

# Introduction to Community-Based Action Research (CBAR)

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Presented by Evalcorp Research & Consulting

# Topics for Today

1. What is Community-Based Action Research?
2. **Why use data to make decisions?**
3. How can I collect data?
4. What does the data mean?
5. How can I present data?
6. How can I use data for action?



# What is Research?

# Research & Data

**Research** is a systematic way of collecting information – or “**data**” - to answer a question about a particular subject.



# Why do Research?

- **Show a need or problem** in the community
- **Come up with ideas** for a new community program
- **See if a program was successful**
- **Get support** from the community to take action



# Why use data to make decisions?

- We do not always know what others are thinking and feeling
- We can guess, but having data or numbers can help you make a stronger argument
- Making decisions based on data helps make it relevant for more people



# What is Community- Based Action Research (CBAR)?

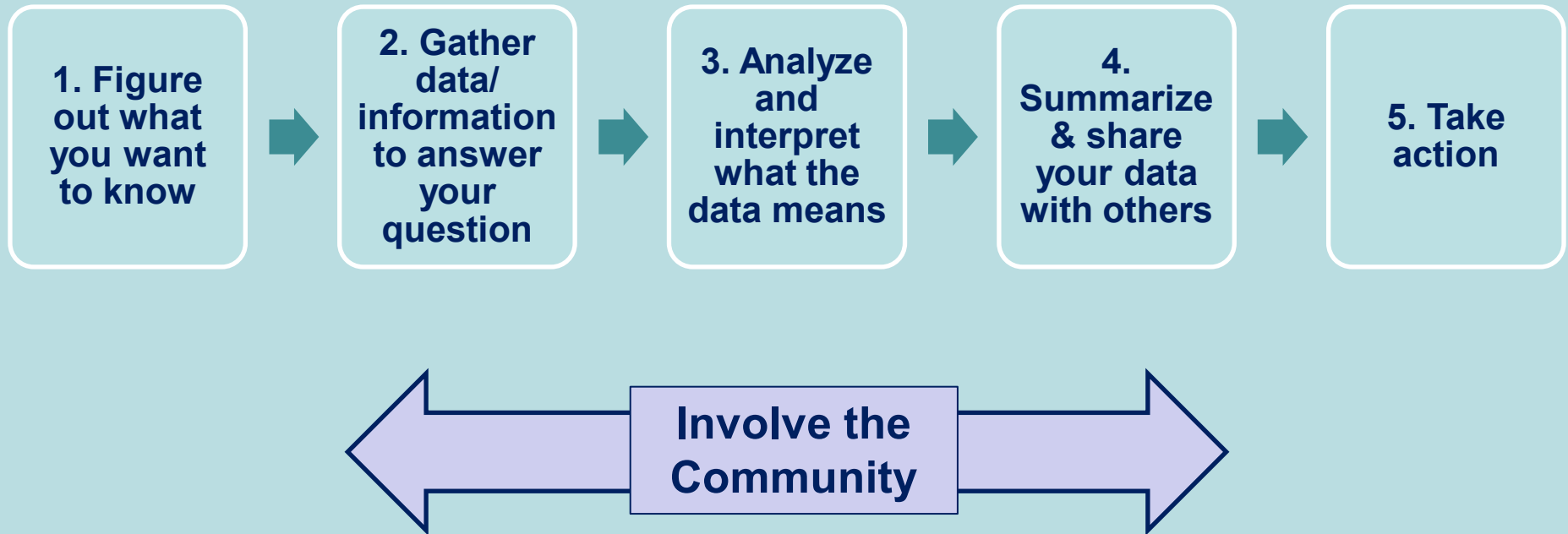
# Community-Based Action Research (CBAR)

- Research topics are **relevant** and **important** to the community
- Community members/  
stakeholders **involved in all aspects** of research process
- Information gathered is used to **take action** on important community issue





# The CBAR Process



# Developing Research Questions

Think about...

1. **What** issue do I want to learn more about?
2. **Why** is this an important issue in my community?
3. **Who** is affected by the issue?





# How Can Data be Collected?

# Some Ways of Collecting Data

1. Surveys
2. Interviews
3. Focus Groups
4. Observations
5. Existing Data



# Selecting Data Collection Methods



Think about...

1. **What information or data** would help me answer my research question?
2. **How** would I collect this data? Which method would I use, and why?
3. **How would I use** this data to make a difference in my community?



# What Does My Data Mean?

# Analyzing Data

**1. Quantitative** – numbers

**2. Qualitative** – stories, experiences,  
opinions

# Analyzing Data

## Quantitative

- Count how many people selected an answer
- Calculate if that was a large or small part of the group
- Notice which answers stand out as a large or unexpected number
- *Examples:*
  - 75% of survey respondents were female
  - 15 teen pregnancies in 2015

## Qualitative

- Read interview notes or written answers on surveys
- Group the responses that are similar
- See which responses happened many times
- Save meaningful quotes that show people's experiences and feelings
- *Example:*
  - Most focus group participants said they need help with childcare



# What does the data mean?

- **Understand data before you use it**
  - **How** was it collected?
  - **Who/where** was it collected from?
  - **What** does it tell me about my topic?
  - Does it **make sense**?
  - What is **missing**? What other info do I want?
  
- **Involve community stakeholders in making sense of data**
  - **Who** is this data important to? Why?
  - **What** do they need to know?
  - **How** can the data be used to **take action**?





# How Can I Present and Use Data?

# Presenting Data

- **Reports/flyers**
- **Community Presentations/  
Workshops**
- **Online/Media**

# Presenting Data: Presentations using PowerPoint

- Don't put too many words on each page of the slideshow
- Use visuals to keep interest
- Make sure the colors and size of words are easy to read



# While Presenting...

- Help the audience to read and understand graphs and charts
- Engage the audience with questions, discussion, and activities
- Speak loudly and clearly



# Using Data for Action

What is my **Action Plan**?  
What do I want to **change** with my data?

## Data can be used to...

- **Educate** the community, increase awareness
  - Create posters/flyers
  - Host a public forum or presentations
- **Change policy**
  - Publish a newspaper article
  - Present to City Council, School Board, other stakeholders
- **Develop or improve a community program**
  - Apply for a grant

# Thank you!

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## Questions?

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