

Marginalized Communities Need Data Too

How to get it? What to do when you don't have it?

Introductions

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Learning Objectives

- Understand the challenges related to collecting and using data about historically marginalized communities
- Innovate strategies for sourcing data through primary or secondary research
- Effectively create an argument for funding when population data is flawed or nonexistent

Share:

- What is your #1 challenge collecting and using data about the communities you serve?

L1. Defining the Problems

- Trust
- Privacy and security
- Access and outreach
- Inadequate current data

L1. Defining the Problems

Trust

If people do not trust you:
They will not answer your question
or may answer it dishonestly.



Change happens at the speed of trust. - Stephen Covey

L1. Defining the Problems

Trust

Ask:

Would I feel comfortable
if they asked me this question?

Would I ask someone this question on a first date?



Change happens at the speed of trust. - Stephen Covey

L1. Defining the Problems

Trust

Ask:

Would this community consider my organization (or me) an ally?

What might make them hesitate?



Change happens at the speed of trust. - Stephen Covey

L1. Defining the Problems

Trust

Be trustworthy

Be transparent

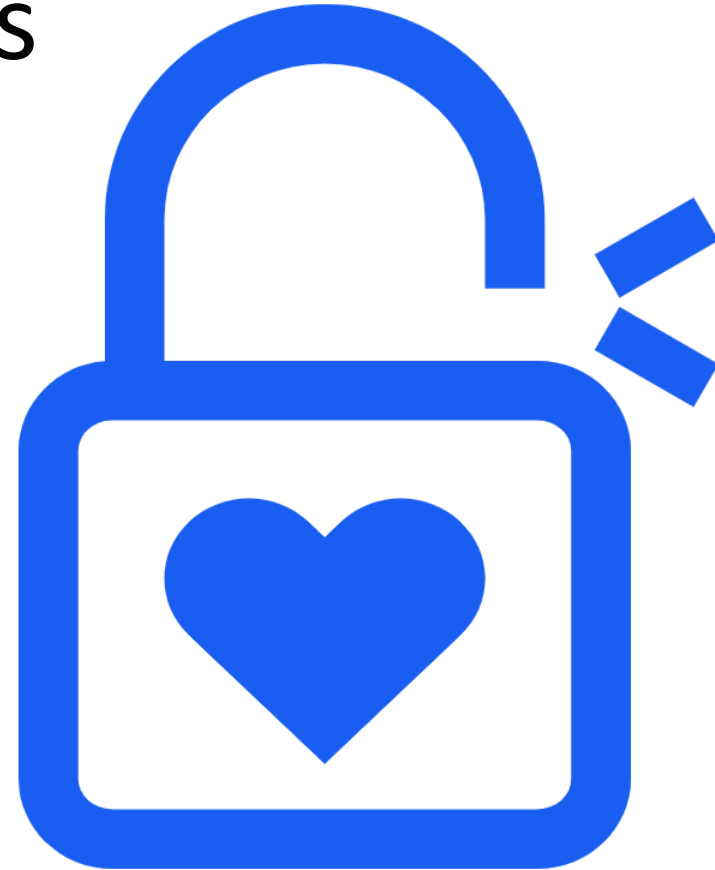


Change happens at the speed of trust. - Stephen Covey

L1. Defining the Problems

Privacy & Security

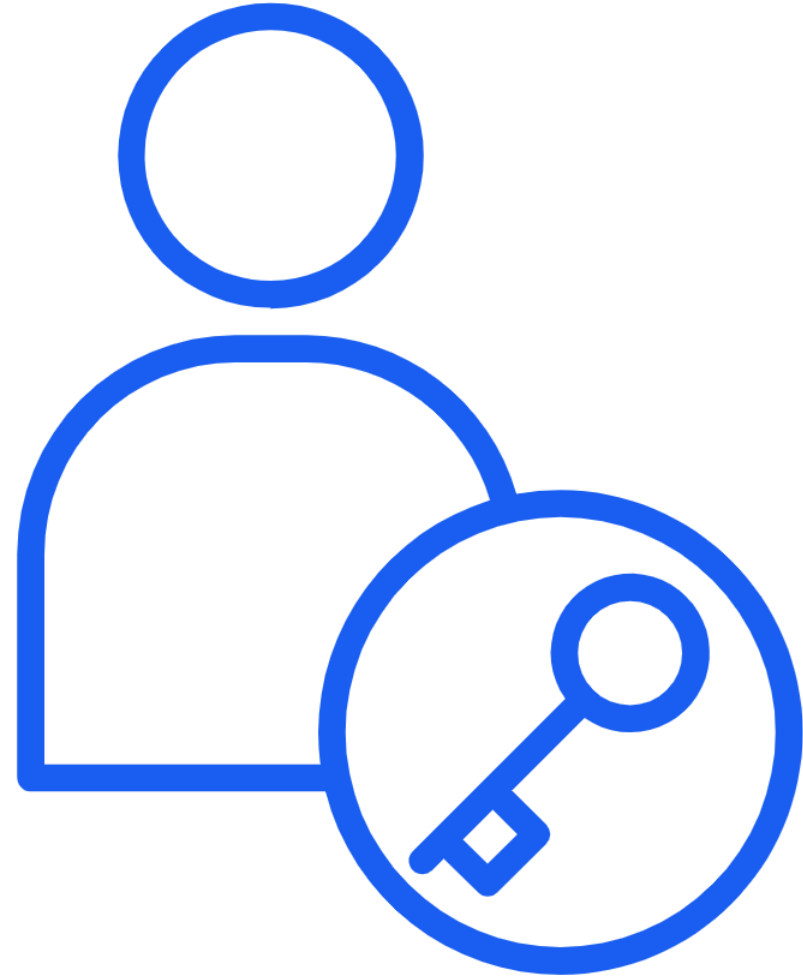
People may share sensitive information. Respect their trust by taking good care of it.



L1. Defining the Problems

Privacy & Security

Do not share information about individual people without their permission.



L1. Defining the Problems

Privacy & Security

Names

Vehicle identifiers serial numbers

URLs

Addresses

Email addresses

Biometric identifiers

Dates of service

Social security numbers

Full face photo or video

Phone numbers

Medical record numbers

Unique identifying numbers

Fax numbers

Certificate / license numbers

Unique characteristics or code

Device identifiers & serial numbers

Account numbers

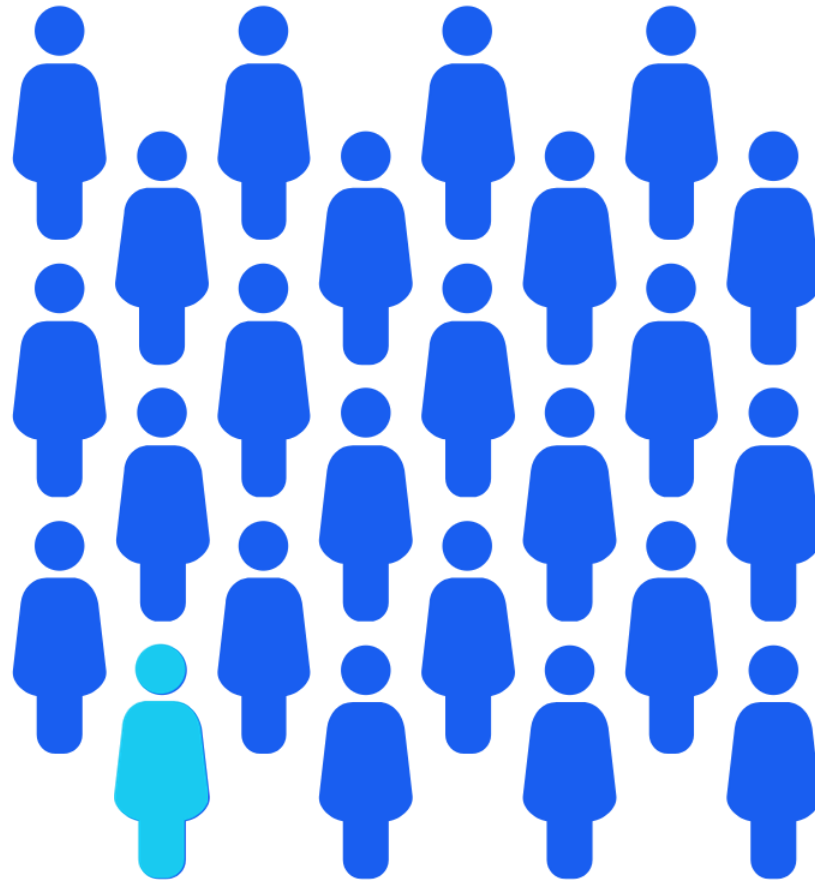
Internet Protocol (IP) addresses

Health plan beneficiary numbers

L1. Defining the Problems

Privacy & Security

Ask people if it is okay
and explain how it will
will help your organization.



L1. Defining the Problems

Privacy & Security

Follow best practices to keep data secure.



L1. Defining the Problems

Privacy & Security

Have backups

Limit access

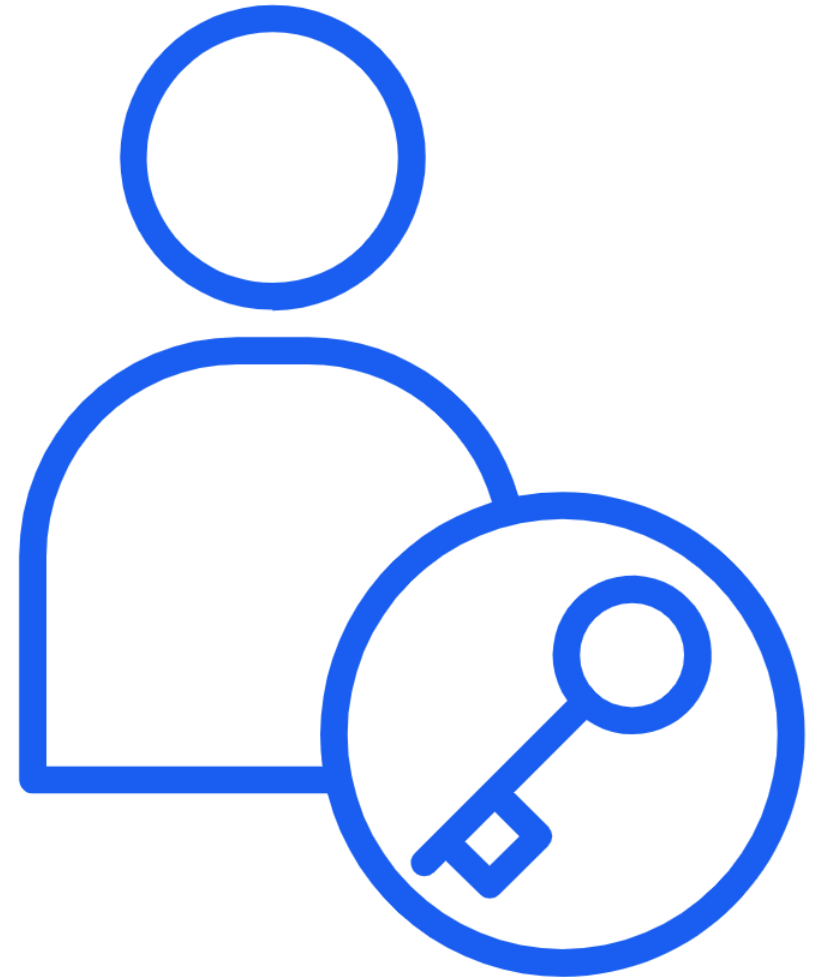
Consider encryption

Assume lost items are compromised

Have a plan for breaches

Do not leave devices unattended

Have strong passwords & don't share



L1. Defining the Problems

Privacy & Security

Be on the look out for phishing:

Are you expecting this sort of communication?

Can you verify this communication independently?

Does the tone of communication seem correct?

Is the sender from a legitimate source?



L1. Defining the Problems

Privacy & Security

People may share sensitive information. Respect their trust by taking good care of it.



L1. Defining the Problems

Access and Outreach

- Significance: Why am I being surveyed? Why does this matter?
What change will result, and how do I know?
- Common invisible barriers: transportation, safety, privacy, child care, phone/internet access, time and energy
- “We know people are out there but we don’t know how to reach them.”

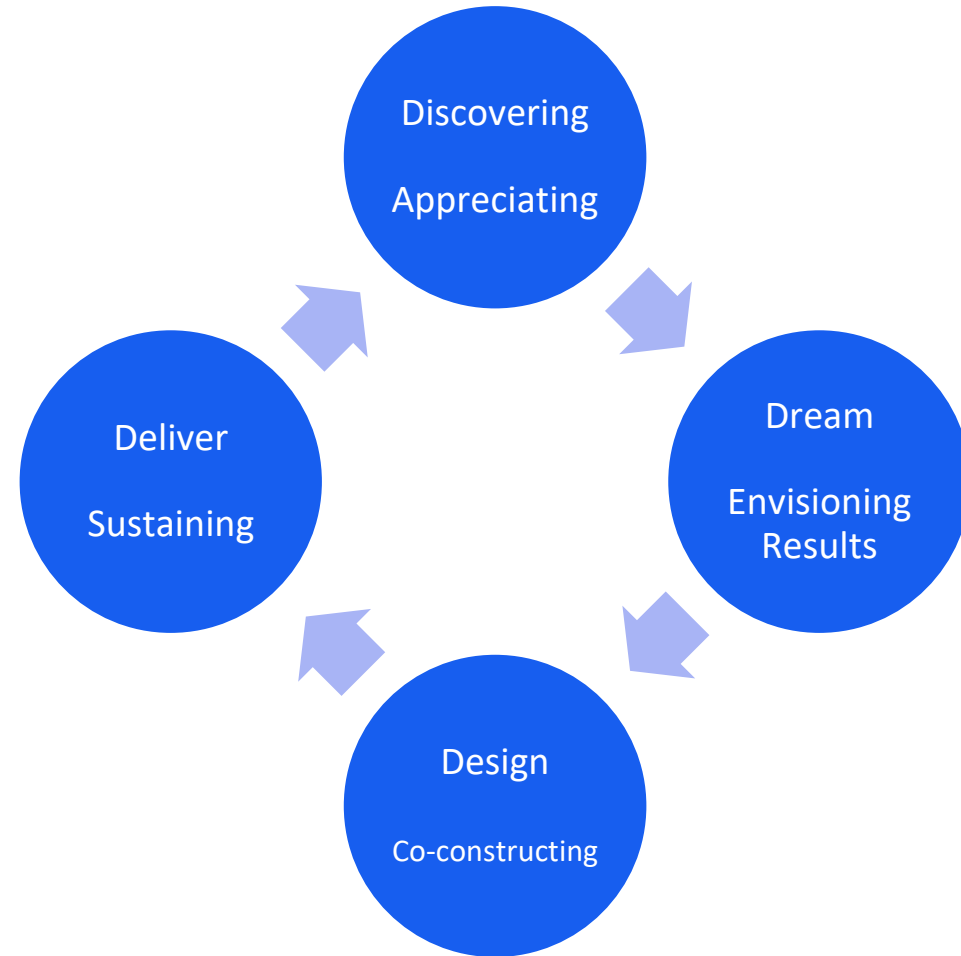
L1. Defining the Problems

Inadequate Current Data

- Missing, out of date, incomplete, insufficiently broken down, or purposely not tracked
- Possible solutions:
 - Look for secondary data sets
 - Reconsider what constitutes “data”
 - Source your own

L2. Better Practices for Sourcing Data

Appreciative Inquiry Methods



Sources: Roberts, K. (2012). Appreciative Inquiry. Betterevaluation.org. Retrieved 15 October 2019, from https://www.betterevaluation.org/en/plan/approach/appreciative_inquiry

L2. Better Practices for Sourcing Data

Participatory Methods



Source: Guijt, I. (2014). Participatory Approaches, Methodological Briefs: Impact Evaluation 5, UNICEF Office of Research, Florence. Retrieved from: https://www.unicef-irc.org/publications/pdf/brief_5_participatoryapproaches_eng.pdf

L3. Creating a Case for Funding

- Draw attention to the gap
- Demonstrate evidence that a need exists
- Propose an intervention that meets the need while closing the gap

Best practices for sharing data:

Don't

- ✗ Share Depressing Context
- ✗ Make people feel that the issue is too big or impossible to solve
- ✗ Only list facts or statistics about large groups of people
- ✗ List the problems of beneficiaries or paint them in a negative light

Do

- ✓ Share Inspiring Content
- ✓ Make people feel their donation will make a difference
- ✓ Share compelling stories about beneficiaries
- ✓ Highlight beneficiaries' assets and why they are worth investing in

Share:

- What ideas do you want to explore to make changes?

Questions?

- Thank you!