Data and the Mobilization of Stakeholders
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The Determinants of HEALTH

Culture

Physical Environment

Family

Community

Individual

Media

Policy

Economics
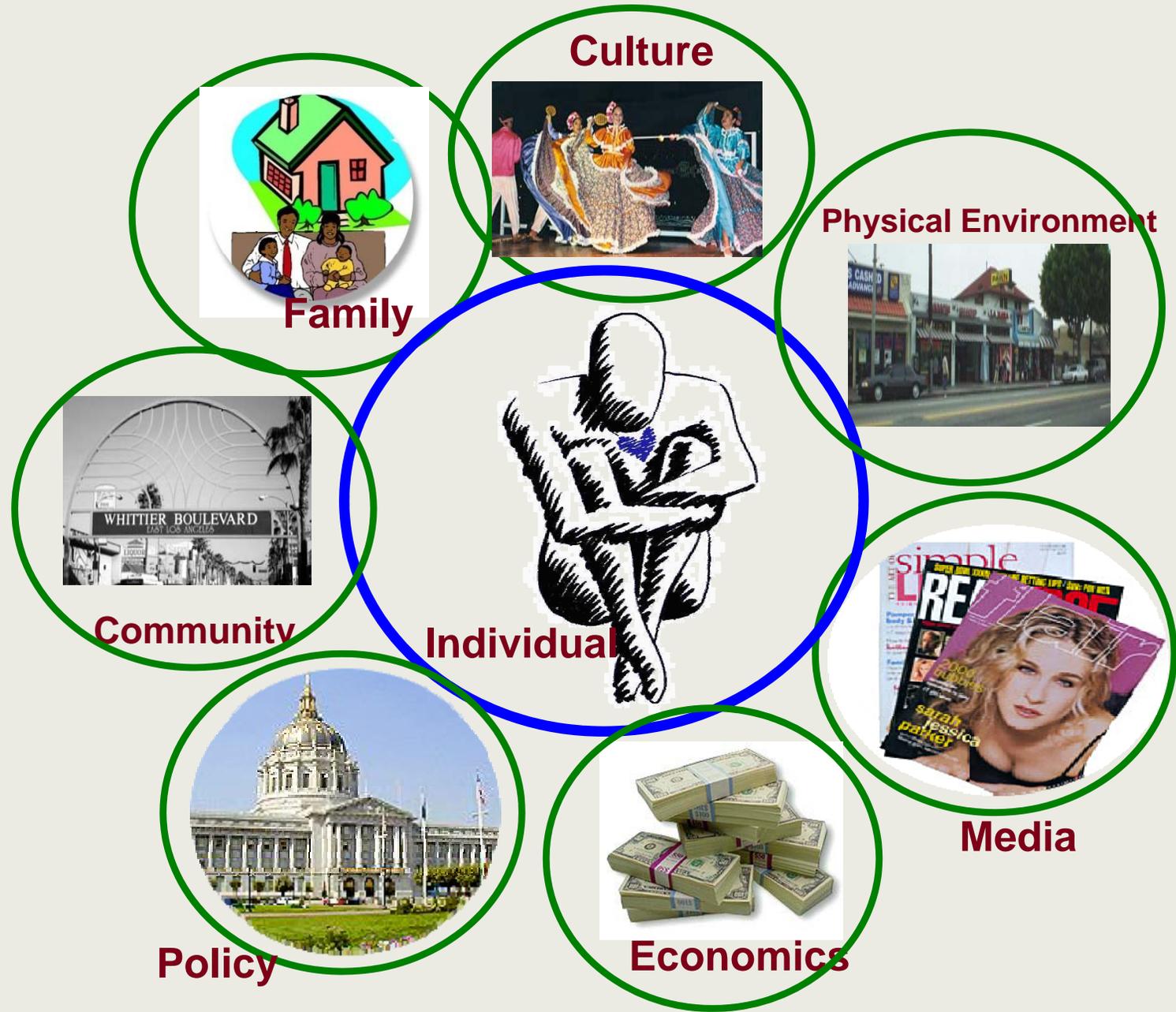
The Types of Data

- – Demographic
  - Age, gender, race/ethnicity, SES

- – Policy
  - Education, health, transportation, crime

- – Program
  - Clients, staff, budgets

- – Personal
  - What do I need to know to help myself **AND** get the help I need from others?

The Uses of Data

- Presentation

- Advocacy

Presentation

- Audience is paramount

    – Board of Directors

    – Staff

    – Community members

    – Elected officials

    – Others?

Other Presentation Issues to Consider

- Language

- Literacy Level

- Layout

- Others?

Advocacy

- Change Among Change Agents

- Policy and/or Systems Change

- Consumer/Community Mobilization

Conclusions

- Data does not speak for itself
  - Can be used appropriately or inappropriately

- Data is essential
  - Clarifies organizational mission and goals; helps define the problem and generate solutions; generate support for funding

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