

WEBINAR:  
*Data Storytelling: Utilizing Data  
to Tell Stories of Impact and  
Engage Policymakers*

Thursday, July 18, 2019  
1:00 pm ET / 10:00 am PT



Networks of  
Opportunity for  
Child Wellbeing  
POWERED BY VITAL VILLAGE

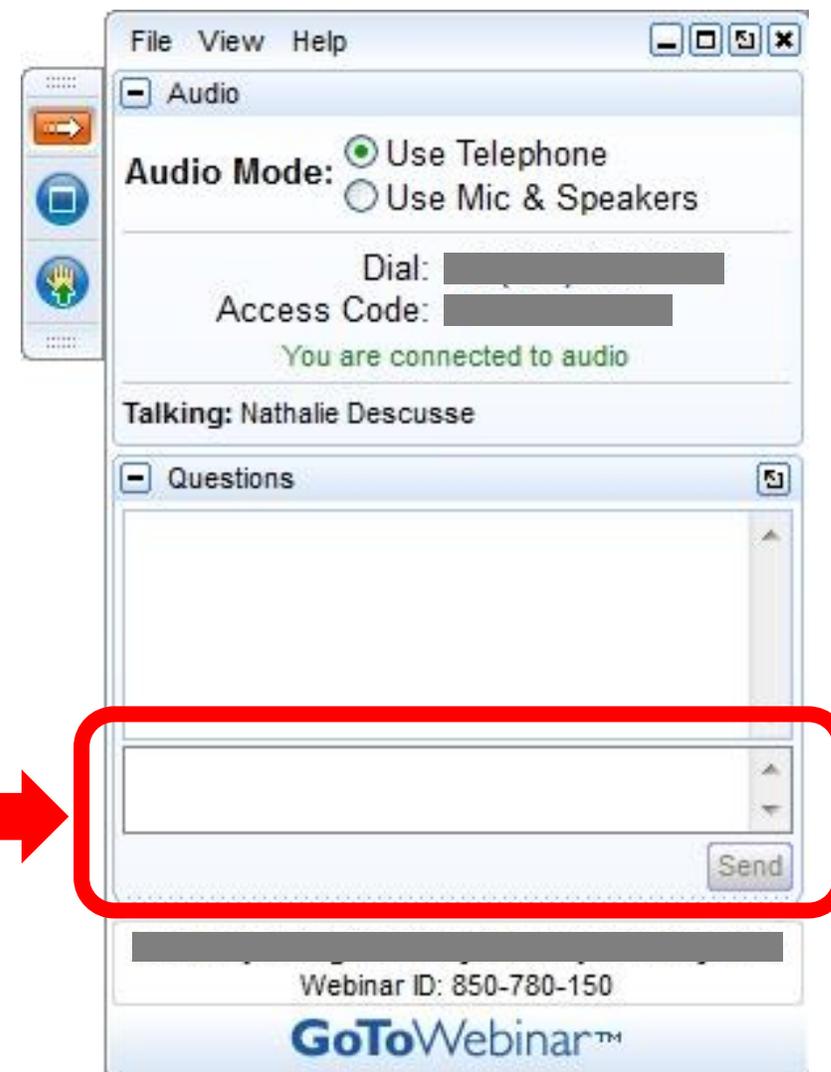


# Tips to Remember

- Microphones Muted
- Use chat box
- Submit questions on Dashboard
- Recording and slides will be posted
- **Spanish Language Line:**
  - Dial in: +1 (646) 749-3122 / Access Code: 144-196-181

# Q & A

- Submit your questions box on Dashboard



# Overview

- Introduction
- About Vital Village and NOW
- Speaker Presentation
  - *Data Storytelling: Utilizing Data to Tell Stories of Impact and Engage Policymakers*
- Q&A
- Closing

# About Vital Village

**Vital Village Network** is committed to maximizing child, family, and community wellbeing. Since 2010, Vital Village has fostered partnerships between residents and organizations designed to improve the capacity of three Boston communities to promote child wellbeing and prevent early life adversities.

- Service learning and leadership model
- Trauma-informed lens to align systems
- Iterative improvement and data sharing



## Why NOW?

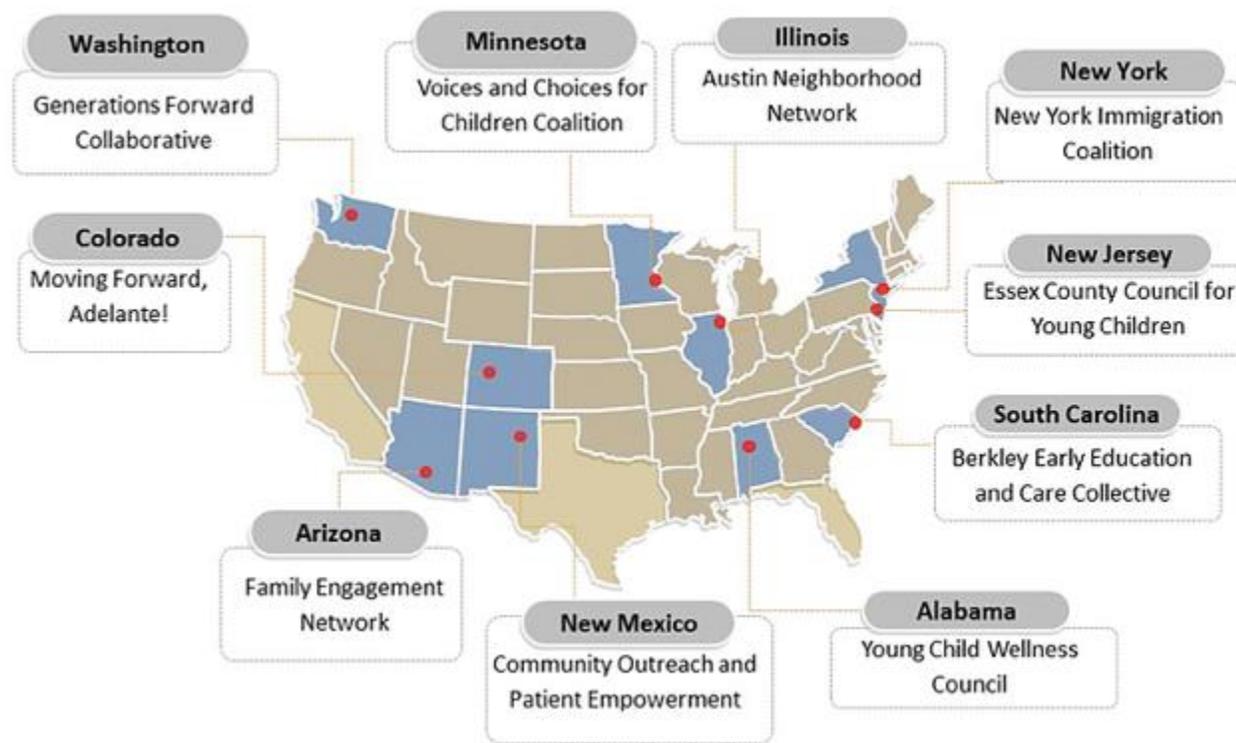
**Networks of Opportunity for Child Wellbeing (NOW)** is a national initiative led by Vital Village Network to improve the capacity of local communities and coalitions to advance health and educational equity for children.

The **NOW Innovation Forum** is a national network of peer communities working to promote child wellbeing and prevent early childhood adversities.



# NOW Learning Community

Supports **10 selected communities** over 18 months to build essential knowledge, skills, and tools to scale and sustain equitable transformation of early childhood, education, and health systems in their neighborhood, city, or county.



Learn more at: <https://www.networksofopportunity.org/learning-community>

# NOW Innovation Forum – Sign up to be a member!

<https://www.networksofopportunity.org/>



The screenshot shows the homepage of the Networks of Opportunity for Child Wellbeing (NOW) website. At the top, the NOW logo is displayed with the tagline "Networks of Opportunity for Child Wellbeing" and "POWERED BY VITAL VILLAGE". A "Log in" link is visible in the top right corner. Below the logo is a teal navigation bar with the following menu items: "HOME", "Why NOW?", "Community Stories", "Building Local Capacity", and "Connect to NOW". Social media icons for Facebook and Twitter are also present. The main content area features a large group photograph of a diverse group of people, including men and women of various ethnicities, smiling. Overlaid on the bottom center of the photo is a yellow text box with the text: "Building community capacity to promote child wellbeing and achieve equity." Below the photo, there is a section with the text: "What would it look like if every child, parent, and family had equitable access to critical resources and opportunities needed to lead healthy, thriving lives – and had a seat at the table to drive the solutions?" At the bottom of the page, a paragraph reads: "Networks of Opportunity for Child Wellbeing (NOW) is a national initiative to improve the capacity of local communities and coalitions to advance equity. The NOW Innovation Forum is a national network of peer communities working to promote child wellbeing and prevent early childhood adversities."

# Featured Speakers



**Ronda Alexander**  
Director of Operations,  
Vital Village Network  
***Moderator***



**Megan Sandel**  
Principal Investigator, Children's  
HealthWatch; Associate Professor of  
Pediatrics, Boston University Schools  
of Medicine and Public Health



**Allison Bovell-Ammon**  
Deputy Director of Policy  
Strategy, Children's  
HealthWatch

# Data Storytelling: Utilizing Data to Tell Stories of Impact and Engage Policymakers

Megan Sandel, MD, MPH  
Co-Lead Principal Investigator

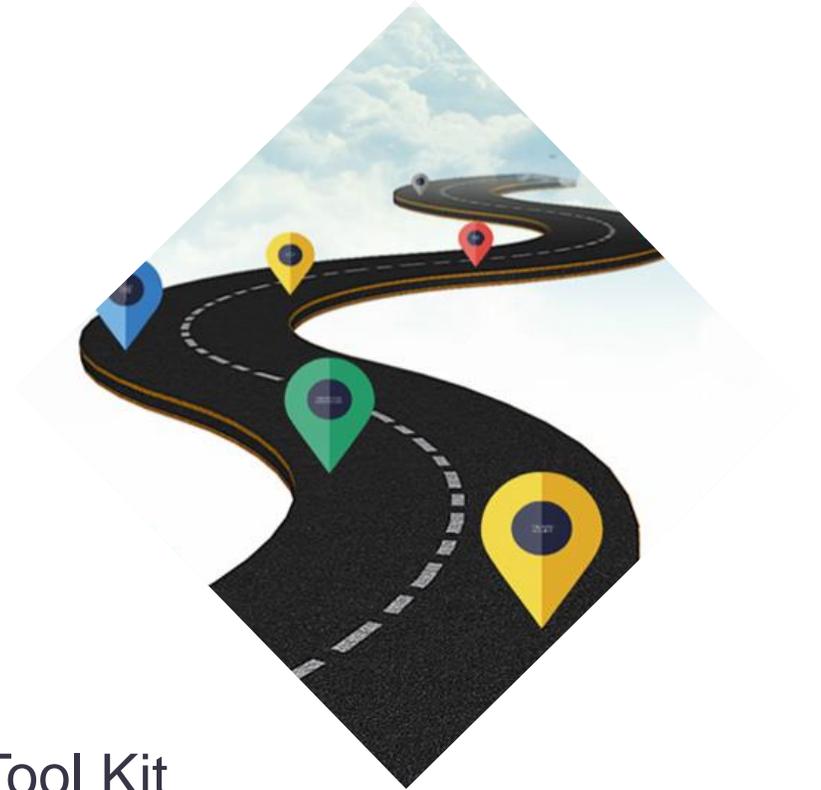
Allison Bovell-Ammon, MDiv  
Director of Policy Strategy

NOW Webinar  
July 18, 2019



# Road Map

- ✓ About Children's HealthWatch
- ✓ Preparing for effective communication
- ✓ Developing tools
- ✓ Example: Housing and Health Message Map Tool Kit





# About Us

Non-partisan network of pediatricians, public health researchers and child health and policy experts.

Mission: To improve the health of young children by informing policies that address and alleviate economic hardships.

# Our Data

5

Urban hospitals (Baltimore, Boston, Little Rock, Minneapolis, Philadelphia)

20

Years of data collection

65,000

Families of children ages 0-4 surveyed



Food  
Security



Stable Homes



Energy Security



Ability to afford health care without trading off basic needs

# Preparing to tell strategic stories

What is the problem I am trying to address?

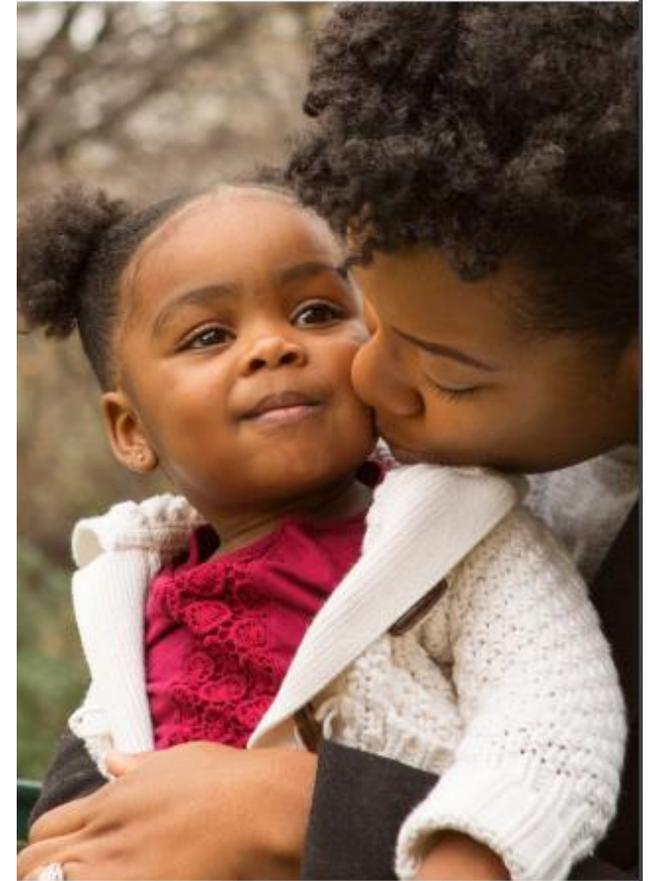
- What is the system that produced this problem?

What are the short and long term solutions?

Who has the power to make this change?

- Federal policy makers
- State policy makers
- Local policy makers
- Business leaders
- Other key stakeholders

Who will be my allies?



# Preparing to tell strategic stories

What does my audience care about?

What message do I want to communicate with my story?

What stories can I and/or others tell?

- Personal story
- Organizational story
- Community story
- Data story



# Finding messages that resonate



- Move beyond jargon and buzzwords
- Identify messages that are meaningful for multiple audiences
- Connect with people in such a way that they begin to see the issue/proposal/research finding in a new way.

# Process for identifying messages

- Get to know your audience
- Seek current communications research on your topic
- Identify what's worked well and what hasn't worked well in current communication's strategies
- Talk with stakeholders and communities impacted by the issue
- Find your **core message** then identify **supporting points**

# Core and Supporting Messages

- Core messages are brief and provide the main takeaway of your message.
- Supporting points include:
  - Background information on your work/research/policy
  - A shared concern that others may relate to
  - An urgency or imperative explaining why action is needed



# Using metaphors

- Metaphors are how people make sense of the world around them, especially complex social problems.
- Metaphors are used in daily life.
- Metaphors offer a simplistic way of understanding a multifaceted problem.



# Creating talking points

- **The situation** – what is the current reality?
- **The metaphor** - how might someone understand the current reality?
- **The urgency** – what we should do and why should we do something now?
- **The logic** – supporting points on why this matters and/or why you care about it?
- **The reward** – what will be the outcome of doing something?
- **The call to action** – what should the person in front of you do after they hear your message?

# Message Map Example



# A New Narrative on Housing and Mental Health



## **A HELPFUL METAPHOR:**

### *Comparing a Developing Child's Mental Health to a Growing Tree*

A child's physical and mental health and wellbeing is like a tree seedling whose soil, roots, and environment must be regularly nurtured throughout its life to establish solid roots and grow strong. A child's mental health, similar to a tree seedling, requires nutrients, a stable location and limited moves, displacement, and stressors that might slow his or her growth and ability to thrive. By investing in safe, affordable homes with access to community resources, we can ensure our children grow strong socially and emotionally, which builds resilience.

# Core and supporting messages

Core message: The Foundation For Mental Health And Wellbeing Is Built Early In Life

Supporting messages:

- Safe, stable homes are a predictor of better health.
- Many people are increasingly unable to afford their rent or mortgage, which has damaging impacts on the health of our next generation.
- Unstable housing is not only deepening health disparities in communities already facing challenges and financial stress, but it is also draining dollars from the U.S. healthcare system.
- Together, we must prioritize and invest in stable, safe homes and supportive community resources that strengthen the overall health, wellbeing, and resiliency of children throughout their lives.

# Words that matter

Words to Avoid	Words to Use
Housing	Homes
Good housing, secure housing, affordable housing	Consistent homes, stable homes, affordable homes
Crisis	Issue
Mental illness, disorder	Mental health challenge, condition
A child suffering with/ victim of mental health	A child experiencing mental health challenges
Gentrification	Displacement
Empowering a child's development	Strengthening a child's development
At-risk children/families	Children at risk of homelessness, People experiencing illness, homelessness, etc.

# Messages in Action

- OpEds
- Social Media posts
- Blogs
- Policy maker discussion
- Press releases
- Research and policy documents



# Thank you!

Contact us:

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Allison.bovell-ammon@bmc.org

Follow Children's HealthWatch:

@Children's HW

[www.childrenshealthwatch.org](http://www.childrenshealthwatch.org)

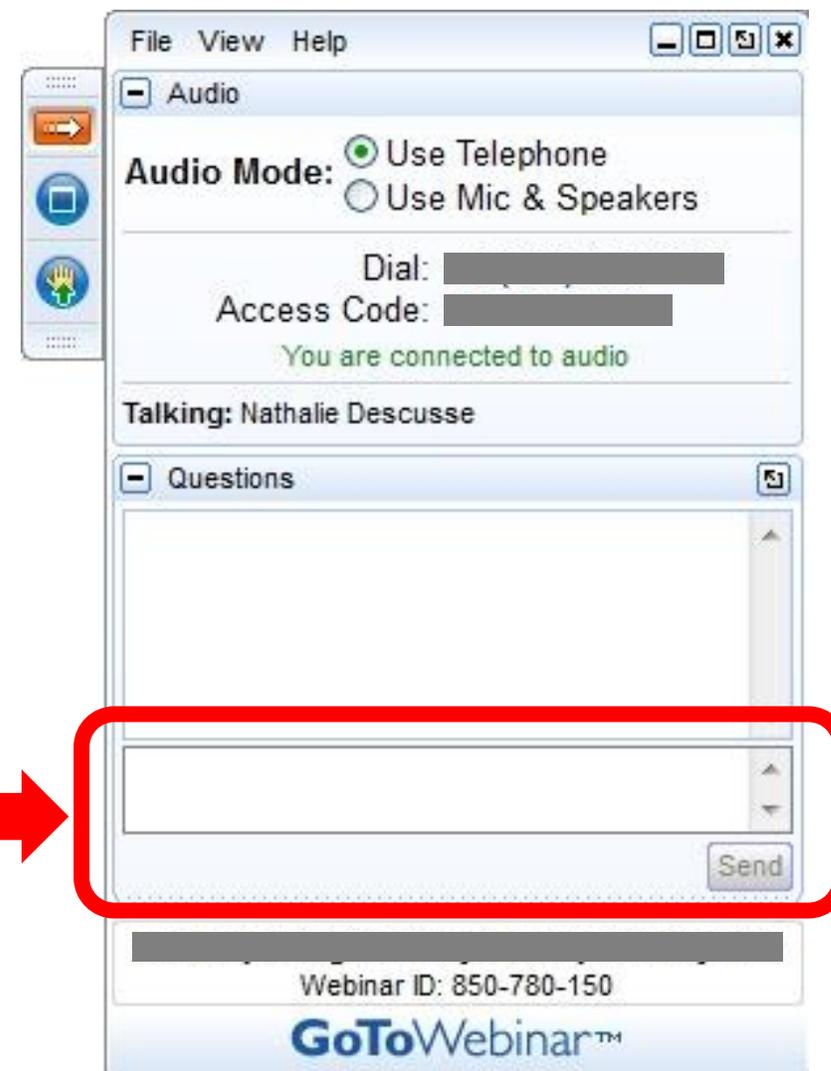


Q & A

Question and  
Answer

# Q & A

- Submit your questions box on Dashboard



# Thank You!

<https://www.networksofopportunity.org/>

[projecthope.csc@gmail.com](mailto:projecthope.csc@gmail.com)

Follow us on Twitter at:

@NOW\_WellChild @Vital\_Village

@ChildrensHW