How to Tell Your Story

Bitfocus

WELCOME & INTRODUCTIONS

Real World

Analyze

STEP 1: Get Your Data

A. Organize your data
B. What time frame do you want to look at?
C. Look for the good, the bad and the ugly (e.g., missing values, bad data, outliers)

Visualize-Dig Deep

STEP 2: Visualize Your Data

A. Use tools that will let you see your data (e.g., spreadsheets, reports etc.)
B. Highlight and/or select the data you want to use
C. Articulate your findings

The Story-Make it Personal

Types of Data Relationships

1. Does the data support my hypothesis?
2. Does it help prove/disprove a belief held in the community about your agency and/or services?
3. Has the data changed over time?
4. Am I measuring like variables?

STEP 3: Examine Data Relationships

A. Search for the story your data is showing
B. What are the patterns that you are seeing? Is there a relationship between these?

The 5 W's & H-Think Like a Journalist

WHO are the characters in the story?

WHAT is the data and/or facts you are presenting?

WHEN did this take place? Reveal the timeframe.

WHERE have these events taken place?

WHY are these events happening and/or findings important?

HOW did these events come to occur/happen/develop?

STEP 4: Storytelling Dos and Don'ts

A. Think about your **audience**
B. Use credible data
C. Don't misinterpret the data intentionally
D. Use visualization to enhance your data
E. If the story isn't there–the story isn't there

Visualization Tools-See the Big Picture

Good data visualization engages and aides in the understanding of data being presented without the need of excessive narratives.

Youth who are black **and** LGBTQ reported the highest rates of homelessness

Explicit homelessness over the last 12 months, self-reported by young adults, ages 18-25. These estimates do not include reports of couch surfing only.

4%
White + Non-LGBTQ

7%
Black + Non-LGBTQ

8%
White + LGBTQ

16%
Black + LGBTQ
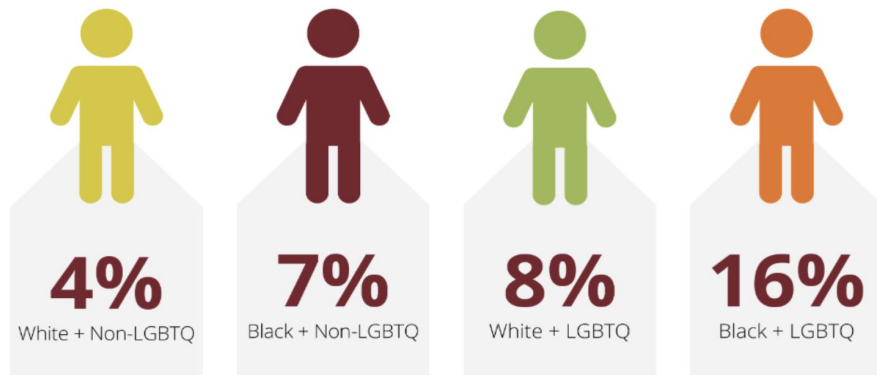
What story does this visual tell the audience?

WHO: Black and LGBTQ Youth
WHAT: Rates of homelessness
WHEN: Last 12 months
WHERE: Any town USA
WHY: Identifies a need
HOW: Ask why this is happening?

Visualization Tools-See the Big Picture

Good data visualization engages and aides in the understanding of data being presented without the need of excessive narratives.

What story does this visual tell the audience?

WHO:	Homeless
WHAT:	Triggers to Homelessness
WHEN:	Any day in a month
WHERE:	Any town USA
WHY:	Helps explain causes (triggers)
HOW:	Ask why this is happening?

Applying the Steps of How to Tell Your Story

Analyze: Get Your Data

Report and data elements

Time Frame

HUD Annual Performance Report (2018)

Santa Clara County CoC:
Report period 10/01/2018 - 01/22/2019
CoC category filter: Agency CoC
Client Location filter: No

Q13c1. Physical and Mental Health Conditions for Stayers

Program Applicability: All Projects

	Total	Without Children	With Children and Adults	With Only Children	Unknown Household Type
Mental Health Problem	879	772	107	0	0
Alcohol Abuse	128	122	6	0	0
Drug Abuse	228	202	26	0	0
Both Alcohol and Drug Abuse	231	212	19	0	0
Chronic Health Condition	603	517	86	0	0
HIV/AIDS	41	41	0	0	0
Developmental Disability	159	115	44	0	0
Physical Disability	527	490	37	0	0

Visualize: Dig Deep

The Story: Make it Personal

The 5 W's & H-Think Like a Journalist
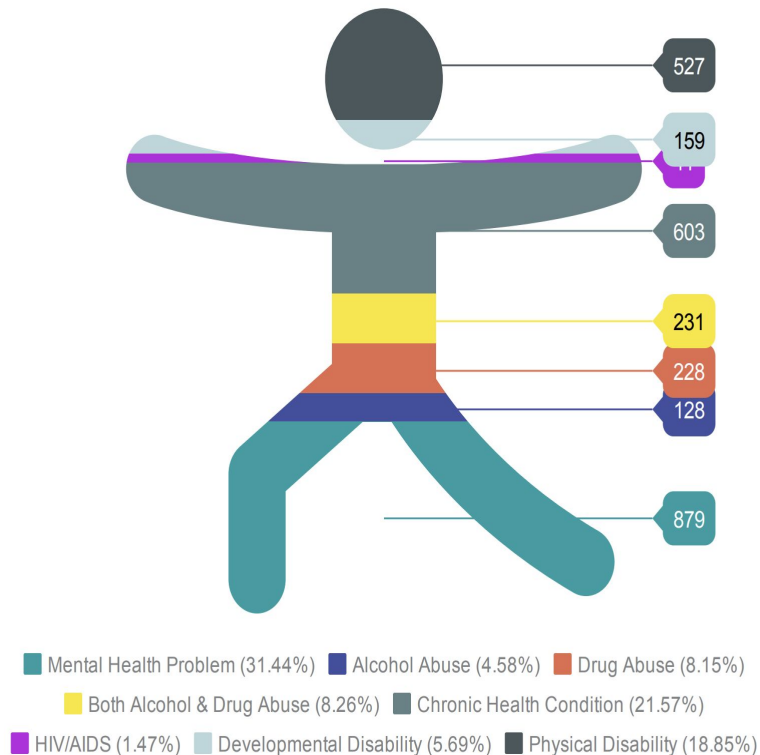
WHO   Homeless Population served

WHAT   Physical & Mental Health Conditions

WHEN   October 01, 2018 to January 22, 2019

WHERE   Santa Clara County-OSH

WHY   Identify conditions and occurrence based on grant needs

HOW   Next steps to help identify resources for this population

Visualization Tool-See the Big Picture

You can still add a narrative that can help bring your story together.

"The chart brings together the findings for Physical and Mental Health Conditions for our homeless stayers population. We have identified that Mental Health Problems are the most common health conditions for our population and have devised a plan on increasing intensive case management services for this community"

Physical & Mental Health Conditions for Stayers (Q13c1)

527
159
603
231
228
128
879

■ Mental Health Problem (31.44%)   ■ Alcohol Abuse (4.58%)   ■ Drug Abuse (8.15%)
■ Both Alcohol & Drug Abuse (8.26%)   ■ Chronic Health Condition (21.57%)
■ HIV/AIDS (1.47%)   ■ Developmental Disability (5.69%)   ■ Physical Disability (18.85%)
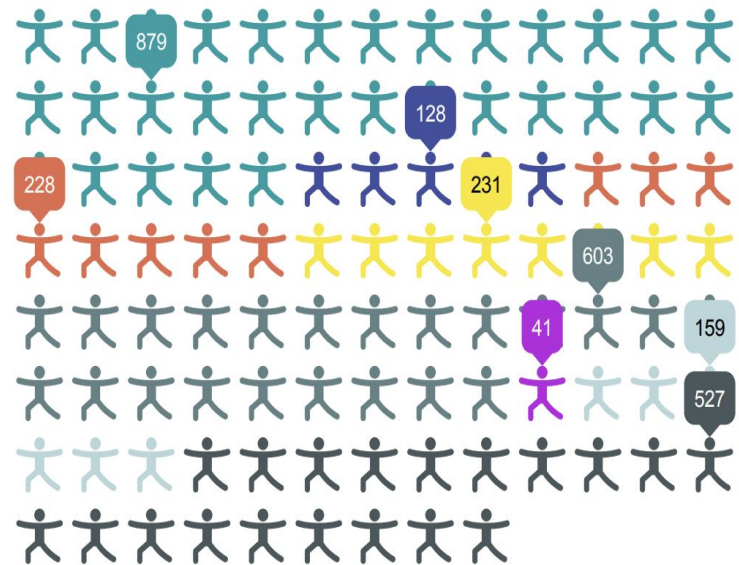
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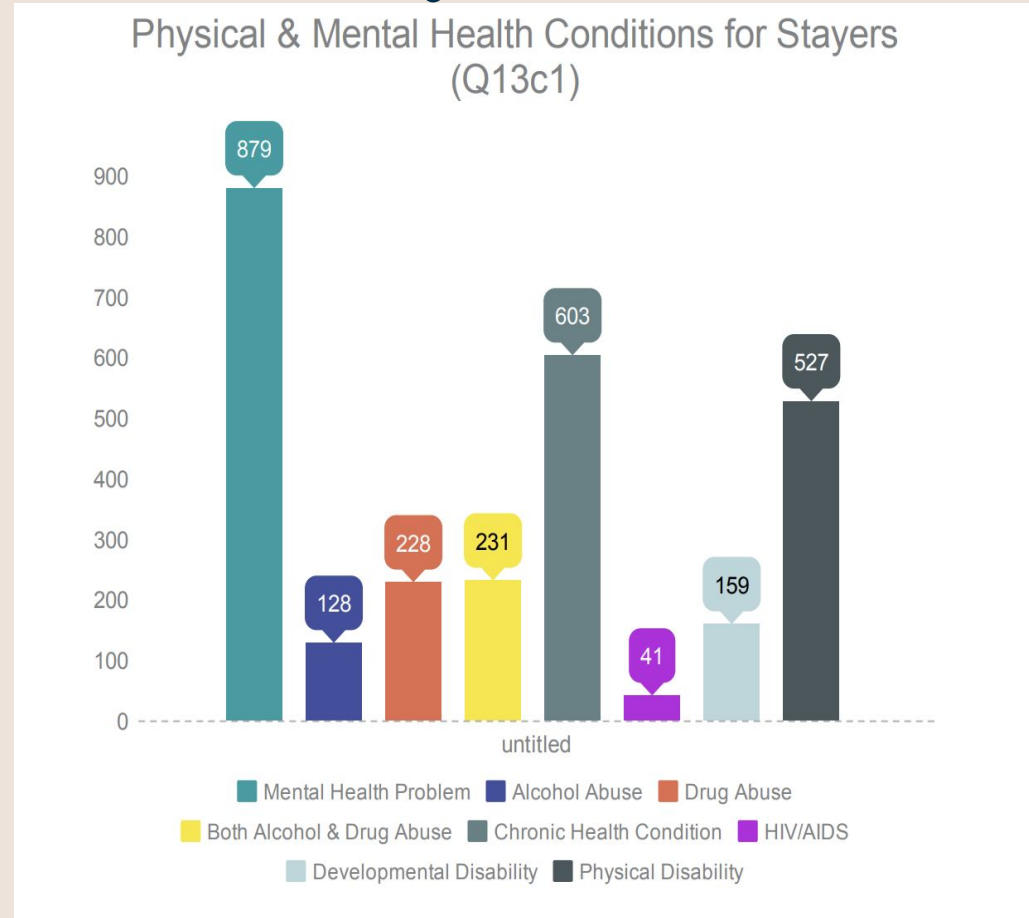
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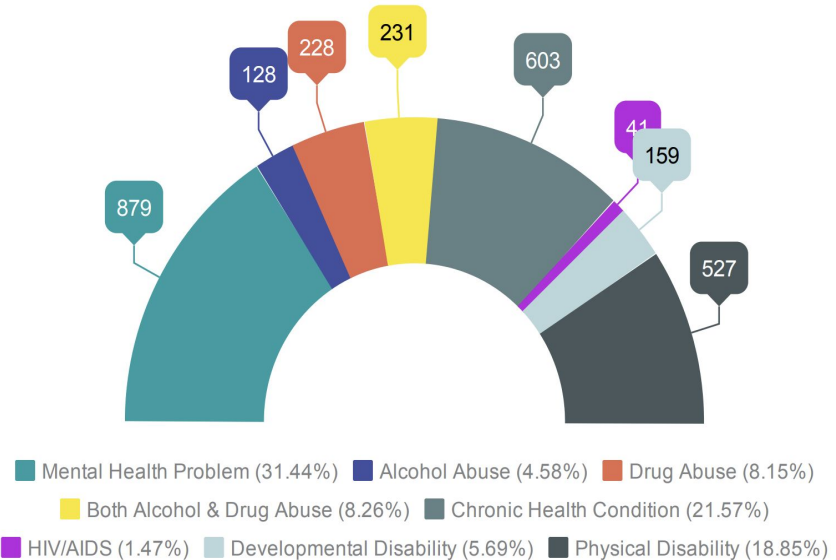Physical & Mental Health Conditions for Stayers (Q13c1)

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A Press Release or an Article

Show Me the Money

Where Does 2017 City Homeless Funding Go?

$50 million → Investment increase in...

PROGRAMS FUNDED

Emergency Shelters, Safe Havens, Day Centers, Hygiene Centers, Transitional Housing, Authorized Encampments, Outreach, Safe Parking	$24.8M
Permanent Supportive Housing, Transition In Place, Rapid Re-Housing	$16.8M
Eviction Prevention, Diversion	$4.2M
Services for people experiencing homelessness, meal programs, CDBG capital repair projects	$3.3M

Services 7%

Prevention to keep people in homes — 9%

34% Permanent Housing Support

50% Emergency
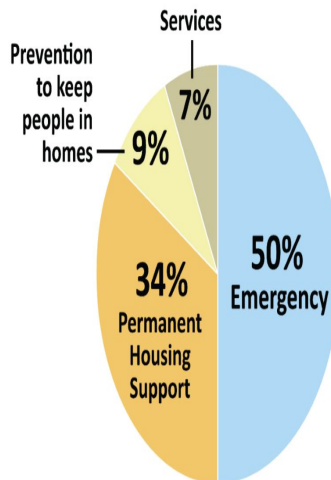
1

THE LARGEST & MOST COMPREHENSIVE COST STUDY OF HOMELESSNESS IN THE USA

104,206 individuals in Santa Clara County over 6 years - between 2007 and 2012

$520 MILLION / YEAR providing services for homeless residents over the six-year study

53% HEALTH CARE

34% JUSTICE SYSTEM

13% SOCIAL SERVICES
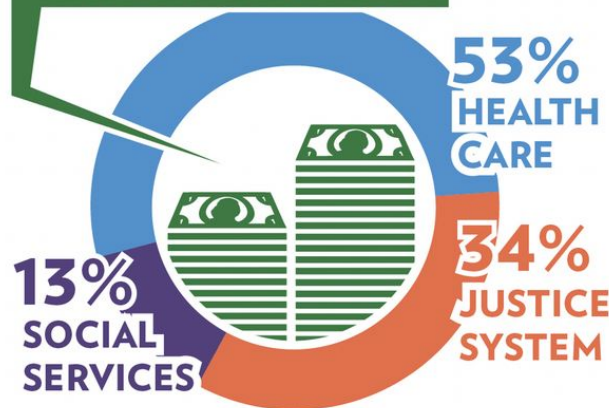
DESTINATION: HOME

To find out more visit: DestinationHomeSCC.org

Tweet, Sweet, Tweet

Ramona Giwargis ✔ @RamonaGiwargis · Jan 18

Bruce Ives, CEO of @LifeMovesOrg, talked about a safe parking program in #SanJose that allows 18 homeless families a safe place to park overnight — but it's an interim solution. "Safe parking is an on ramp to housing," he said.

💬   🔁   ♡ 2   ⬆

Changing Perspectives on Homelessness @HTH_at_PATH · Jan 18

Can you help pick up food donations? Drivers needed for regular food pickup help from the @SDFoodBank and other area farmers markets. Contact @pathpartners to learn more about how you can help, like these @hightechhigh students!

PATH and High Tech High

💬   🔁 4   ♡ 7   ⬆

A Facebook Post

Destination: Home added an event.
3 hrs · 🌐

Training and sign-up opportunity on January 25 at 5:30pm at Gilroy Compassion Center, 370 Tomkins Court, Gilroy CA 95020. Additional dates and locations below. Actual homelessness count takes place on January 29 and 30. Registration required at http://bit.ly/scc2019count

We need your help! A complete and accurate Point-in-Time Count of people experiencing homelessness is critical for our work to prevent and end homelessness throughout the county.

Note: Please register today ... See More

Volunteers Needed
2019 SANTA CLARA COUNTY
HOMELESS POINT-IN-TIME COUNT
Tuesday, January 29 and Wednesday, January 30

FRI, JAN 25 AT 5:30 PM
Homelessness Count Volunteer Sign-up and Training #4
Ⓡ Causes

★ Interested

LifeMoves
October 22, 2018 · 🌐

California leads the nation with almost 1 in 5 Californians living in poverty.

https://www.ocregister.com/.../californias-19-poverty-rate-t.../

OCREGISTER.COM
California's 19% poverty rate, though improved, ties state for first in U.S.

Practicum Time-Let's Dive In

Q16. Cash Income - Ranges Program Applicability: All Projects	Income at Start	Income at Latest Annual Assessment for Stayers	Income at Exit for Leavers
No Income	390	45	42
$1 - $150	225	50	13
$151 - $250	37	7	4
$251 - $500	51	14	4
$501 - $1,000	466	112	51
$1,001 - $1,500	163	42	10
$1,501 - $2,000	99	22	14
$2,001+	133	17	13
Client Doesn't Know/Client Refused	2	0	0
Data Not Collected	6	0	2
Number of adult stayers not yet required to have an annual assessment		835	
Number of adult stayers without required annual assessment		275	
Total Adults	**1,572**	**1,419**	**153**
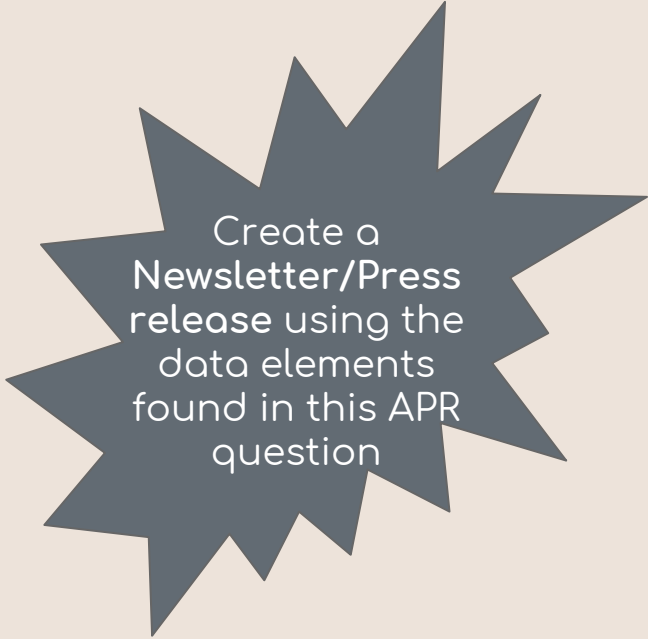
Create a **Facebook** post using the data elements found in this APR question

Practicum Time-Let's Dive In

Q26h. Type of Non-Cash Income Sources - Chronically Homeless Persons

Program Applicability: All Projects

	Benefit at Start	Benefit at Latest Annual Assessment for Stayers	Benefit at Exit for Leavers
Supplemental Nutrition Assistance Program (SNAP) (Previously known as Food Stamps)	329	70	28
Special Supplemental Nutrition Program for Women, Infants and Children (WIC)	1	1	0
TANF Child Care Services	6	2	0
TANF Transportation Services	3	0	0
Other TANF-Funded Services	6	1	0
Other Source	26	8	3
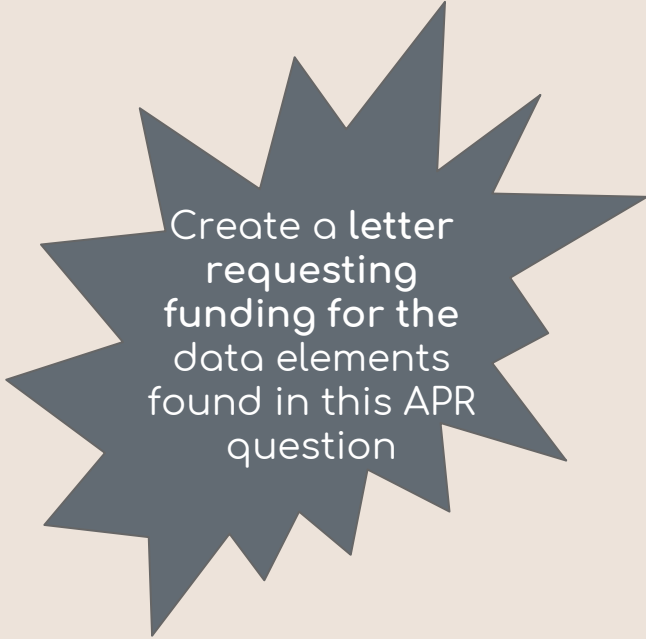
Create a Newsletter/Press release using the data elements found in this APR question

Practicum Time-Let's Dive In

Q27c. Gender - Youth

Program Applicability: All Projects
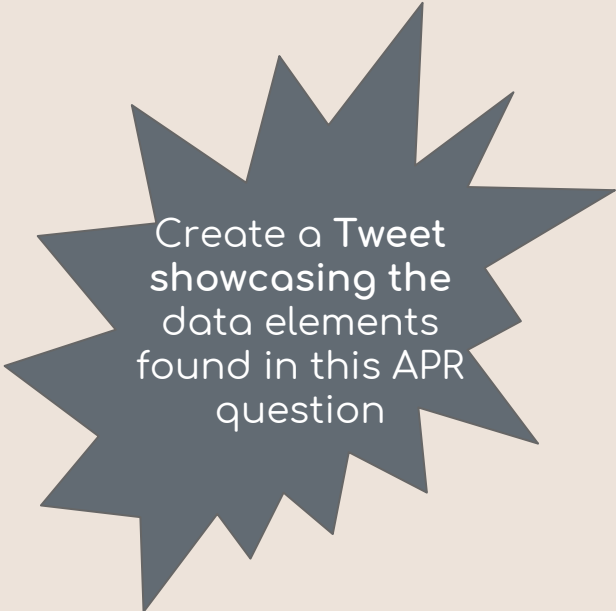
	Total	Without Children	With Children and Adults	With Only Children	Unknown Household Type
Male	11	6	5	0	0
Female	38	10	28	0	0
Trans Female (MTF or Male to Female)	0	0	0	0	0
Trans Male (FTM or Female to Male)	0	0	0	0	0
Gender Non-Conforming (i.e. not exclusively male or female)	0	0	0	0	0
Client Doesn't Know/ Client Refused	0	0	0	0	0
Data Not Collected	0	0	0	0	0
Total	49	16	33	0	0

Create a letter requesting funding for the data elements found in this APR question

Practicum Time-Let's Dive In

Q22c. RRH Length of Time between Project Start Date and Housing Move-in Date

Program Applicability: PH - Rapid Re-Housing; PH - Permanent Supportive Housing

Length	Total	Without Children	With Children and Adults	With Only Children	Unknown Household Type
7 days or less	26	4	22	0	0
8 to 14 days	24	1	23	0	0
15 to 21 days	18	5	13	0	0
22 to 30 days	56	3	53	0	0
31 to 60 days	50	14	36	0	0
61 to 180 days	68	24	44	0	0
181 to 365 days	25	25	0	0	0
366 to 730 days (1-2 Yrs)	2	2	0	0	0
Total (persons moving into housing)	**269**	**78**	**191**	**0**	**0**
Average length of time to housing	**69**	**137**	**42**	**0**	**0**
Persons who were exited without move-in	**79**	**29**	**50**	**0**	**0**
Total persons	**348**	**107**	**241**	**0**	**0**

Create a Tweet showcasing the data elements found in this APR question

A Different Perspective

All People-One Love

Livable wages are a must! The following bar graph shows what our population report as income at program entry. Interestingly and of noteworthy mention is that income of stayers as well as leavers is consistent and levels off. This glance at our Homeless Cash Income Ranges shows the importance of having incomes that are high enough for people to afford housing, food, clothing, medical care and other necessities of life.

Cash Income-Ranges

Income Amount: No Income, $1-$150, $151-$250, $251-$500, $501-$1,000, $1,001-$1,500, $1,501-$2,000, $2,000

Income Start, Income Annual Ast. Stayers, Income Exit Leavers
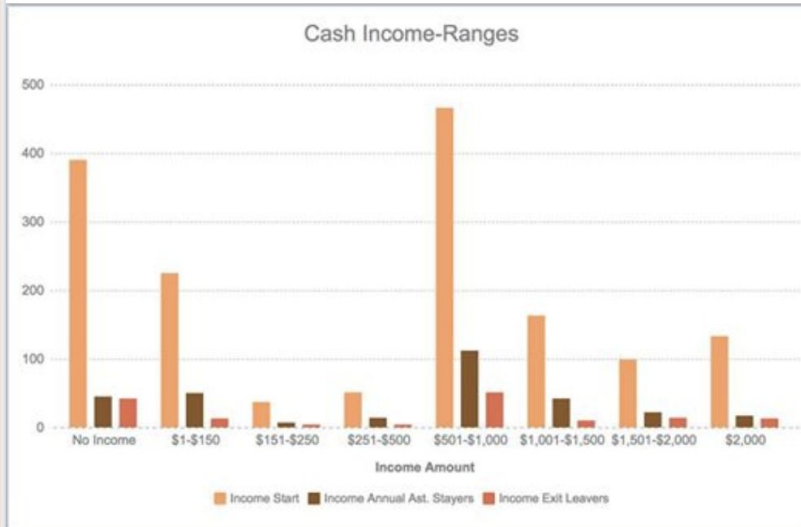
Like   Comment   Share

Create a **Facebook** post using the data elements found in this APR question

A Different Perspective

All People-One Love
Offering real housing solutions for all.

Monthly Newsletter

February 2019

There is a lot that happens around the world we cannot control. We cannot stop earthquakes, we cannot prevent droughts, and we cannot prevent all conflict, but when we know where the hungry, the homeless and the sick exist, then we can help.

The Use of Non-Cash Benefits In Our Population

A peek at our program overwhelming showed the most common type of Non-Cash Income used by our population is Supplemental Nutrition Assistance Program (SNAP) followed by Other Sources*.

Further analysis of our data showed that **329** Chronically Homeless Persons used SNAP at start of program with only **28** at program exit**.

*Other Sources may include a regular and recurrent non-cash benefit reported by the individual at assessment.
**Based on HUD Annual Performance Report Data please note not all clients in this report had completed an Annual Assessment at time of data pull. For further details please feel free to contact us directly.

Create a Newsletter/Press release using the data elements found in this APR question

A Different Perspective

All People-One Love
123 Your Street
Your City, ST 12345
(123) 456-7890

Inside the Hidden World of Homeless Teen Mothers

OVERVIEW

Homelessness is devastating for youth and young adults. Research shows they experience high rates of violence, sexual assault, substance abuse, physical illness, and behavioral disorders. They often cannot attend school, let alone graduate. To cope, many engage in drug use, prostitution, survival sex, or other illicit activities. Youth homelessness is associated with increased risk factors that directly affect public health and safety. In addition, a rising vulnerable population involves pregnant and parenting youth — youth with children of their own.

NEED

Many of the same risk factors that place youth at risk for homelessness are strong predictors of early and unplanned pregnancies among young, homeless women. Homeless young women are almost five times more likely to become pregnant and far more likely to experience multiple pregnancies than housed young women. These risk factors are the motivating force in requesting funding in the amount of $16,504 to provide child abuse prevention, intervention, and treatment programs.

DATA

As our data demonstrates we have higher numbers of young homeless women with children. The additional funding would be used to provide these young women and their families with the following resources:

1. **Parent-Child Interactive Therapy**
   a. Families participate in weekly sessions to improve family functioning, reduce stress, and learn healthy disciplinary techniques.
2. **Baby Steps**
   a. In-home parent/child attachment and parenting support to pregnant women and infants, particularly those who have been impacted by the criminal justice system.
3. **Child Abuse Prevention**
   a. Provides low-income and at-risk families with skilled counseling, case management, support, and education to help families get their lives back on track.

Female Youth (n=38)
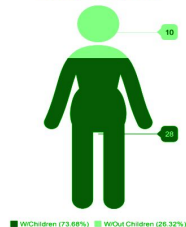
10

28

W/Children (73.68%)   W/Out Children (26.32%)

Create a letter requesting funding for the data elements found in this APR question

A Different Perspective

Tweets · Tweets & replies · Media · Likes

Janel Fletcher, MPH @jae_nellz · 4s

53 households with children were placed in housing within 22 to 30 days. Keep up the great work! @AllPeopleOneLove #HousingIsOurPriority #HousingForAll

Create a Tweet showcasing the data elements found in this APR question

Benefits of Data Visualization

A. **Data Makes Your Story More Credible** → When you include data, you introduce a unique element: cold, hard data that speaks for itself.

B. **Data Visualization Is More Powerful** → Well-designed visualizations do the heavy lifting for your audience. Not only are they more visually appealing than text and numbers alone, they also increase comprehension and retention, adding a richer layer to the story and making a more lasting impact on your audience.

C. **Data Visualization Is Engaging** → Fosters a more personal, significant and active interaction that enhances any type of content.

Tips & Tools to Help Tell Your Story

The human [brain processes visual information](#) better than it processes text -- so using charts, graphs, and design elements, data visualization can help you explain trends and stats much more easily.

[An Introduction to Data Visualization](#)

How to design compelling charts & graphs that are easy to understand

[195+ visual marketing Design templates](#)

Templates to help you create content

Questions, Comments and/or Concerns?

For additional questions: leslys@bitfocus.com