

Telling Your Story Through Data



NATIONAL
CHILDREN'S
ALLIANCE®

Using your shared outcome data to build and customize a powerful advocacy and communications tool

- Emily Chittenden-Laird, West Virginia Child Advocacy Network
- Ian Pullens, MilesKnight
- Blake Warenik, National Children's Alliance

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Why are OMS & other shared data important?

OMS and other shared data available from NCA, Chapters, and your own CAC help you:

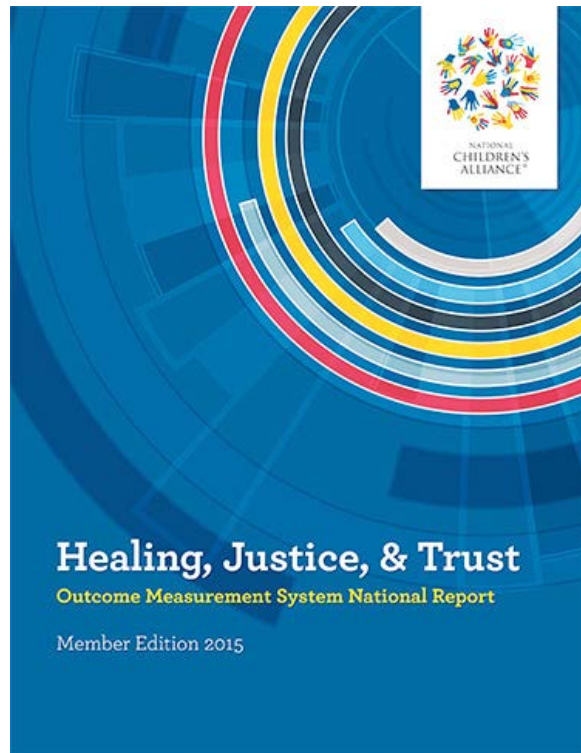
- **MEASURE:** Owning your triumphs (and knowing your areas for improvement)
- **DEMONSTRATE:** Show stakeholders your successes and your needs
- **ADVOCATE:** Make your case for the resources you need to help kids & families



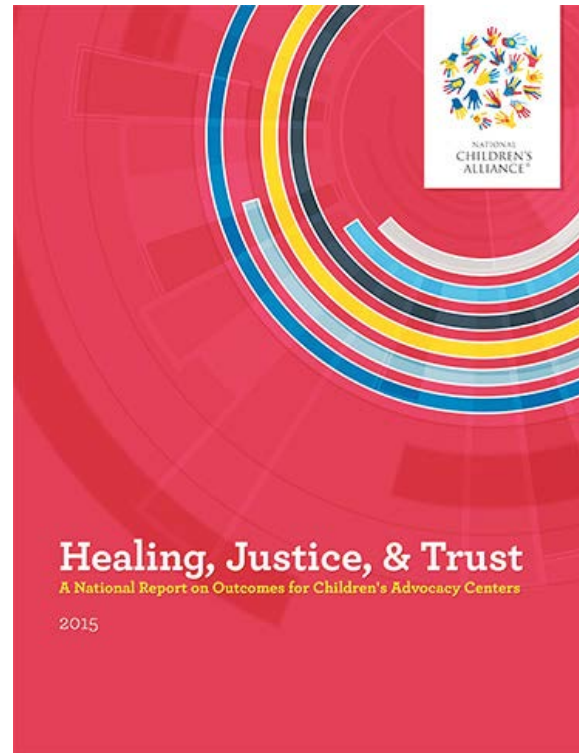
Healing, Justice, & Trust: So many versions!



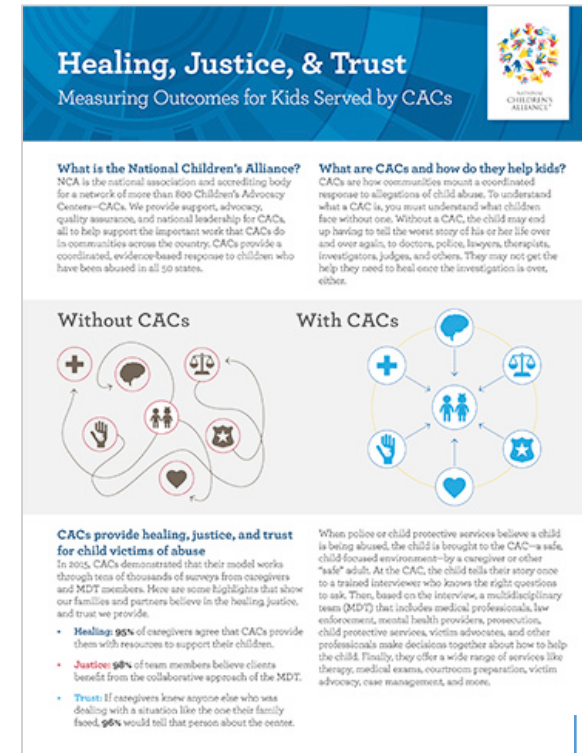
National Reports:



Member Edition



Public Edition



Advocacy Brief

Customizable templates

Template & Example

Healing, Justice, & Trust
Measuring Outcomes for Kids

Logo
Drop a vector or other high-resolution format logo in the badge.

What is the CHAPTER NAME
West Virginia Child Advocacy Center
Insert the name of your chapter

Replace this text with your mission statement and/or some brief explanatory text of your Chapter's role in building and improving the CAC movement in your state

What are CACs and how do they help kids?
CACs are how communities mount a coordinated response to allegations of child abuse. To understand what a Children's Advocacy Center is, you must understand what children face without one. Without a CAC, the child may end up having to tell the worst story of his or her life over and over again, to doctors, police, lawyers, therapists, investigators, judges, and others. They may not get the help they need to heal once the investigation is over, either.

Without CACs **With CACs**

When police or child protective services believe a child is being abused, the child is brought to the CAC—a safe, child-focused environment—by a caregiver or other “safe” adult. At the CAC, the child tells their story once to a trained interviewer who knows the right questions to ask. Then, based on the interview, a multidisciplinary team (MDT) that includes medical professionals, law enforcement, mental health providers, prosecution, child protective services, victim advocates, and other professionals make decisions together about how to help the child. Finally, they offer a wide range of services like therapy, medical exams, courtroom preparation, victim advocacy, case management, and more.

CACs provide healing, justice, and trust for child victims of abuse

In 2015, CACs nationwide demonstrated that their model works through tens of thousands of surveys from caregivers and MDT members. Here are some highlights from West Virginia that show our families and partners believe in the healing, justice, and trust we provide.

- Healing: 96% of caregivers agree that CACs provide them with resources to support their children.
- Justice: 96% of team members believe clients benefit from the collaborative approach of the MDT.
- Trust: If caregivers knew anyone else who was dealing with a situation like the one their family faced, 99% would tell that person about the center.

Replace with the sum of “Strongly Agree” and “Somewhat Agree” responses from your state’s full-year OMS report for Child Caregiver Surveys. Return, but do not add decimal places and round the final figure.

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(NCA), the national association and accrediting body for more than 800 CACs around the country. This template and the accompanying data provided by NCA. Learn more at www.nationalchildrensalliance.org.

Template

Healing, Justice, & Trust
Measuring Outcomes for Kids

wvcan

What is the West Virginia Children's Advocacy Network?
West Virginia Child Advocacy Network is the statewide leader in the fight against child abuse — we connect the community and professionals to the resources they need to ensure all children have access to safe, high-quality care through our 20 member CACs—Children's Advocacy Centers.

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Completed Example



What questions are we trying to answer?



1) Who are we and what do we do? (No brainer: Never assume and always first)

Healing, Justice, & Trust

Measuring Outcomes for Kids

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3) How do we show we're growing? (Show momentum w/ statistical data)

The West Virginia CAC movement is growing and improving
 With 20 member CACs serving 3,471 children each year, WVCAN represents a growing movement providing more and better services to children and families statewide.
 Since 2008, the number of children WVCAN member centers serve each year has grown 130%.

In that time, our member CACs have come to serve, each year...

- Nearly five times as many child victims of physical abuse
- Nearly double the number of child victims of sexual abuse
- More than triple the number of child witnesses to violence
- Almost five times as many more children endangered by drugs

And provided...

- More than triple the number of children with counseling and other mental health services
- Two-and-a-half times as many children with onsite forensic interviews
- 231% more children and family members with case management services
- 135% more children, family members, and community members with prevention-education

The need remains
 Despite the success of the CAC model in helping children who have been victimized by abuse, there's still an outstanding need for more CAC coverage, and more support. Nearly a quarter of West Virginia's children live in counties without access to a CAC...that's almost 90,000 children. All the counties in red represent areas where children may not have access to the services they need to get healing and justice.

■ County covered by a CAC

■ County without access to a CAC

- \$250,000 in additional support would help expand CAC services to 5 more counties.
- \$100,000 would provide 2,000 therapy hours for children who have experienced abuse.
- \$50,000 would help 5 CACs make capital improvements to ensure a cheerful, hospitable environment for all children who enter their doors.

Funding and legislative support helps ensure children statewide have access to a CAC when they need it, and helps expand capacity and geographic coverage to reach more children and families with the services they need. Thank you for your support of this crucial resource for children and families in communities across the state.

Healing, Justice, & Trust: Measuring Outcomes for Kids

4) How do we show what we still need? (Show need through coverage/other data)

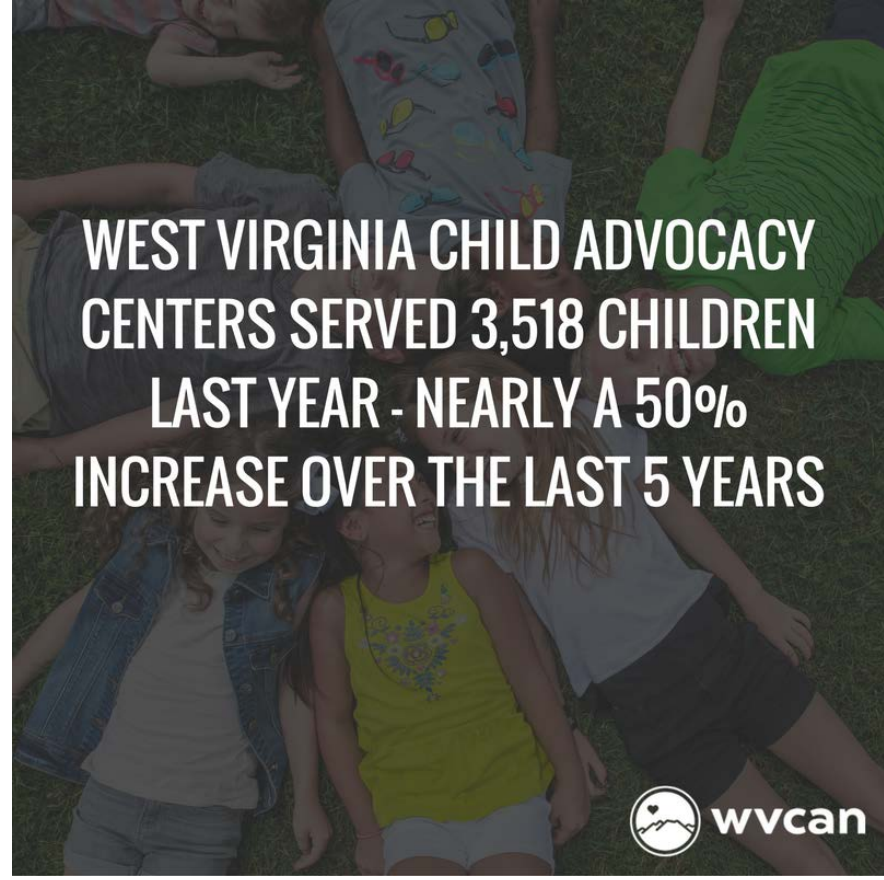
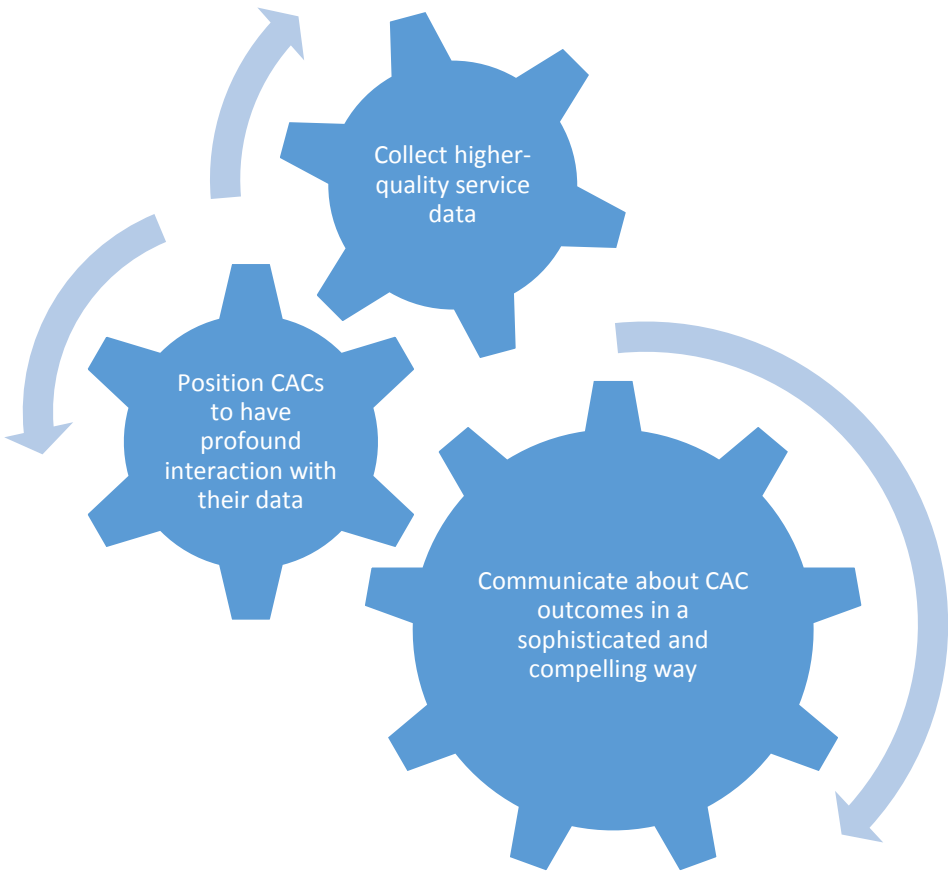
5) What do we want? (Make a specific ask and say what you'd do with it)

2) How do we know it's working? (Show success with OMS)

Data + communications, the sweet spot



NATIONAL CHILDREN'S ALLIANCE®



WEST VIRGINIA CHILD ADVOCACY CENTERS SERVED 3,518 CHILDREN LAST YEAR - NEARLY A 50% INCREASE OVER THE LAST 5 YEARS



Why dig into data?

- More sophisticated service, more sophisticated evaluation
- Move beyond gut intuition and word of mouth
- We should have a genuine interest in real measurement of our impact
- Giving concrete evidence about outcomes, needs, and progress is much more compelling to stakeholders and communities



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Which camp do you fall into?

I'm doing
just fine
without it.

I know
what it is,
but no idea
what to do
with it.

I know I
need to,
but just
don't have
time.

I love it!!!



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Camp 1: I'm doing just fine without it.

- Facilitate an appreciation of the importance of sound data collection and reporting.

Camp 2: I know I need to deal with it, I just don't know how.

- Deliver the tools—don't ask each CAC to reinvent the wheel to analyze their data.

Camp 3: I believe it's important, but I just don't have the time and space to make changes.

- Assist CACs in analyzing their data and making meaning from it.

Camp 4: I LOVE IT!!!

- Find your champions!



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Identifying the data



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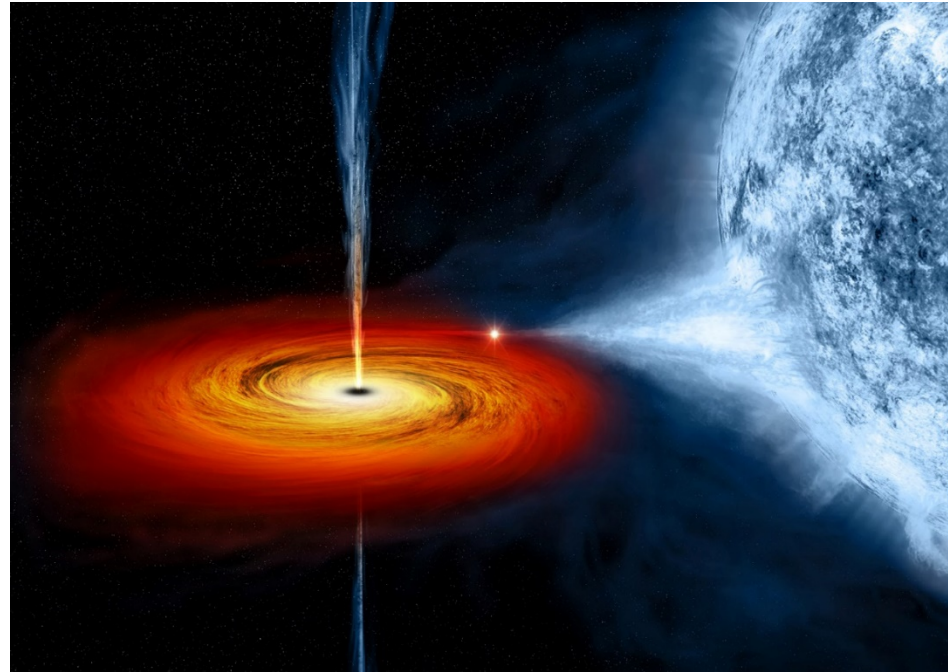
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- Client Satisfaction – Outcome Measurement System (OMS) – Kaitlin Lounsbury
- Service data – NCATrak – Jonathan Picklesimer
- Other data – usual suspects (US Census Bureau, Kids Count, Child Maltreatment, etc.)

Data in a vacuum

- CACs need a benchmark beyond their own data to make meaning out of their data
- Evaluating your own data without context is only half the story



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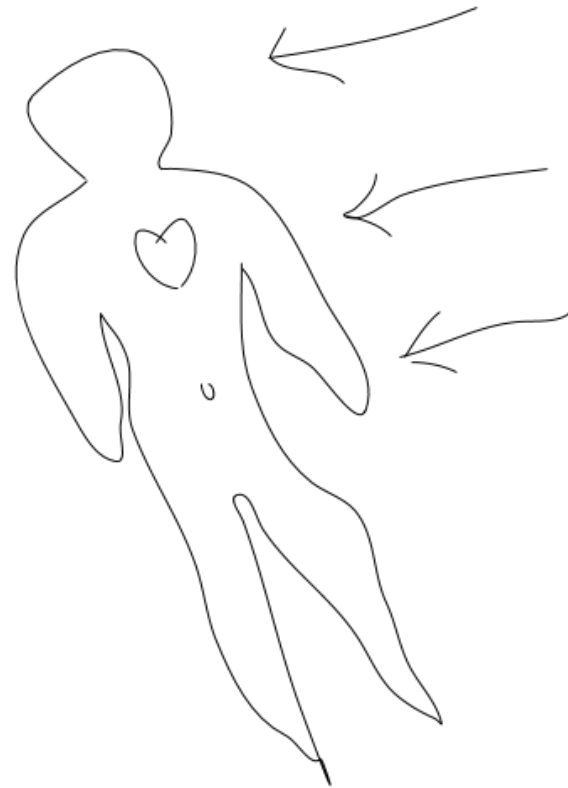
2015-2016 CAC Services Performed



Services Provided			
	CAC NAME		
		% Statewide	% National
Forensic Interviews (Total)		94% (Range: ##-##)	-
Forensic Interviews On-site		92% (Range: ##-##)	67%
Forensic Interviews Off-site		2% (Range: ##-##)	2%
Extended Forensic Interviews		0.5% (Range: ##-##)	-
Medical Referrals*		20% (Range: ##-##)	_*
Medical Evaluation/ Treatment Received*		21%** (Range: ##-##)	30%*
Referral to Therapy/Counseling		59% (Range: ##-##)	39%
Therapy/Counseling Initiated		24% (Range: ##-##)	29%
<p>* According to the Midwest Regional CAC's 2013 Multi-Site survey, 47% of CAC-served children are referred to medical exams and 35% receive treatment.</p> <p>** When the CAC at Women and Children's Hospital is removed from the calculation, 11.6% of WV CAC-served children receive medical evaluations.</p>			

Head, heart, gut

- We live in a time of thin resources—we are competing with other very valuable and meaningful social services
- Compelling sales:
 - Heart: “It’s the right thing for kids.”
 - Gut: “I feel like we’re doing well...”
 - Head: “Prove it.”
- Make the connection!



Translation?

“Our community believes in and supports this model.”



“99% of surveyed caregivers agreed that if they knew someone facing a similar situation, they’d tell them about the CAC.”

“We need to recruit a second medical provider to accommodate our growing need in the community.”



“Our CAC connects 10% of kids to medical care vs. 25% of kids statewide.”
“For the past 3 years, we connect a smaller and smaller proportion of our CAC’s kids to medical care – a 42% decrease since 2013.”



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Identifying the ask

- What are your legislative and funding goals?
- Using this document in the real world
 - Remember the 5 Questions!
 - Identity: who are we and what are we doing?
 - Success: how do we know it's working?
 - Momentum: how do we know we're improving?
 - Need: how do we demonstrate we still need help?
 - Ask: what do we need to keep improving?
 - Remember: head, heart, gut!



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Designing this document

Ian Pullens, Art Director



M I L E S

K N I G H T

CREATIVE • STRATEGY



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Booz | Allen | Hamilton



MerrittGROUP



THE FASTEST

Bryant • Rowdy Gaines • Dominique Dawes • Gwen Jorgensen



TEAM TRAINING • LIFE CHANGING
F45 BETHESDA
 OPENING SUMMER 2016



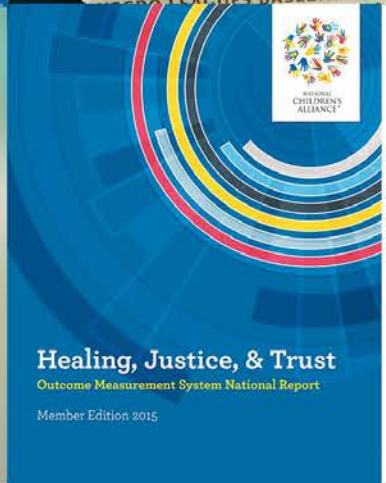
ISQ
 ISSUE 004 - JAN 2016

OUR CHANGING WORLD

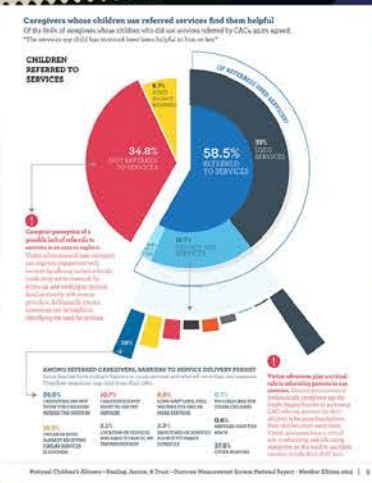
PHILANTHROPY: DO WE LOOK LIKE AMERICA?
 NATURAL ALLIES: FIGHTING CLIMATE CHANGE
 A CONVERSATION WITH BRYAN STEVENSON
 NEW FRONTIERS: 2016 CONFERENCE PREVIEW



HILTON
 WORLDWIDE



Healing, Justice, & Trust
 Outcome Measurement System National Report
 Member Edition 2015

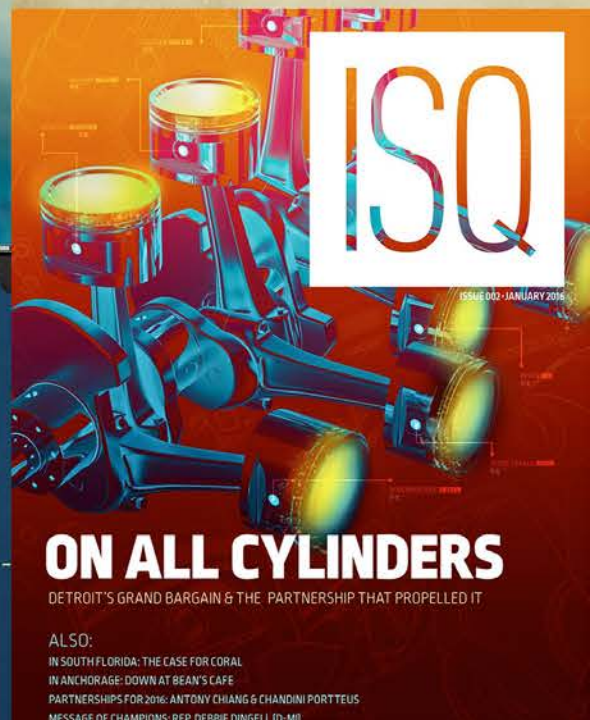


THE JOURNEY CONTINUES

The passion, creativity and collaboration we bring that year-long journey... together we'll build out our own... together we'll build out our own... together we'll build out our own...



United States Postal Service
 IDEAS FOR YOUR BUSINESS



ISQ
 ISSUE 002 - JANUARY 2016

ON ALL CYLINDERS

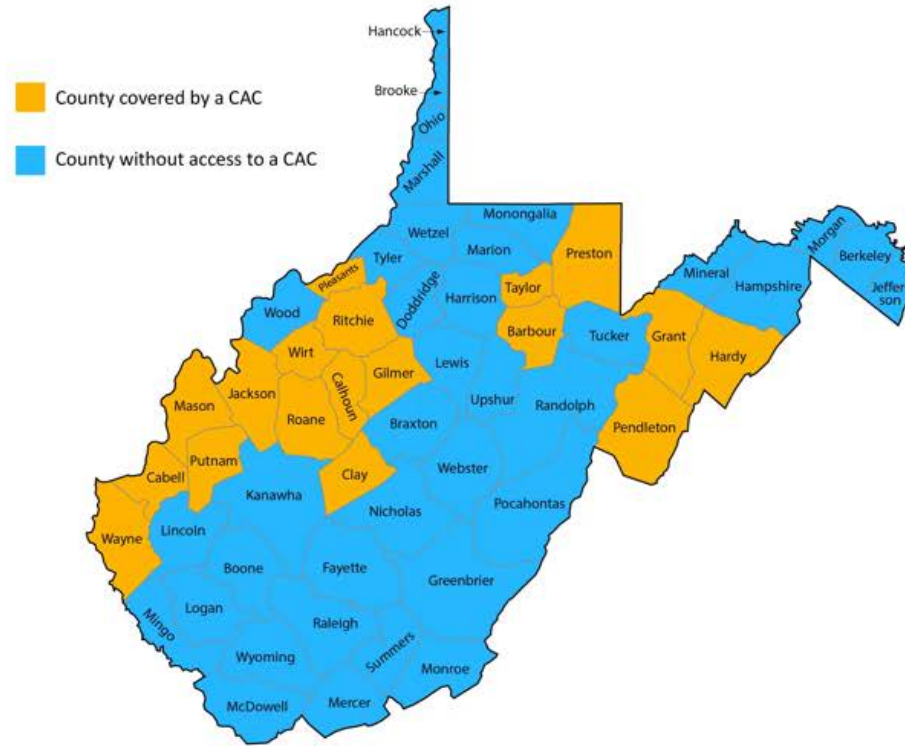
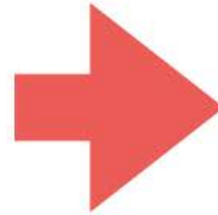
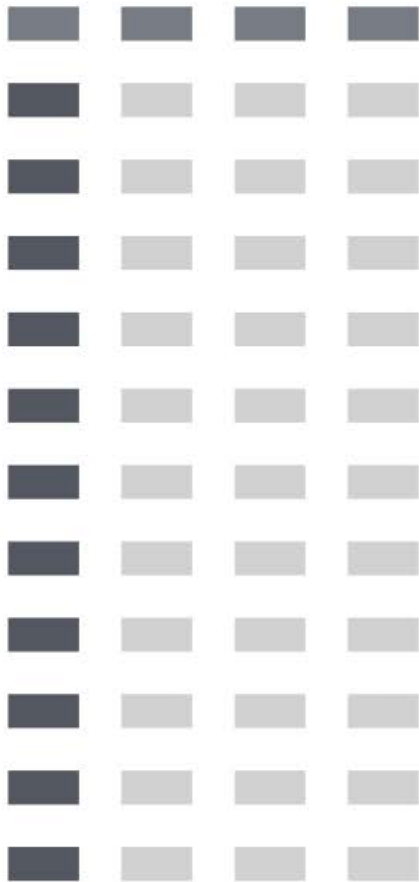
DETROIT'S GRAND BARGAIN & THE PARTNERSHIP THAT PROPELLED IT

ALSO:
 IN SOUTH FLORIDA: THE CASE FOR CORAL
 IN ANCHORAGE: DOWN AT BEAN'S CAFE
 PARTNERSHIPS FOR 2016: ANTHONY CHIANG & CHANDINI PORTTEUS
 MESSAGE OF CHAMPIONS: REP. DEBBIE DINGELL (D-MI)

Goal-informed design and data visualization

- **GOOD DESIGN:** Thoughtfully chosen decisions that pave the way to a successful experience.
- **DATA VISUALIZATION:** Any effort to help people understand the significance of data by placing it in a visual context.





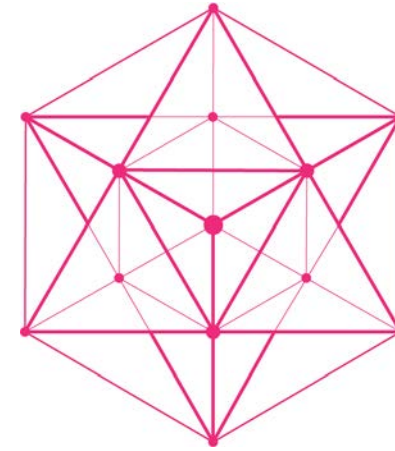
Why Adobe InDesign (and not MS Word)

- Control, Quality, and Versatility
- High-precision, consistent graphic/content placement and editing
- More powerful results with greater visual impact
- Extremely customizable to your needs
- Industry standard for professional publications



Why use a professional (designer)

- Control, Quality, and Versatility
- The nuance details of your map or graphic needs to be expertly built
- Quality promotes exposure, exposure inspires action
- Content is king, clarity by design is his vehicle
- Use your communications staff, learn the software, or hire a freelancer



InDesign walkthrough



Healing, Justice, & Trust
Measuring Outcomes for Kids

Logo
Drop a vector or other high-resolution format logo in the badge. Be sure to hyperlink the logo to your website.

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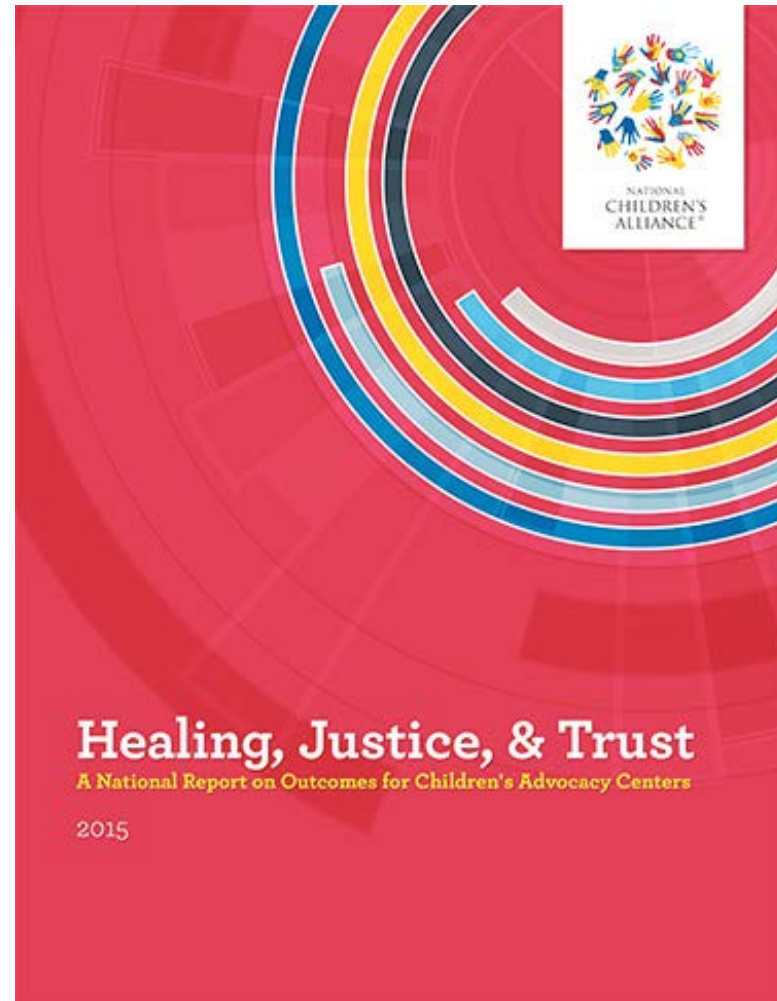
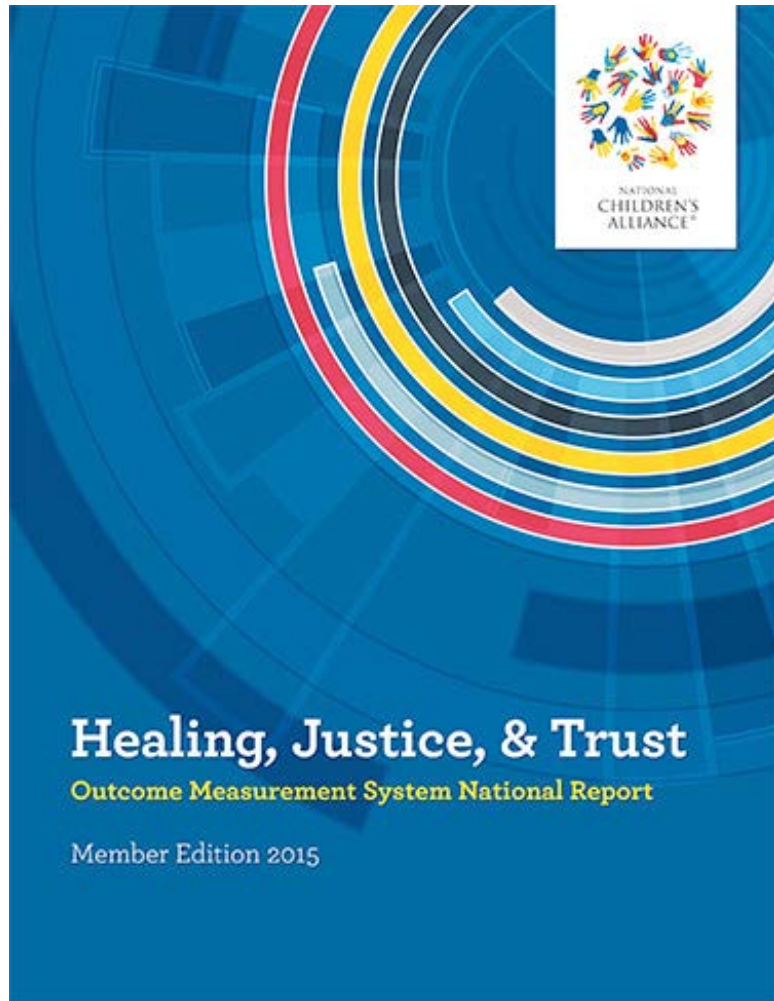
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Without CACs **With CACs**

The diagram at the bottom shows two paths. The 'Without CACs' path starts with a plus sign, goes to a person icon, then to a scale of justice icon. The 'With CACs' path starts with a plus sign, goes to a brain icon, then to a scale of justice icon.



Other templates available upon request



But start with the easy ones! Then work your way up

Contact info for our speakers

- **Emily Chittenden-Laird, WVCAN**
 - elaird@wvcn.org
 - Contact her for advice on shared data
- **Ian Pullens, MilesKnight**
 - ipullens@milesknight.com
 - Contact him to discuss a design quote or recommendations
- **Blake Warenik, NCA**
 - bwarenik@nca-online.org
 - Contact me for help with accessing templates, files, and for general help with data visualization and document design





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Empowering local communities to serve child victims of abuse.

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