



Innovative Dissemination Approaches

Comprehensive reports are ideal for prevention professionals and funders, but not all stakeholders have an appetite for pages and pages of data. Fact sheets and infographics are great ways to share key findings concisely or to tell a specific data story, but there are other dissemination approaches that can be more interactive and engaging.

How can you make data dissemination more engaging?

Data placemats. Share survey findings and other data on an 11x17 inch piece of paper using a combination of charts, images, and quotes. Invite stakeholders to come together to help make meaning out of the data over a meal or snack. Ask stakeholders to verbally share with the group how they are interpreting the data on the placemat, and what stands out to them as important.

Scratch-off graphs and fortune tellers. Build excitement around new data through tools that allow for a slow-reveal. Stephanie Evergreen with EvergreenData shared examples with how-to information and templates. One example involves applying scratch-off paint on a chart, and providing participants with a penny or other tool to reveal the results. A second example involves using a template provided to create a fortune teller—partner up participants, having one select colors, letters, or numbers while the other reveals the data hidden within. [Data Fortune Tellers \(stephanieevergreen.com\)](https://stephanieevergreen.com)

Trivia polls. During presentations or meetings, use embedded polls or an online polling software to engage stakeholders with trivia questions based on local data. For example, when sharing the latest survey data on past 30-day alcohol use, first poll participants to see if they think the rate went up, down, or stayed the same. Award bonus points for participants who can guess the exact percentage.

Gallery walk. Hang data on the walls of a gathering space or meeting room like art in a gallery. This could be as simple as hand-written data on large sticky notes or more elaborate infographics. Consider also inviting youth to create posters sharing key findings that stood out to them from the most recent youth survey. Ask participants to walk around individually and/or in small groups. Provide guiding reflection and/or discussion questions. What surprised you? What was the most concerning? What should the community celebrate? Once everyone has had a chance to review the data, bring participants back together for a large group discussion.

Data party. Invite community stakeholders to a data party. Provide opportunities for participants to interact with, increase understanding of, and provide input on data results. This could be achieved using a combination of the approaches described above. BetterEvaluation offers examples and resources, including a sample data party invitation. [Data party | Better Evaluation](#)

When should you consider using these engaging approaches?



Sharing new data findings. Whether sharing findings from a particular data collection method such as a statewide youth survey, or collective findings from a multi-method community assessment, consider using these engaging approaches. This can make data more accessible to a broader audience, and provide a fun way for community members to help make meaning out of the data.

Engaging new community partners. Even if the data are not hot off the press, the data may be new to community partners who have not been traditionally engaged in prevention efforts. Inviting new stakeholders to a data party can serve as an interactive and engaging introduction to a community's prevention coalition as well as the data behind the coalition's prevention priorities. This process can help tell the story of why the coalition was formed, and how the coalition plays a critical role in the community.

Prioritizing data for strategic planning. Strategic planning can involve wading through large amounts of data in order to drill down to priority substances, priority local conditions, and priority populations. Breaking the prioritization process down into multiple, more manageable and engaging steps can ease the process for stakeholders.

Promoting survey participation. Interactive and engaging data dissemination approaches can help get community stakeholders excited about data which may help build a culture of data use and sharing. Engaged community partners can then serve as champions when working to encourage local schools to participate in data collection activities like statewide youth surveys. Consider hosting data parties for school administration and school board members before data are released to the broader community. That provides decision-makers with opportunities to weigh in about how they want to share and frame the findings.

