

welcome! **THE WEBINAR WILL BEGIN SHORTLY**
While you're waiting...

Icebreaker Question.
 What fictional place would you like to visit?
Please enter your answer in the Chat.

Recording & Resources.
 Sent to your registration email within the next 2 days.

Survey & Certificate of Completion.
 Available following the training.







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Housekeeping

-  This presentation is being recorded.
-  Locate the controls on the toolbar at the bottom of your screen.
-  Access the presentation slides now! The link can be found in the chat.
-  When using the chat, please reply to Everyone (when appropriate and within comfort level).
-  A brief survey will be available after the training.
-  A follow-up email will be sent to all participants within 2 days.

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Hi, We're CalTrin!



Who we are:

- The California Training Institute
- Funded by the State of California, Dept. of Social Services, Office of Child Abuse Prevention (OCAP) to provide training to FRCs and CAPCs
- We support child abuse prevention in California through professional development and extended learning.

What we offer:

- Live webinars & small group training
- Virtual, self-paced courses
- Job aids & other resources

This training was made possible with funding from the California Department of Social Services, Office of Child Abuse Prevention. Any opinions, findings, conclusions, and/or recommendations expressed are those of the CTRC, CalTrin and do not necessarily reflect the views of the California Department of Social Services.

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UPCOMING TRAININGS

mark your calendars!

Visit caltrin.org to view the full training calendar and the self-paced online training options

 11/18 Nurturing Parent and Child Development	 12/13 December Protective Factor of the Month: Social Connection Webinar & Workshop
 11/22 November Protective Factor of the Month: Social & Emotional Competence of Children Workshop	 12/14 Understanding Your Role in a Trauma-Informed Environment
 12/02 Culture of One: Moving Beyond Cultural Competence	 01/11 Social Poverty: The Impact of Connection


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The Data Playbook for Prevention Action Planning

Presenters: Katie Albright and Paul Collier

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Speakers SPOTLIGHT



KATIE ALBRIGHT
Chief Executive Officer
Safe & Sound

- Joined Safe & Sound in 2007
- Prior experiences include SF Deputy City Attorney SF Education Fund Policy Director, and Preschool California Co-Director of Policy & Outreach



PAUL COLLIER
Founder and Principal Consultant
Coeflect

- Highly experienced trainer in nonprofit impact measurement strategy
- Founded Coeflect in 2016 and has consulted with more than 35 clients
- Former Data and Evaluation Manager at Safe & Sound
- Worked for Protivis, providing internal audit services to Fortune 500 clients

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AGENDA

- Background: Who is Paul? Why Safe & Sound?
- Data Playbook: For what? So what?
- Big Ideas from the Data Playbook
 - Ch. 1: Plan for Success
 - Ch. 2: Engage your Community
 - Ch. 3: Tell the Story
- Next steps & how to get help

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Poll: Who in your prevention planning team is responsible for finding relevant community data?

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WHO IS PAUL? WHY SAFE & SOUND?



ECONOMICS OF ABUSE

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SPREAD THE WORD: TOOLS FOR YOU TO USE

INTERACTIVE COST CALCULATOR

Impacts in Your County

Find the costs for "Child Abuse and Neglect" for your county.

Choose Your County

Click on the county you want to see the economic impact of child abuse and neglect on your program budget, community health, and well-being.

Question!

Questions about the Calculator or reporting issues with the tool? Email us at info@safeandsound.org.


Watch Video!

Interested in how we calculate this in the report? Watch our "model" video and download the modeling spreadsheet.

COUNTY / REGION SNAPSHOT

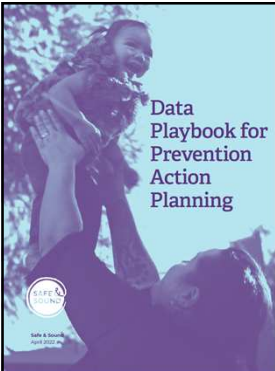
The Economics of Abuse Report
A Study of San Luis Obispo County

The Power of Support of Child Abuse



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Data Playbook for Prevention Action Planning

A New Tool for Prevention Planning Teams


SAFE & SOUND
Safe & Sound
© 2022

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OUR PARTNERS IN DEVELOPING THE PLAYBOOK

- California's Child Welfare Learning & Evaluation Bureau
- California's Department of Public Health
- California's Office of Child Abuse Prevention
- Casey Family Programs
- Strategies Technical Assistance
- California's Child and Family Enrichment Cabinet
- Ventura County's Prevention Planning Team

- **Prevention planning teams from around California: Contra Costa, Kern, Lake, Marin, San Diego, Ventura, San Francisco City and County, San Luis Obispo, Santa Cruz, Shasta**



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WHY THIS MATTERS...

"I think it's about helping families before it gets to child welfare. We need leadership from our system (public) partners, private agencies and the community to support and strengthen our families."



- David Swanson Hollinger, Senior Program Manager Ventura County Children and Family Services, and Co-Chair, Prevention and Early Intervention Committee, the California Child Welfare Council

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WHY THIS MATTERS...



"It is both important and respectful to understand the challenges parents face. By collecting community-level data, county planning efforts will have a better chance at keeping families safe and together."

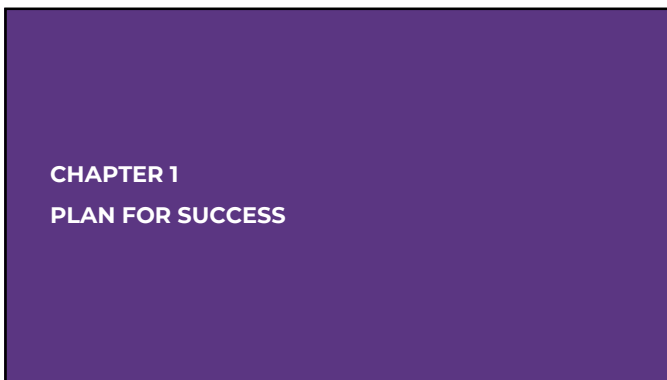
- Roger De Leon, Parent Partner, Riverside County Children's Services and member of the California Child Welfare Council

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SECTION 2: UNDERSTAND DIFFERENT USES OF DATA

Source: [Center for the Study of Social Policy](#), 2020

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SECTION 2: BUILD DATA LEADERSHIP SKILLS

Prevention planning team members should have or develop:

Skills for...

- Integrating data into decisions**, including asking questions like, "What data is relevant to this decision, and what does the data say?"
- Interpreting data products**, including frequently asking, "Where does this data come from?", "What can I learn from it?" and "How can I use it?"

An awareness of...

- The difference between using **data for planning vs adaptation**
- How **data contributes to information, knowledge, and wisdom**, and the fundamental importance of data quality.
- Common biases** that influence how individuals interpret data, including confirmation bias, selection/ sample bias, and positionality.

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SECTION 3: SELECT A DATA FRAMEWORK

Purpose

A data framework helps organize the many kinds of community data you could examine in a credible way.

The Data Playbook examines the benefits and limitations of each of these four frameworks.

Options

- The Social Determinants of Health
- The Center for the Study of Social Policy's Strengthening Families Protective Factors Framework
- The Building Community Resilience Model
- The Adverse Community Experiences and Resilience Framework

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SECTION 4: ORGANIZE YOUR COMMUNITY DATA WITHIN A FRAMEWORK

Adverse Community Experiences and Resilience Framework

- Households under 200% poverty
- Unemployment rate
- Rates of savings & wealth-building
- Business investment trends
- Perceptions of opportunity

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SECTION 4: ORGANIZE YOUR COMMUNITY DATA WITHIN A FRAMEWORK

Adverse Community Experiences and Resilience Framework

- Family composition
- Access to healthcare
- Child maltreatment rates
- Perceptions of trust & social/political agency
- Social norms and common narratives
- Sense of culture & identity

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SECTION 4: ORGANIZE YOUR COMMUNITY DATA WITHIN A FRAMEWORK

Adverse Community Experiences and Resilience Framework

- Housing availability
- Home ownership rate
- Quality & quantity of public spaces
- Crime rates
- Perceptions of safety

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Via chat: Which data sources have you / your prevention planning team found valuable?

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SECTION 5: ACCESS EXISTING DATA

The data playbook provides a top-10 list of existing sources for community data.

#	Source	Superpower
1	Casey Opportunity Map	Easy to use source for family wellbeing, education, housing, and accessibility data
2	Prosperity Now Scorecard	Easy to use source for family income and assets, as well as community economic trends
3	US Census ACS Community Narrative Profiles	Comprehensive community demographics and health insurance information
4	KidsData	Kid-specific indicators including school safety, childcare, and child behavioral health data
5	Strong Start Index	One summary metric (the index) that can be compared by neighborhood

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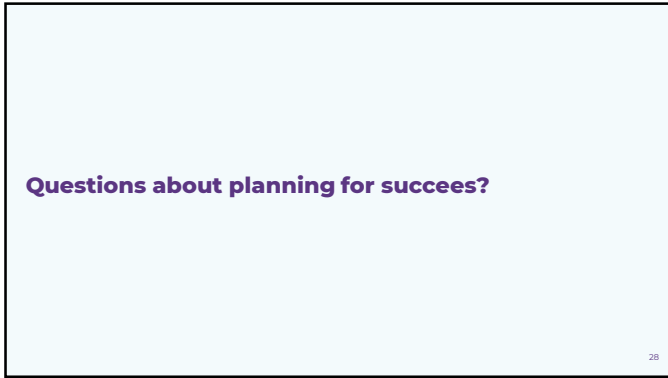
SECTION 5: ACCESS EXISTING DATA

The data playbook provides a top-10 list of existing sources for community data.

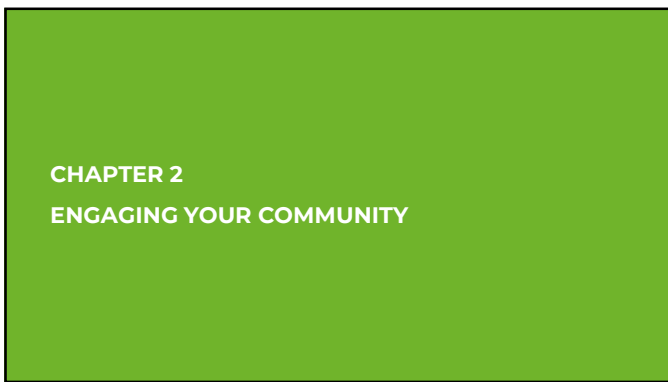
#	Source	Superpower
6	Children Now County Scorecard	Attractive visualizations and easy county-to-county comparisons for child indicators
7	California Child Welfare Indicators Project	Most up-to-date statewide child welfare system data by county, age, gender, and race
8	The Economics of Abuse Interactive Website	Quantifying the economic impacts of child maltreatment for your county
9	CHHS County Health Statuses Profiles	Health indicators compared to national benchmarks, including maternal health data
10	PolicyMap	Many, many data points available down to the neighborhood / census tract level

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SECTION 6: COLLECT NEW COMMUNITY DATA

Many planning teams may choose to augment their community data with additional community feedback. Risks to consider:

- 1. **Representativeness:** Keep who is included / excluded in mind when reviewing data collected.
- 2. **Accessibility:** Meet your community members where they're at and make participation easy.
- 3. **Fatigue:** Understand who else has already asked for community input; access that feedback before collecting your own.
- 4. **Trust:** Work through entities that are trusted and prove your team can be trusted to use feedback meaningfully.

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SECTION 6: COLLECT NEW COMMUNITY DATA

The Data Playbook outlines when to use common data collection tactics, the limitations of each method, planning considerations, and where to learn more.

- Key informant interviews
- Focus groups
- Surveys
- Community meetings
- Asset mapping
- PhotoVoice
- Community cafés

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Poll: Who in your prevention planning team is responsible for reviewing relevant community data?

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SECTION 7: ANALYZE COMMUNITY DATA

Steps for disaggregating community data:

1. Prioritize	2. Assess	3. Disaggregate	4. Review
<p>Which subgroups experience our community differently?</p> <p>Consider: Race and ethnicity; Age; Sex; Gender; Location; Immigration; Disability, and/or Tribal status.</p>	<p>Which aspects of disaggregation are possible with the data we have?</p> <p>Several of the existing data tools shared allow you to disaggregate data.</p>	<p>Have an individual or small group disaggregate important indicators.</p> <p>If possible, explore multiple dimensions together (exploring intersectionality)</p>	<p>Summarize and visualize results in a way that the rest of your planning team can understand; discuss implications.</p>

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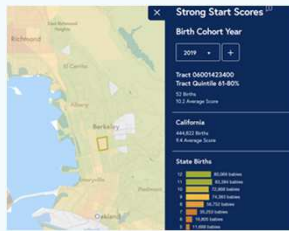
SECTION 8: ANALYZE COMMUNITY DATA

Consider mapping your community data: maps are intuitive and connect data to real people and places.

Consider:

- County
- City
- School District
- Zip Code
- Census Tract

The data playbook lists several free and low-cost mapping tools to consider.



Example from the Strong Start Index. PolicyMap and the Casey Opportunity Map also have useful map views.

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SECTION 9: ANALYZE COMMUNITY DATA

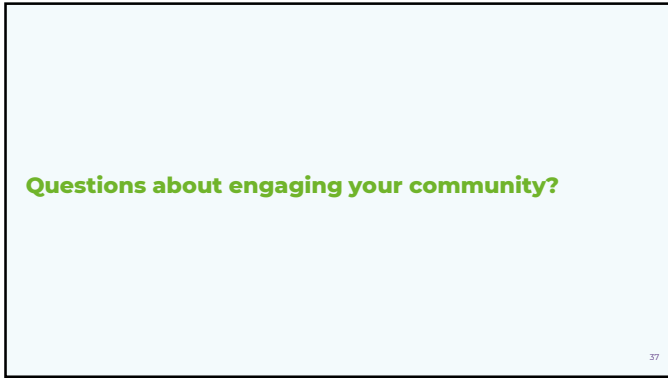
We believe that analysis — making meaning from data — is a team sport, and it is important to engage community members in reviewing community data.

How?

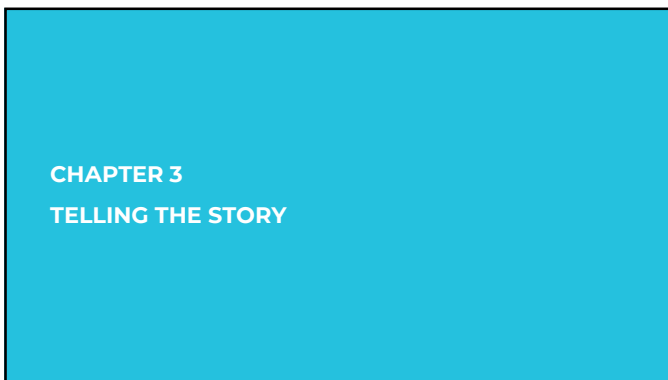
Host a data party with your community!



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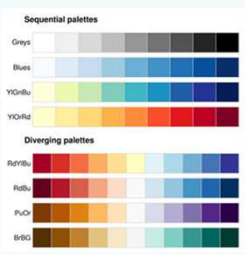
Poll: How would you rate your planning team's ability to communicate effectively with data?

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SECTION 10: USE COLOR INTENTIONALLY

Effective use of color communicates meaning and focuses attention. Consider the following:

- Greys are best used for structure and contextual data.
- Use 1-2 emphasis colors to draw attention.
- If appropriate, choose a sequential or a diverging palette.
- One in 12 men and one in 200 women are colorblind. Check accessibility.



Sequential palettes

- Greys
- Blues
- YlOrBu
- YlOrRd

Diverging palettes

- RdYlBu
- RdBu
- PuOr
- BrBl

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SECTION 10: LESS IS MORE

When communicating a story with data, ask yourself: "What is the main point of this chart, in 30 seconds or less?"

LESS CLEAR



MORE CLEAR

From 2019 to 2021, home prices have increased year-over-year



Source: [Storytelling with Data](#)

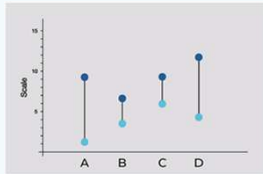
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SECTION 10: CHOOSE YOUR CHART WISELY

The Data Playbook describes common kinds of charts that can help you explain community data, and when to use them:

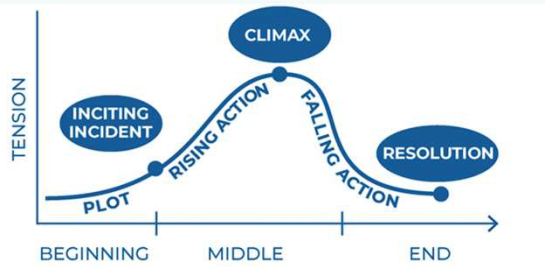
- Tables
- Bar Charts
- Line Charts
- Dumbbell Plots
- Slope Charts
- Small Multiples
- Icons + Big Numbers
- Pie charts
- Marimekko Charts



An example of a dumbbell plots, this visualization option that is great for comparing two groups or time periods.

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SECTION 10: ORGANIZE YOUR DATA STORY



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Your Playbook for Using Data in Prevention Action Planning



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HOW TO ACCESS THE DATA PLAYBOOK

Visit: [Economics.safeandsound.org/playbook](https://economics.safeandsound.org/playbook)

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Any other questions?

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NEXT STEPS

- Share the **Executive Summary** and/or these slides with other prevention planning stakeholders in your county.
- Encourage at least one prevention planning team member to read the full Data Playbook.

Reflection questions:

- What is one area where we can integrate community data as we seek to finish our county's comprehensive prevention plan?
- Are there opportunities where you can use data as a basis for community prevention planning conversations?

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CONTACT:
CommunityAction@safeandsound.org



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Q&A

- Who in your prevention planning team is responsible for engaging with community data?
- What data sources has your prevention planning team found most useful?
- How has data informed how you are focusing your county prevention plan, if at all?

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Thanks for joining us!
WHAT'S NEXT?

- Survey and certificate in the chat now
- Follow up email with recording & resources within two days
- Watch your inbox for the next issue of *CalTrin Connect*



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