Altarum

Leverage Data to Support Sustainability
ACTIVITY 3: USE DATA TO TELL A COMPELLING STORY

Background

It is important to analyze outcomes and performance measurement to create compelling stories, gain support from potential partners, and ensure the sustainability of your program in the long run. The outputs and outcomes you measure may be unique to your program or similar to those of other nonmedical volunteer assistance programs. Regardless, measuring your impact requires appropriate data collection strategies, both qualitative and quantitative, that produce actionable results and take into account your organizational capacity and other relevant factors. While developing and implementing a data collection strategy may require time and resources, the benefits to your value proposition are worth the effort.

Introduction

After collecting data to evaluate the key outcomes of your program, it is important to analyze the data to create a persuasive value proposition. For qualitative data, you can categorize quotes according to themes (e.g., in a quote table), which will allow you to quickly reference themes and associated quotes when crafting your value proposition. For quantitative data, creating compelling data visualizations is essential to effectively communicate your findings to diverse audiences. The exercises below will guide you through these different types of analysis.

Instructions

1. Review the following hypothetical interview transcript and identify three themes and relevant quotes from the interviewee's response and record them using the table on the following page. In the quotes, make any necessary corrections to the spelling, grammar, and punctuation errors.

Well, first of all, you know, it's just been hard to keep up with the yard. Ever since I fell and the volunteers that come and help clean with that, it's just been so helpful. I was worried that I would have to hire someone, you know? My son in law can come sometimes, but he works and I know it stresses him out when he sees the yard like that. So when they come and help out, you know I I would say that's that's been really big for me. So it's been a huge help for me and my daughter and her family.

But the other thing is, you know, when they come they they talk to me, you know, I'll, I'll serve them sweet tea and it's just been great to make those friendships, you know, to have someone to talk to because ever since my husband passed I'm all alone here and you know having young people around and being able to talk about our days and learn about you know what they're doing in school. They're not just volunteers. They're really good friends to me. I've really enjoyed that.

Theme	Quote(s)

2. The chart below displays the percentage of care recipients who experienced loneliness based on the duration of assistance received. Consider the following questions:

    - Do the differences in the size of the bars reflect the differences in the underlying data?
    - Are there any design elements that could be simplified or deleted because they do not convey information?
    - How could you promote clarity by reducing the amount of color and shading used in the chart?
    - Is the narrative clear? Could the title be more descriptive? Do the chart bars' structure and order communicate the chart's primary takeaway?
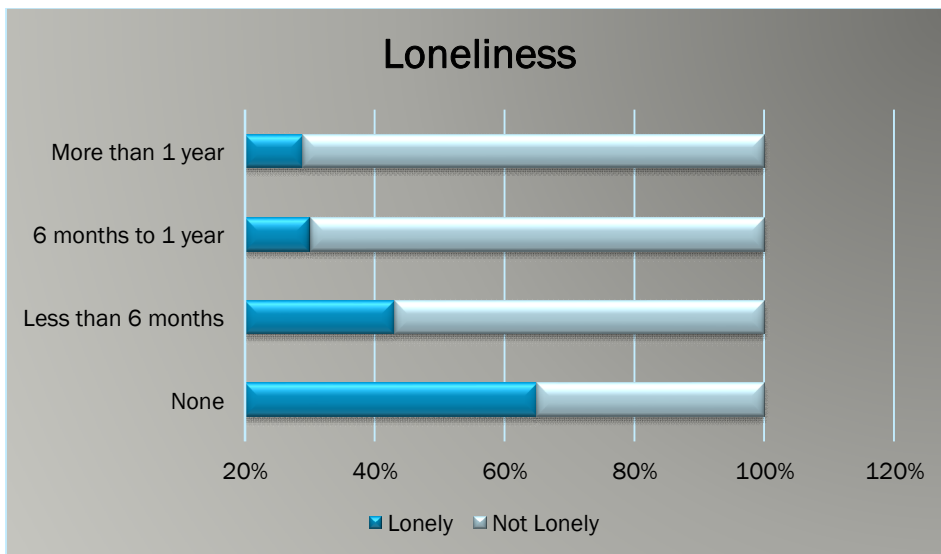
3. Create a clearer, more compelling version of the chart above using the data below.

Service Duration	Lonely	Not Lonely
None	65%	35%
Less than 6 months	43%	57%
6 months to 1 year	30%	70%
More than 1 year	29%	71%