Best Practices for Communicating About Data

DISMANTLING RACISM WITH 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.
LEARNING SERIES: DISMANTLING RACISM WITH DATA

Analyzing and Displaying Data
THURSDAY • MAY 20

Best Practices for Communicating About Data
THURSDAY • JUNE 17
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
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.
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).
Review of Analyzing & Displaying Data
How does your agency use data?

- Reports: Internal, Board, Quarterly/Yearly
- Grant reports/applications
- Communicating Impact
- Lowest: Stakeholders/General Support
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
Best Practices for Communicating About Data
Know Your Audience
Consider who is receiving your messaging
Know Your Community

- Local census data
- Asset-Based Communities
The Picture you Paint

• The Look
  • Display, clipart, images
  • Color choice
  • Labels and Order
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregate Students</td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td></td>
</tr>
<tr>
<td>Hispanic / Latino</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td></td>
</tr>
<tr>
<td>Economically Disadvantaged (EDS)</td>
<td>Economically Disadvantaged Students (EDS) are students who receive free and</td>
</tr>
<tr>
<td></td>
<td>reduced price lunch. The household income thresholds for free and reduced</td>
</tr>
<tr>
<td></td>
<td>price lunch are 135% and 185% of the poverty threshold, respectively.</td>
</tr>
<tr>
<td>Non-Economically Disadvantaged (non-EDS)</td>
<td></td>
</tr>
</tbody>
</table>
The Story you Tell

• The why is important:
  • Connect the heart and mind
• Data is a tool to create a narrative
• People first language
The Look + The Message

• Don’t create negative connections for people
• Don’t equate race to a problem
impacted almost 1,000 clients and resulted in a revenue loss of almost $50,000.
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.
It's a shareable world.
Resources

- Census by county
- stameystreet.com/tools/
Diversity is a fact. 
Equity is a choice. 
Inclusion is an action. 
Belonging is an outcome.

Arthur Chan