

Introduction to Community-Based Action Research (CBAR)

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 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



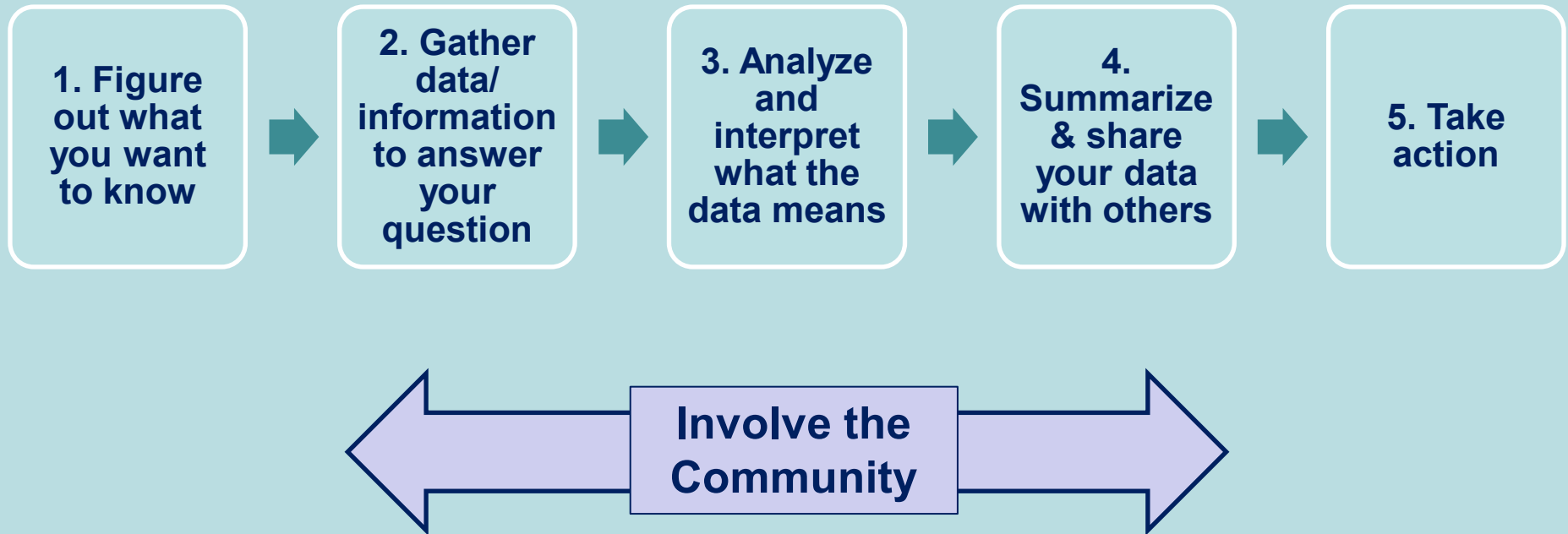
What is Community- Based Action Research (CBAR)?

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!

Questions?

EVALCORP
Measuring What MattersSM