

COMMUNICATING ABOUT INTEGRATED DATA SYSTEMS (IDS) INTERIM FINDINGS & RECOMMENDATIONS

By the Topos Partnership
For the Data Funders Collaborative
AISP Network Meeting June 2019



GOAL

Create a more engaging and compelling conversation about integrated data approaches *for broad audiences*

Public climate affects policy outcomes

Increasing sense public should be involved

Insider approach = Public approach ***plus***

...

Public are good proxies overall



“CULTURAL COMMON SENSE”

Offer a new perspective

Sticky

Compelling

Easy for non-professionals to think, talk about



RESEARCH COMPONENTS

Material review

Stakeholder interviews

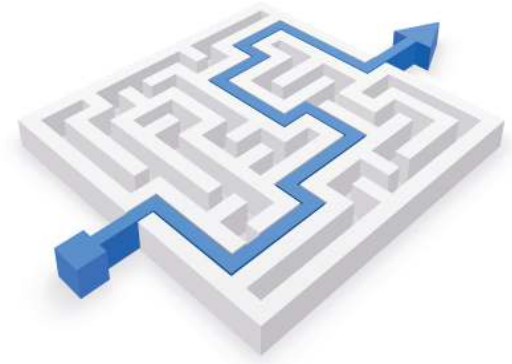
Phone Mini-Groups

Argument Lab

Online TalkBack Testing

Ethnographic Field Testing (Oakland, Dallas)

Toolkit Development and Testing/Vetting



SAMPLE MESSAGING APPROACH

It really comes down to saving our money, and making the most of our money. If different offices are holding different information, we're not doing things efficiently, and we're probably wasting money on missed opportunities, asking for the same information twice, etcetera.

VIDEO EXAMPLE

Sample video illustrating the example of better framing that leads to new perspectives etc.

https://www.youtube.com/watch?time_continue=18&v=qRRUPN9W1g4

MANY POSSIBLE “ENTRY POINTS”

- Smart/informed policy
- Promoting equity
- Saving tax payers’ money
- Better services
- Fuller picture of people/communities
- Defining IDS
- Etc.

KEY TRAPS/CHALLENGES

- *Government/agencies/policy/decision-makers/cities etc.* → distancing, skepticism, distrust
- Data → off-putting, irrelevant to people's main concerns
- Fear of data used for negative characterizations/profiling
- Fear of privacy breaches – associations with private sector
- Fear of rogue uses of data – politicians targeting individuals, etc.
- Fatalism (negative sense that “we can’t protect our privacy anyway”)



KEY OPPORTUNITIES/RECOMMENDATIONS

Core idea 1

Trusted Helpers (teachers, social workers, etc.) want more information about the people, communities they're helping so they can do a better job - therefore information should be shared ...

- Clarifies
- Builds trust
- Creates buy-in



KEY OPPORTUNITIES/RECOMMENDATIONS

Core idea 1 (cont'd)

Putting information together also → better decisions about help: where to put new preschools, what services kids need in a given school or community, etc.

- Bridge to research/policy
- Emphasis still on “help”
- Need examples



KEY OPPORTUNITIES/RECOMMENDATIONS

Examples

In Charlotte, North Carolina, when school data was connected with homeless data, it showed there were over 300 homeless children in the schools who had been overlooked by homeless services. So case workers were sent to the family shelter to talk to them and connect them to other services they needed, and schools offered them additional resources.

Agencies in Philadelphia shared data to map where early childhood education programs were located versus where most lower-income kids lived. This allowed them to make smarter decisions about where to put new public pre-k slots, so that they were most available to families who needed them.

KEY OPPORTUNITIES/RECOMMENDATIONS

Core idea 2

Information can/should be (is being) shared in ways that let people SEE and HAVE A SAY in what's going on.

- Not *initial* emphasis
- Put public/communities “in the driver’s seat”
- “Information trusts” “Data toolkits”
- *Can practices be pushed in this direction?*



APPROACHES THAT MISS THE MARK

Less effective than recommended approaches – *when treated as central focus*



- Making *government* more effective, efficient
- *Defining* IDS
- Saving money
- Promoting equity
- Etc.

COMMUNICATING WITH “INSIDERS”

- Still exploring
- Same core themes as public conversation
- PLUS additional info/arguments/emphases –



- ✧ Numbers in general
- ✧ Promoting equity
- ✧ Etc.

“TOOLKIT”

SAY THIS, NOT THIS

SAY THIS: A good way to help teachers, social workers, and other providers do their jobs better is to allow them to see more information about the individuals and families they’re helping.

NOT THIS: When state and local agencies have more of your data in one place, they can access it more easily in order to do a better job.



“TOOLKIT”

- ✓ CHECKLIST
- ✓ Initial focus on how trusted helpers can be most effective
- ✓ Bridge to making smart *decisions* about other kinds of help (where to put pre-schools, etc.)
- ✓ Include common sense ideas/values like sharing/collaborating/cooperating
- ✓ Emphasize public’s ability to see and have a say in things
- ✓ 2-3 examples (how IDS helped)



EXERCISE: ELEVATOR PITCHES

Working in small groups

Draft brief introductory remarks/overview (200 wds or less) for one (or more) of the following audiences, about why an IDS is needed:

- Community group
- Legislators
- Funders
- Reporter(s)

Don't focus much on word-smithing

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