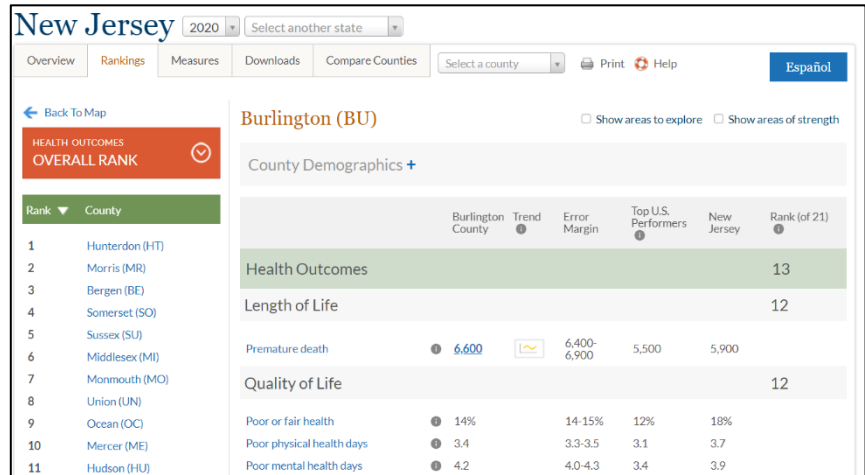


## Making sense of data in practical and collaborative settings.

People talk about data a lot. NJHI has encourage you to use data during this process. Here are some key themes to keep in mind.

**Data is everywhere.** There are many ways that we can understand what is happening in our communities. Sometimes, we put out surveys to ask people about their beliefs and attitudes. We can also access publicly available databases, like [County Health Rankings and Roadmaps](#) at the right. And still other times, we can ask people on the street about what is important to them.

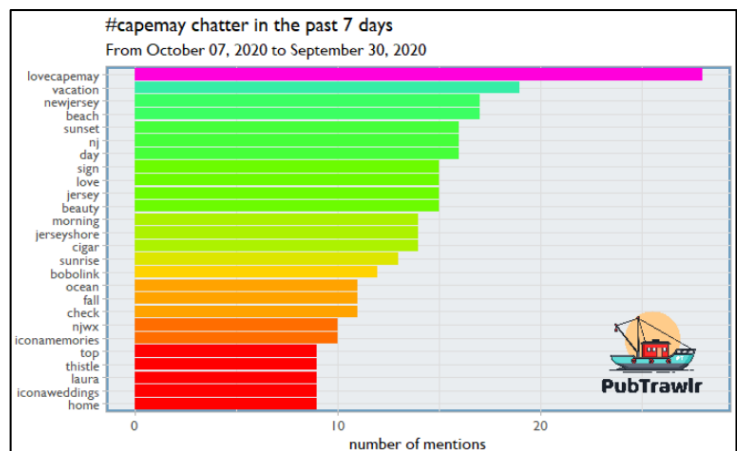


There is no one “best” way to get at the truth. It is often best practice to use many different methods to understand your targeted issue's various aspects.

*Screenshot from County Rankings and Roadmaps*

**Accountability doesn't have to be scary.** It can be embarrassing or frightening to find out what is going on in our communities. However, this understanding is critical so that all stakeholders know what is at stake when deciding how to address it.

**Data leads to improvement.** Data can (and in many cases should) be used for improvement. By understanding conditions, setting a new target, picking an intervention, and monitoring progress toward that target, we can make changes happen. Often time, data and evaluation can be an intervention in and of itself because it raises consciousness and awareness among stakeholders.



*Twitter mentions of #capemay*

So now what? Well, if you need some evaluation assistance, reach out to Jonathan at:

jon@dawnchorusgroup.com