



**Communication
& Social Marketing Center**

Your SAMHSA Partner for Mental Health Promotion

Tell Your Story Well

Communicating Evaluation Data To Share Your Successes

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**SS/HS Evaluation Training and Technical Assistance
Conference**

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**Safe Schools
Healthy Students**

The Equation

**Evaluation + Communication = Success
(and Sustainability)**

Why Communication Matters

- If You Build It, Will They Come?
 - Increases participation in and support for programs.
 - Convinces people these programs and services will help them personally.
 - Generates buy-in from critical audiences.
 - Encourages behavior change.

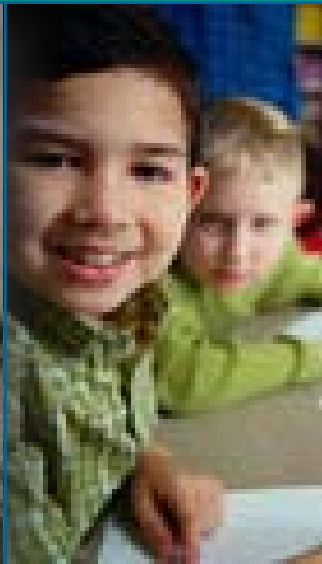
Why Communication Matters

- If You Build It, Will They Fund?
 - Illustrates worthy successes and ongoing needs.
 - Deepens existing partnerships for the long haul.
 - Engages new partners to be a part of your success.

Evaluation + Communication = Success

- Evaluation collects and assesses data.
- Communication frames and presents data.

Today's Audiences, Tomorrow's Champions



Different...

Needs

Beliefs

Values

Priorities

Challenges



The Typical Approach

- “Experts” tell us what to do because they “know what’s best.”
- These same experts are baffled when we:
 - Don’t support their programs.
 - Throw away their brochures.
 - Ignore their advice.
- They ask, “What’s **WRONG** with them?!”



A Better Approach: The Marketing Mindset

- Instead of asking, “What’s *WRONG* with *THEM*?” let’s ask:
 - What’s wrong with what we’re offering?
 - What’s wrong with our message and the way we delivered it?
 - Are we overcoming our audiences’ barriers?
 - How can we align with our audiences’ beliefs, values, priorities, and needs?

When Worlds Collide

Communication and Evaluation Working Together

Evaluators Are From Mars

Show me the numbers.

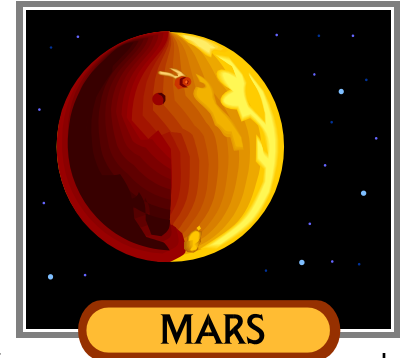
It's a complex world worthy of deep analysis!

Deep appreciation for absolutes; risk-averse.

No fear of lengthy, complex, and analytical reports and abstracts.

Process-oriented. The journey may be more important than the goal.

Time takes time—and that's what accurate evaluations need.



Communicators Are From Venus



→ **It's all about the audience.**

→ **Generalities are okay; don't mind taking a risk.**

→ **Want to see data communicated simply and easily. No jargon, please!**

→ **Love to talk about successes and challenges.**

→ **Goal-oriented: Can we see RESULTS?**

The world is full of **AMAZING** stories waiting to be told!!!



Can Mars and Venus Align?

- Start early.
- Communicate regularly.
- Value each others' contributions.
- Refine data collection and communication.



***We do it for the
children!***

Yes! The children!



Mars and Venus Get To Work

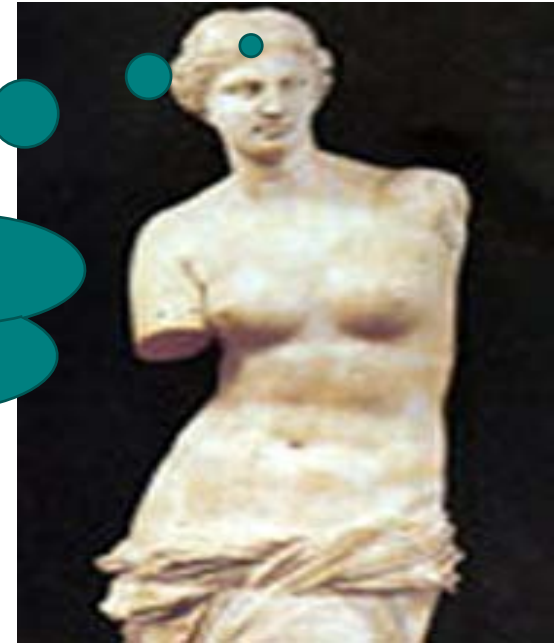
- What data will you need to collect?
 - Quantitative/qualitative data
 - Descriptive/outcome data
- What message/story does the data convey?
 - Baseline data makes the case for need.
 - Outcome data makes the case for sustainability.
- How will you convey that data?
 - Based on audience preferences

Keep the Focus on Your Audience



**Your father Jupiter will be
impressed by the number of
sit-ups I can do!**

**Nope! But he WILL want evidence
that you'll be a great partner.
Got that data, honey??**



Make It Memorable

**Tactics for communicating data
that your audiences won't forget.**

- **Pictures**
- **Social Math**
- **Graphic Images**

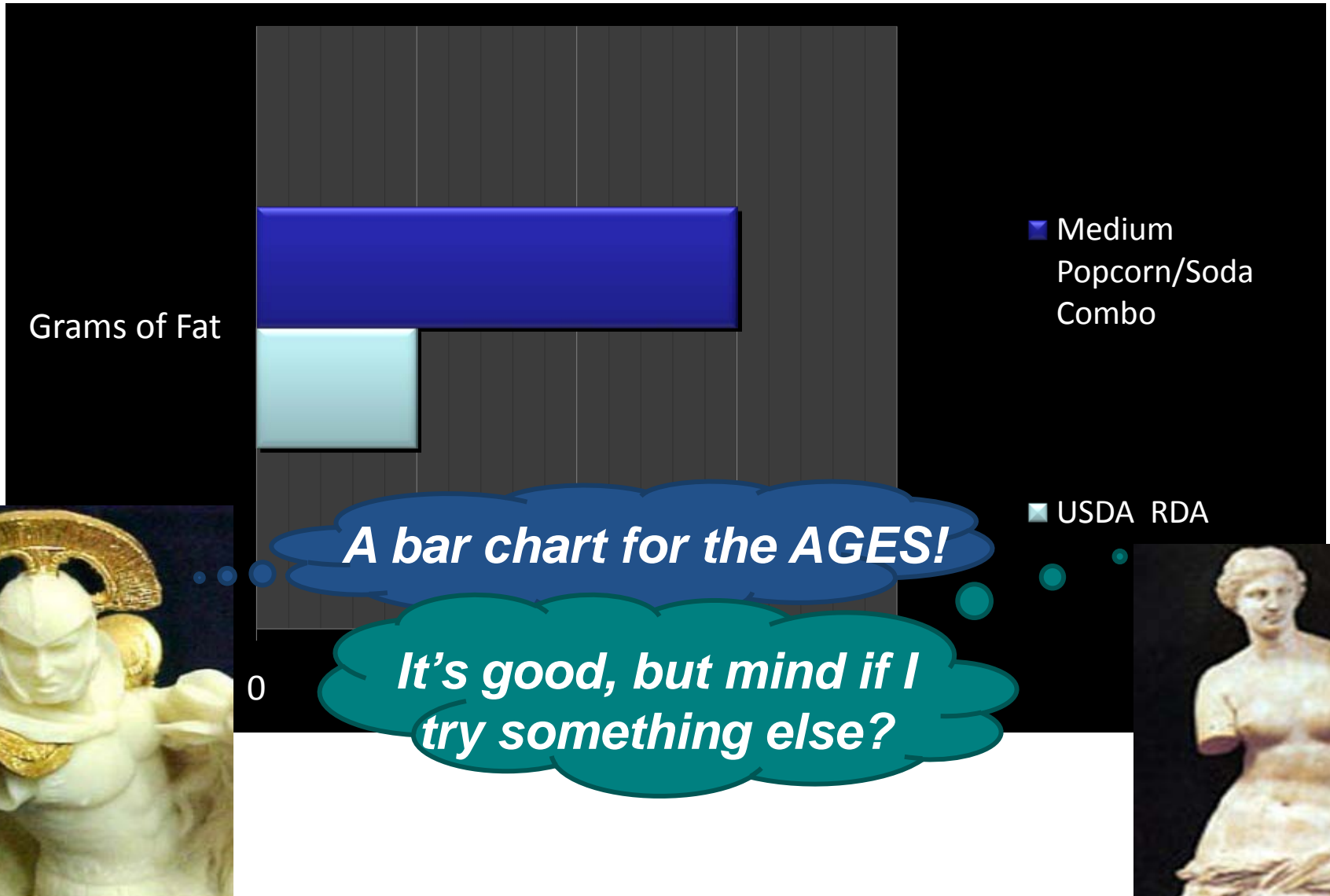
Mars and Venus Go to the Movies

- Data report*:
 - A medium popcorn and soda combo contains 60 grams of saturated fat.
 - USDA recommends no more than 20 grams/day of saturated fat.
- Communication challenge:
 - Reduce consumption of movie theater popcorn.

**Center for Science in the Public Interest, Nov. 2009.*

Fairly dry statistics!
Is there another way?

Illustrating Data: One Way To Go





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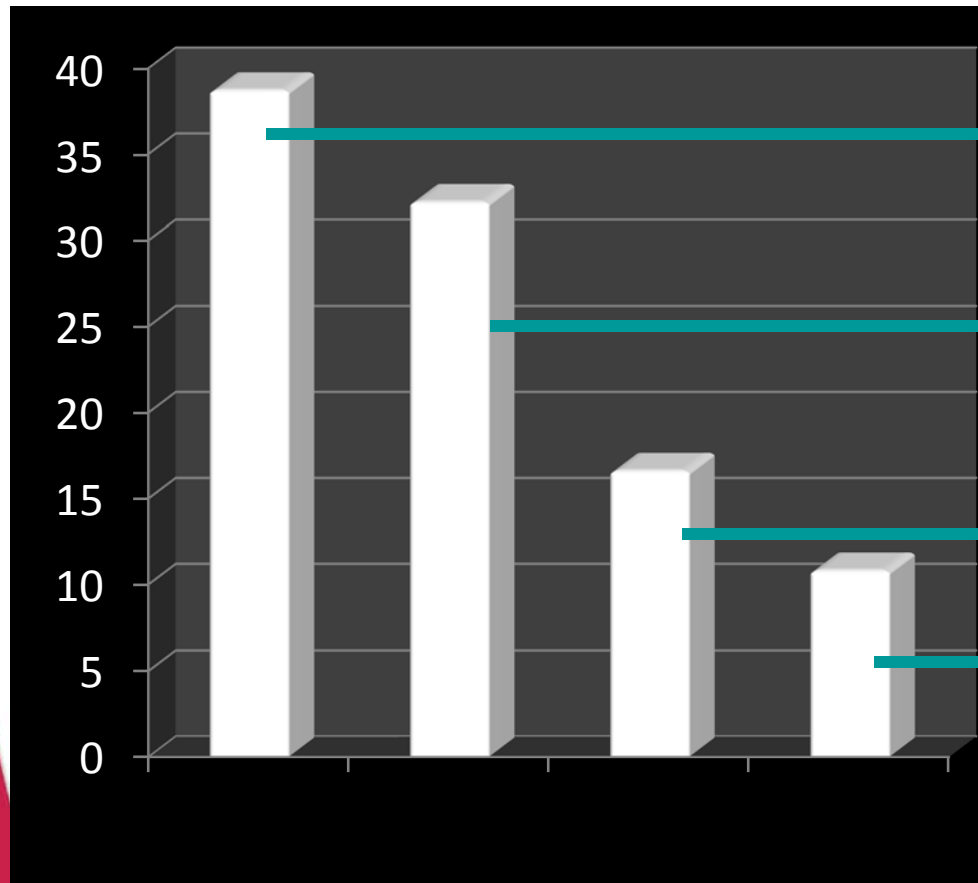


Data Supports Program Goals

- The programmatic goal:
 - Increase number of children receiving mental health services.
- The communication goal:
 - Improve buy-in from teachers, school staff for mental health referral process.
- The data*:
 - 38.7% of students don't feel an adult cares about them.
 - 32.3% report experiencing hopelessness.
 - 16.6% have seriously considered suicide.
 - 10.8% have attempted suicide (double State average).

**As reported in latest district survey, students aged 11–17.*

Sharing the Data: One Way to Go



38.7% don't believe an adult at school cares about them.

32.3% experience hopelessness.

16.6% have seriously considered suicide.

10.8% district youth aged 10–17 have attempted suicide.

Students and Depression

Ages 11-17

One in three students experiences hopelessness.

One in six seriously considers suicide.

One in ten has attempted suicide at **double** the State rate.



And more than one-third of our children don't believe that any of us care.

Social Math: Three Examples

- Before passing legislation to regulate gun sales, there were as many gun stores in California as Burger King restaurants.
- If every person in the U.S. were to change their page margins from the default 1.25 to .75, we would save a forest around the size of Rhode Island each year.
- A gasoline refinery emits 6 tons of pollutants per day—enough to fill 25 balloons of toxic pollution for each child in a mid-sized town.

The Power of Social Math

- Conveys data so audiences “get it.”
- Creates dramatic comparisons to easily understood references.
- Always accurate.
- A jargon-free way to share research with wider audiences.
- Make audiences go “Wow!”

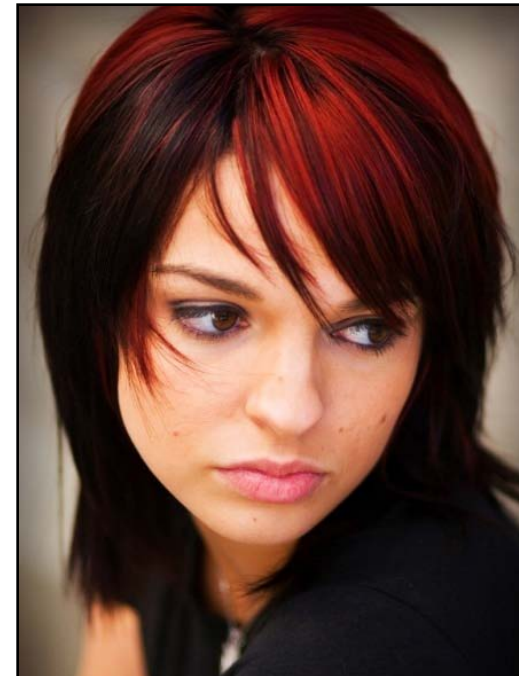
Social Math and Violence Prevention

Each year, over 91,000 infants less than 1 year old are victims of child maltreatment.

“Is that a lot?”

If their cribs were placed end-to-end, they would stretch for 78 miles.

“What can we do to stop this?”



Social Math and the Uninsured

46 million Americans are uninsured.

That's the
equivalent of
every child born
in the U.S.
this decade.

*"It just doesn't
seem like that many
people to me."*

*"WOW. We
can't let this
happen."*



The Conundrum of Qualitative Data

What problems do you think teens face when they abuse drugs?

Mood swings (2)

Overdose and move on to
other substances

Laziness (3)

Disconnect with friends
and family (2)

Dropouts, skipping, laziness

Irritation

Stress

Low motivation: affects school
work, fail school (5)

Neglect, abuse, domestic
issues, lack of love, school,
loneliness

No focus in school, parents stop
caring, lie a lot

Lazy with grades and attendance

Negative effect on family and
friend relationships (3)

School, depression, problems
with friends/family, attitude
change, health, future (8)

Disrespectful

Pregnancy (2)

Jail/DUI /DWI (3)

Get in trouble with authority (4)

Get hassled by other people

Confusion

Visualizing Data With Word Clouds



[illegible]

Resources

- Data visualization:
 - Wordle (word clouds): www.wordle.net
 - Many Eyes (IBM project):
<http://manyeyes.alphaworks.ibm.com/manyeyes/>
 - Flowing Data: <http://flowingdata.com/>
- Social Marketing and Communication:
 - Frameworks Institute: www.frameworksinstitute.org
 - On Social Marketing and Social Change:
http://socialmarketing.blogs.com/r_craig_lefebvre_social/
 - Impact Max: <http://impactmax.wordpress.com>

Communication Top Five: What You Need Now

January 20, 2:00 p.m. EST



Communication & Social Marketing Center

Your SAMHSA Partner for Mental Health Promotion

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A Life in the Community for Everyone

SAMHSA

Substance Abuse and Mental Health Services Administration

U.S. Department of Health and Human Services