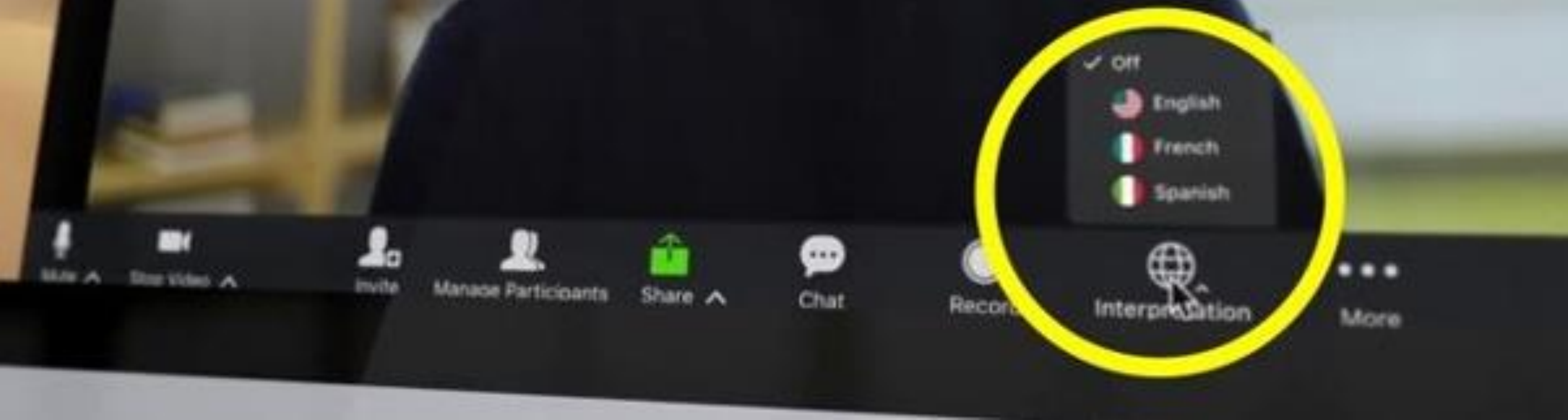NC Child
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DISMANTLING RACISM WITH DATA

Best Practices for Communicating About Data

Choose Your Language
Elige tu idioma

- Coaching
- Consulting
- Training
- Facilitation
- Capacity Building

NC CHILD

NC Child builds a strong North Carolina by advancing public policies to ensure all children - regardless of race, ethnicity or place of birth - have the opportunity to achieve their full potential.

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The Voice for North Carolina's Children

Today could also be titled:

- Don't Perpetuate Racism with Data
- Cause no Harm with Data
- Displaying Data in a Positive and Uplifting Way
- Using Data and Marketing to Send the Message You Want
- Best Practices for Communicating about Data

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Centering Race

- Racial inequities persist in every system across the country, without exception.
- Prevailing norms of "race muteness" and "color blindness" are a central part of the problem that create inequities.
- Race is visible.
- Racial and ethnic minorities have been legally prohibited where they can eat, sit, vote, speak.

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Centering Race

- In order to achieve racial equity, policies have to be created in order to remove barriers.
- Not focusing on race makes it more difficult to fully understand the impact of race.
- When you look within other dimensions of identity — income, gender, sexuality, education, ability, age, citizenship, and geography — there are inequities based on race (intersectional).

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Review of Analyzing & Displaying Data

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3 Tips

- Tip 1: Disaggregated data is the foundation for equity.

- Tip 2: Consider how outcomes may be linked.

- Tip 3: Don't let the data stand alone.

Takeaways

- Reinforce data with context

- Use the story/people behind the data

- Course of Action

- Head + Heart, Why + What

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Best Practices for Communicating About Data

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Know Your Audience

Consider who is receiving your messaging

Know Your Community

- Local census data

- Asset-Based Communities

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The Picture you Paint

- The Look

- Display, clipart, images

- Color choice

- Labels and Order

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Black: 57%, 42%
Hispanic & LEP: 26%, 18%
Hispanic & Non-LEP: 53%, 41%
White: 72%, 64%

Benchmark/Proficient (%)

100%

AGGREGATE STUDENTS

AFRICAN AMERICAN

HISPANIC / LATINO

OTHER

WHITE, NON-HISPANIC

ECONOMICALLY DISADVANTAGED (EDS)

NON-ECONOMICALLY DISADVANTAGED (non-EDS)
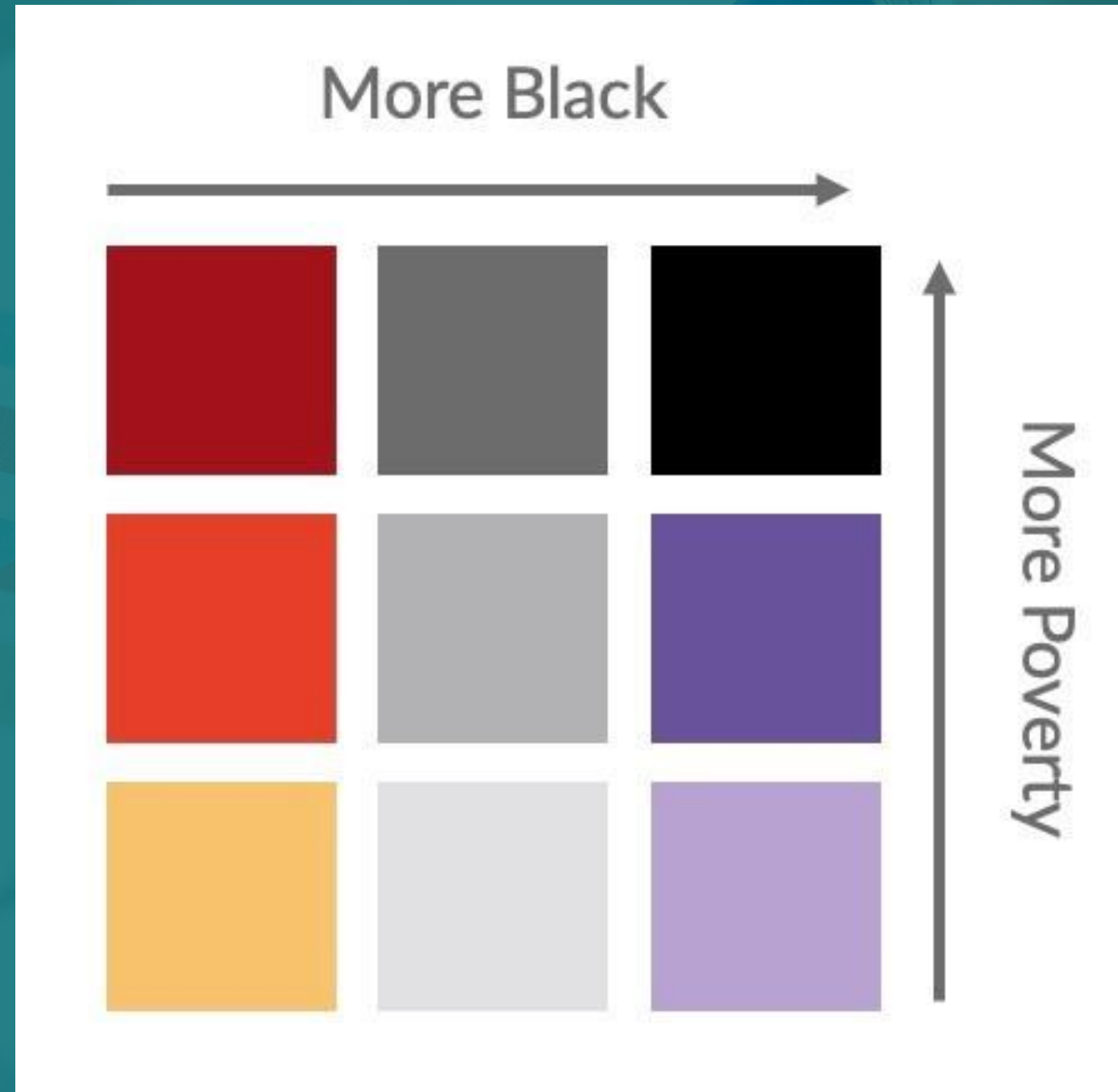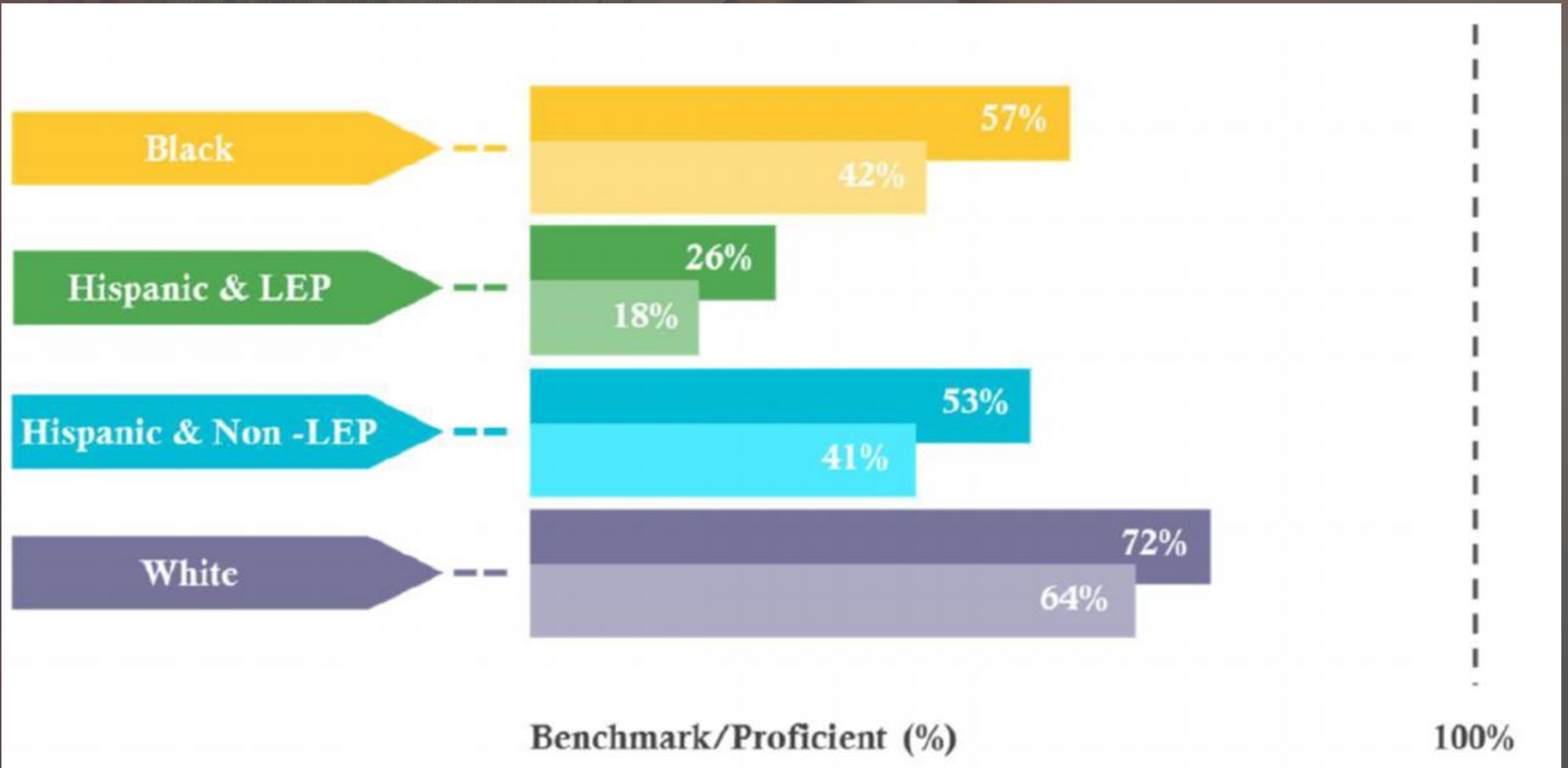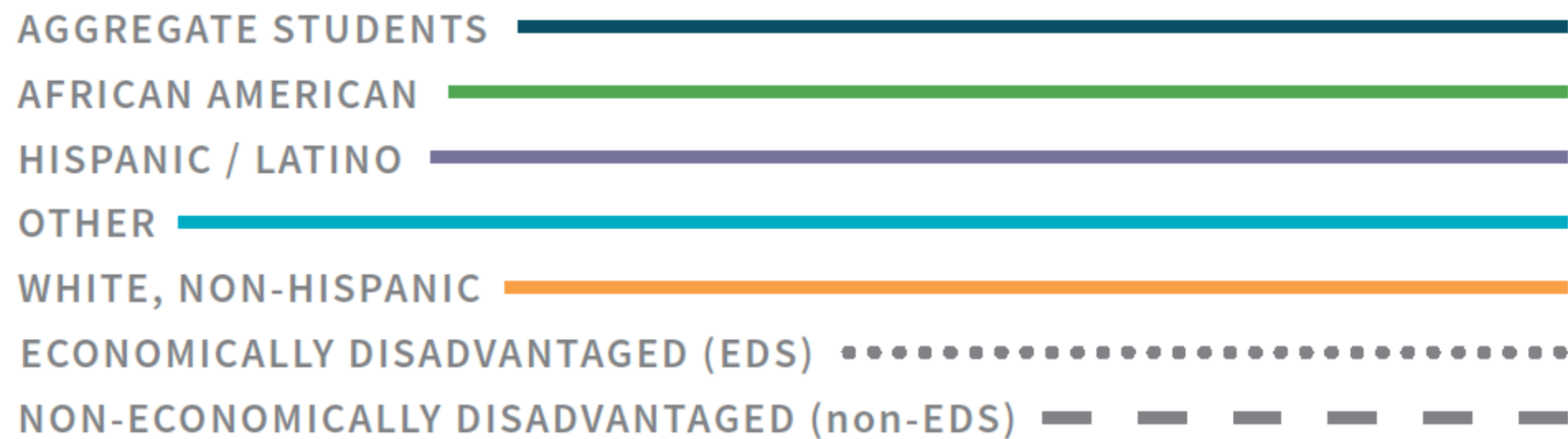
Economically Disadvantaged Students (EDS) are students who receive free and reduced price lunch. The household income thresholds for free and reduced price lunch are 135% and 185% of the poverty threshold, respectively.

The Story you Tell

- The why is important:

- Connect the heart and mind

- Data is a tool to create a narrative

- People first language

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The Look + The Message

- Don't create negative connections for people
- Don't equate race to a problem

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impacted almost 1,000 clients and resulted in a revenue loss of almost $50,000.

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NOW HIRING

Nearly 3 million women have left the workforce over the past year as of January 2021.

Start with Affirmations

- Positive Framing
- Focus on Values
- Word choice
- Every statements
- Impact and Importance

I'm working to ensure that no family has to pay anywhere near half their paycheck for housing.

Habitat for Humanity®

Help make the #CostofHome something we all can afford.
habitat.org/costofhome

It's a shareable world.

Resources

- Census by county
- stameystreet.com/tools/
- https://www.frameworksinstitute.org/tools-and-resources/framing-101/