

PRESENTING DATA



Once you've gathered and analyzed data for your community, it's time to share it with others. This can take on many formats and methods, and will depend on your target audience. As well as providing tips on data presentations, this section will cover: **talking points, letters to editors/policy makers, public service announcements, press releases, needs statements, reports, fact sheets, presentation slides, graphing and mapping basics** and **new technology**. This list of dissemination options is by no means exhaustive—one innovative theater group *performed* their evaluation findings for their Board of Directors!

Knowing Your Audience

Now that you've got the data, make sure you share it in a way that people will understand. These tips present ways to state your case, using data that will be clear and accurate.

- Avoid using tables with lots of numbers. They are fine as a reference tool, but they should not be used in presentations.
- When comparing yourself with other populations, it is better to use percent/proportions instead of total numbers. Never do this if you are only using data for one year. Average at least three years

before comparing. Use numbers when you are estimating number of people who will use a particular program. Then you will be able to determine whether it is a cost-effective program.

- Present your data in terms that “speak loudly” to the population. Use number of events per minute or day.
- Take percents/proportions or rates and translate them into a situation that strikes close to home for the audience.

Framing the Data for Your Audience:

- Determine the audience you want to reach. (Funding source, county commissioners, parents, professionals, merchants, etc.)
- Determine the issue they are most interested in. Focus on the issue(s) and make your points concise. Most audiences are interested in a few solid numbers and a couple of anecdotes to illuminate your findings and recommendations.
- Decide what information you want to emphasize.
- Decide which findings most strongly justify or support the prevention strategies and policies you advocate. Frame these findings in a way that “speaks out” to the audience.

The format and methods you select for disseminating your findings may vary, depending on the target audience you are trying to reach. A formal report is often appropriate for, and may even be required by, funders and board members. On the other hand, a one-page fact sheet or poster might be better suited for the general public.

Choosing Appropriate Reporting Methods								
AUDIENCE	METHODS							
	Town Meetings	Press Conference	Press Release	Abstracts & Briefings	Annual/Evaluation Reports	Fact Sheets	Brochures & Posters	Exhibits
Current/Potential Funder				X	X			
New Potential Funder				X		X		
Administrator	X			X	X			
Board Members	X			X	X	X		
Community Groups	X					X	X	
General Public	X		X			X	X	X
Organizations						X	X	X
Media	X	X	X			X		