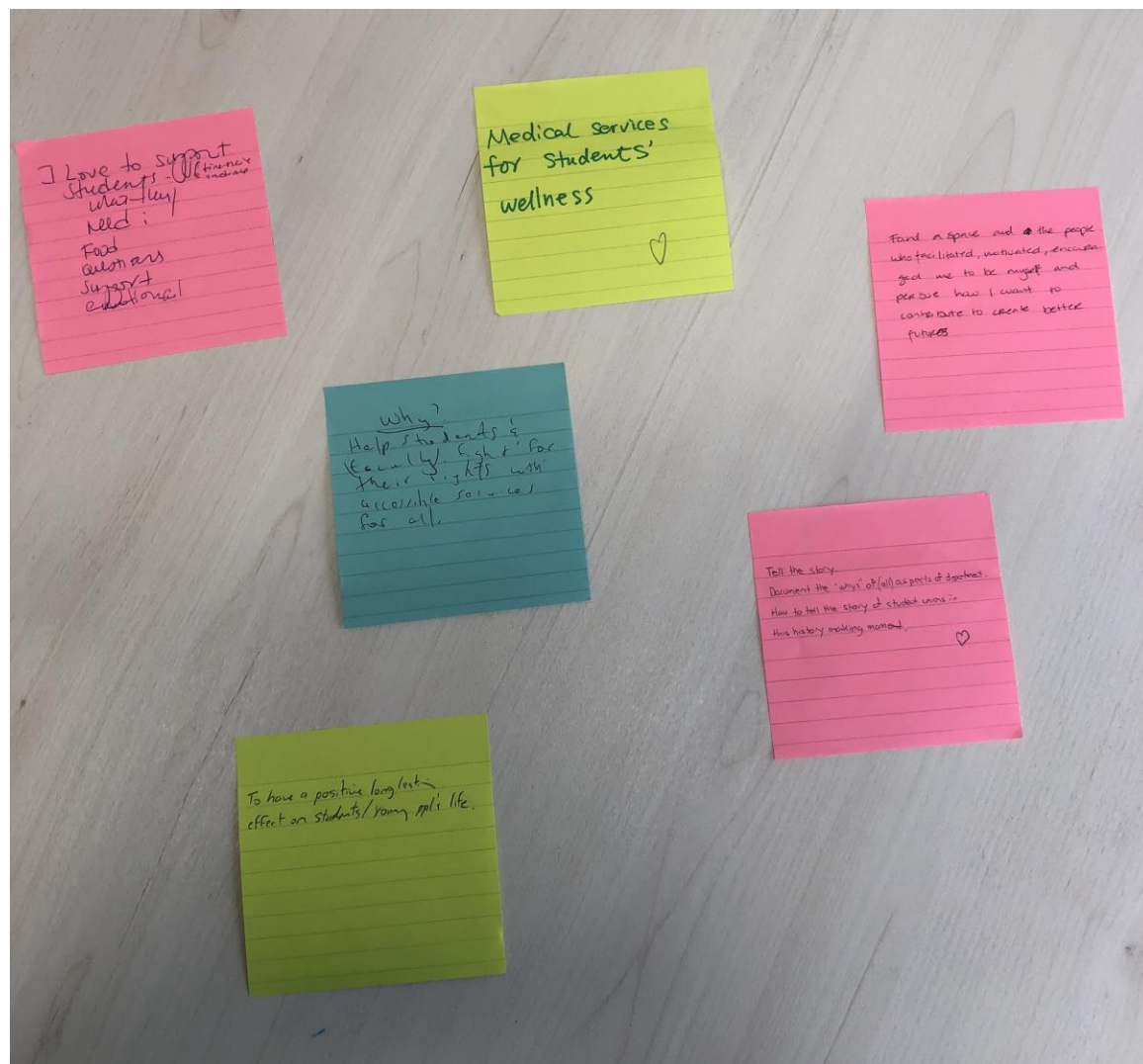- Connect data to participant experiences.

Making data interpretation clear

Provide capture tools

- Post-it notes for participants to record insights (on chart paper).
- Encourage sharing of different interpretations.
- Make thinking visible for collective learning.
- Keep visits brief (5-10 minutes per station).

Movement, synthesis and sense-making

3. Encourage movement and interaction.

Promote physical movement and interaction

- Rotate small groups through all stations.
- Encourage reading others Post-it notes between rotations – participants should add comments/questions as they go.
- Create opportunities to see diverse interpretations across groups.

Movement, synthesis and sense-making

Facilitate collective reflection

- Bring whole group back together after all stations.
- Small groups share key insights and patterns noticed.
- Highlight convergence and divergence across perspectives.

Guide collaborative sense-making

- What surprised us? What confirmed what we knew?
- Where do we see connections across data points?
- Document collective insights and name themes together.
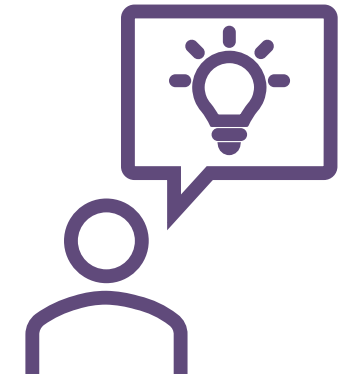
Managing challenges and time

4. Keep an eye on time and watch out for pitfalls.

Manage time effectively

- Use visible timers at each station to maintain 5-10 minute rotations.
- Build in buffer time between rotations for movement and transition.
- Reserve 15-20 minutes at end for whole-group reflection and synthesis.

Navigate common challenges

- If dominant voices emerge: Use structured turn-taking or silent reflection.
- If groups get stuck on one station: Facilitator prompts with alternate questions.

Managing challenges and time

- If data triggers strong emotions: Acknowledge feelings and refocus on inquiry.
- If interpretation conflicts arise: Frame as multiple valid perspectives to explore.

Keeping dialogue productive

- Redirect solution-focused talk to deeper understanding first.
- Encourage curiosity over certainty with open-ended prompts.
- Balance participation by inviting quieter voices to share.
- Connect insights back to shared agreements and goals throughout.

More examples

Community forum
Town hall

Mass MOCA data wall, 2024

Mass MOCA data wall, 2024

In the spring of 2023, [Agency] engaged LogicalOutcomes, a non-profit evaluation firm, to survey clients about their satisfaction with services. Our staff gathered **795** survey responses from clients across all programs. Here are some highlights from the results:

"I achieved my most important goal."

Yes: 85%
Somewhat: 12%
No: 3%

"Overall, I am satisfied with the services I receive."

Yes: 86%
Somewhat: 13%
No: 1%

"Everyone is made to feel welcome."

Yes: 89%
Somewhat: 11%
No: <1%

"I get help when I need it."

Yes: 84%
Somewhat: 14%
No: 1%

"I am treated with respect."

Yes: 91%
Somewhat: 8%
No: 1%

"Staff work as a team."

Yes: 85%
Somewhat: 14%
No: 2%

"Facilities and equipment meet my needs."

Yes: 74%
Somewhat: 23%
No: 3%

"I am connected to the services that I need."

Yes: 91%
Somewhat: 8%
No: 1%

Our programs empower people to meet their goals:

Connect to community

Access local services and supports

Help my children get ready for school

Find a safe place to live

Help my children make new friends

Become a better parent

Submit important applications

Connect with employers

Become employed or get a better job

Improve my language skills

Upgrade skills and certifications

Develop the skills needed to succeed in Canada

Access healthy food

Become more physically active

Participate in sports and other fun activities

Improve my mental health and wellbeing

Get support with everyday tasks

Meet new people and socialize with friends

Resources

- Gov of Canada - [Digital Accessibility Toolkit](#)

- Gov of Canada - [Guidelines on Making Communications Products and Activities Accessible- Canada.ca](#)

- ONN (2023) - [Framework for nonprofit data strategies](#)

- Tamarack Institute (2018)- [Hosting a Data Walk](#)

- Urban Institute (2015) - [Data Walks: An Innovative Way to Share Data with Communities | Urban Institute](#)

- We all Count (2021) - [3 Steps towards Distributing Data Products Equitably](#)

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