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 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

1. Figure out what you want to know
2. Gather data/information to answer your question
3. Analyze and interpret what the data means
4. Summarize & share your data with others
5. Take action

Involve the Community
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?
1. Quantitative – numbers

2. Qualitative – stories, experiences, opinions
## Analyzing Data

<table>
<thead>
<tr>
<th>Quantitative</th>
<th>Qualitative</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Count how many people selected an answer</td>
<td>• Read interview notes or written answers on surveys</td>
</tr>
<tr>
<td>• Calculate if that was a large or small part of the group</td>
<td>• Group the responses that are similar</td>
</tr>
<tr>
<td>• Notice which answers stand out as a large or unexpected number</td>
<td>• See which responses happened many times</td>
</tr>
<tr>
<td>• Examples:</td>
<td>• Save meaningful quotes that show people’s experiences and feelings</td>
</tr>
<tr>
<td>• 75% of survey respondents were female</td>
<td></td>
</tr>
<tr>
<td>• 15 teen pregnancies in 2015</td>
<td>• Example:</td>
</tr>
<tr>
<td></td>
<td>• Most focus group participants said they need help with childcare</td>
</tr>
</tbody>
</table>
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!

Questions?