

Ditching the Discomfort with Data Series

Part Two: Reading Data

Hayden D. Center, Jr., Ph.D., LPC

February 24, 2021

South Southwest Prevention
Technology Transfer Center



Acknowledgement

This presentation was prepared for the South Southwest Prevention Technology Transfer Center (PTTC) Network under a cooperative agreement from the Substance Abuse and Mental Health Services Administration (SAMHSA). All material appearing in this publication, except that taken directly from copyrighted sources, is in the public domain and may be reproduced or copied without permission from SAMHSA or the authors. Citation of the source is appreciated. Do not reproduce or distribute this publication for a fee without specific, written authorization from the South Southwest Prevention Technology Transfer Center. For more information on obtaining copies of this publication, contact us at pttc6@ou.edu

At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D, served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration.

The opinions expressed herein are the view of PTTC Network and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

This work is supported by grants 6UR1TI08205-02M002, SM081726 and 1H79SP081006-01 from the Department of Health and Human Services, Substance Abuse and Mental Health Services Administration.



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Ditching the Discomfort: A Data Literacy Journey

-
- 5 COMMUNICATING DATA
 - 4 ANALYZING DATA
 - 3 WORKING WITH DATA
 - 2 READING DATA
 - 1 OVERVIEW

Part Two Learning Objectives

- Define what it means to "read" data.
- List two tips to help you read data, research, or evaluate outcomes.
- Apply methods for reading data to examples.
- List two ways to build your capacity with reading data and “ditch the discomfort.”



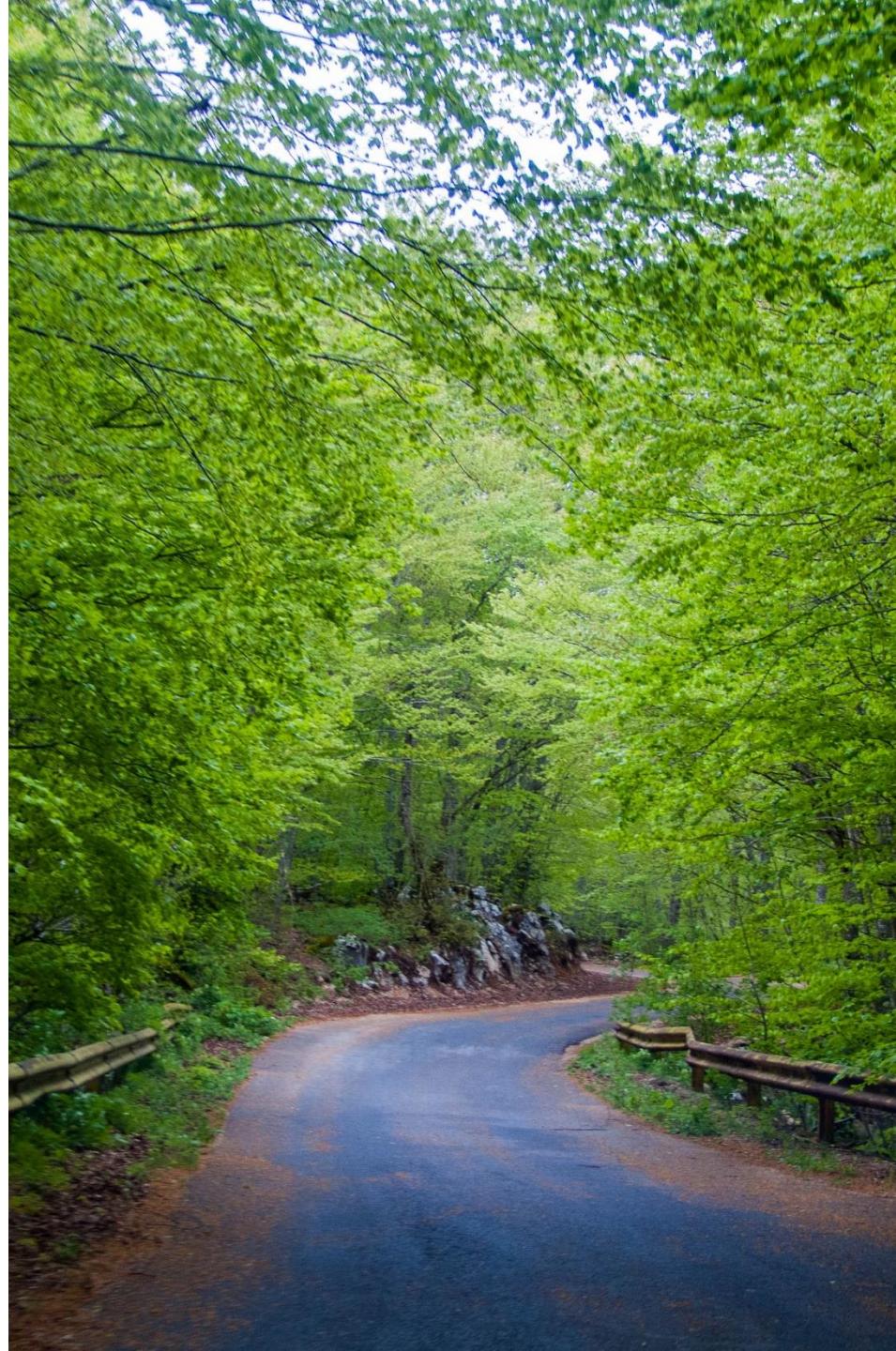
South Southwest (HHS Region 6)

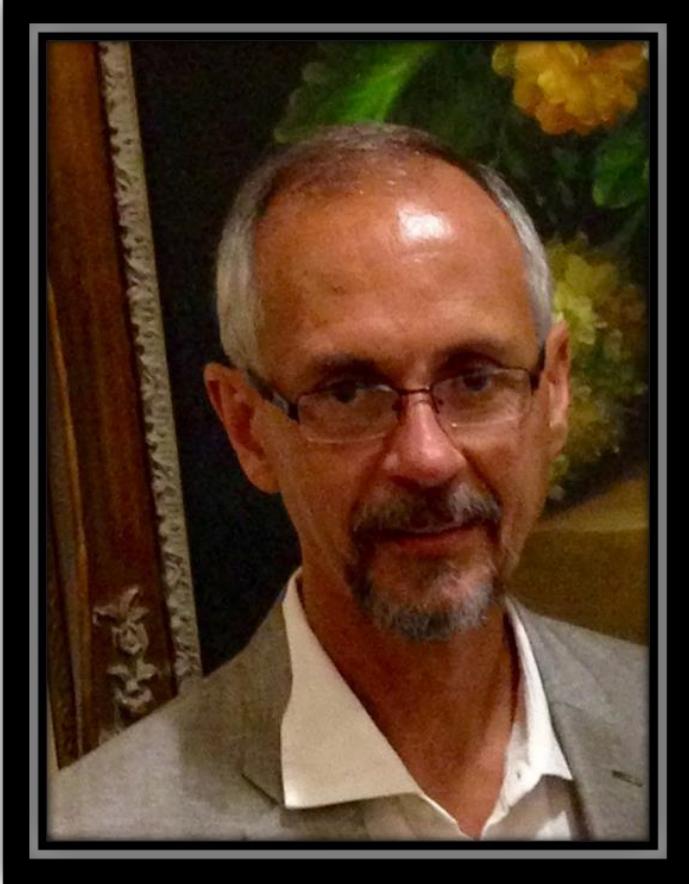
PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Our Roadmap Today

- Introductions
- Reading Data- What It Means
- Tips for Reading Data
- Group Work:
Quantitative Data
- Group Work:
Qualitative Data
- Evaluation





Dr. Hayden Center, Jr., Ph.D.,
LPC
South Southwest PTTC
Associate



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Data Literacy Defined



“Data literacy describes the ability to **read**, work with, analyze, and argue with data.”

—Raul Bhargava and Catherine D'ignazio from MIT and Emerson College



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Let's Hear from You!

What do you think of when you hear we are going to “read” the data?



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Step 1: Read It!

“Reading data involves understanding what data is, and what aspects of the world it represents.”¹



¹D'Ignazio, C., & Bhargava, R. (2016). DataBasic: Design principles, tools and activities for data literacy learners. *The Journal of Community Informatics*, 12(3), 83-107.

What Type of
Data Are You
Looking At?

Identifying Types of Data

	Qualitative Data	Quantitative Data
<i>What is it?</i>	Data that consists of descriptive information that cannot be expressed as a number.	Data that can be measured and expressed numerically.
<i>What are the types of data?</i>	Text-based, images, behaviors, objects	Numbers, statistics
<i>How is it collected?</i>	Interviews, focus groups, written documents, observations, open-ended survey questions.	Surveys, tests, assessments, measurements, observations, interviews
<i>What are some examples?</i>	Favorite food, gender, quotes, race/ethnicity	Weight, IQ score, distance

Strategic Prevention Framework



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Poll: Let's Hear from You!

The coalition is attempting to determine the needs in the community. They decide to conduct a series of focus groups that include community members that have some knowledge of the substance misuse problems in the community.

What type of data will need to be read?

- Qualitative
- Quantitative



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Poll: Let's Hear from You!

The coalition decides to administer a survey to students at the local high school. The survey asks questions about the usage patterns among the teens. Each item requires one response from a number of pre-generated choices. The data will be aggregated, and no individual responses will be identified.

What type of data will be read?

- Quantitative
- Qualitative



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Poll: Let's Hear from You!

The coalition takes minutes at every meeting. At the end of the first year, they want to look at the major themes that were discussed.

What type of data will need to be read?

- Quantitative
- Qualitative



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Tips for Reading Quantitative Data

Are there any patterns, themes, or trends?

Are there any deviations from these patterns?

Are outcomes different for different groups of people?

Why were some outcomes achieved, and others not achieved?

What has surprised you about the data? What has challenged your assumptions?

Are there any gaps? What do you need to find out more about?



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Community X coalition has been meeting for about a year. They are working on developing more methods for collecting data about the local problems, risk factors, and protective factors.



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Case Example Continued

They decide that they will gather data from 3 different sources.

1. A survey of all the 8th, 10th, and 12th graders in the school system.
2. Focus groups with parents to get their views on the issues in the community.
3. Key informant interviews with law enforcement and school personnel.



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

2019 Monitoring the Future Survey

Key Findings: Percent Reporting Use of Selected Substances

	8 th Grade	10 th Grade	12 th Grade		8 th Grade	10 th Grade	12 th Grade
Vaping, Any				Tobacco w/Hookah			
Past Year	20.1	35.7	40.6	Past Year			5.6
Past Month	12.2	25.0	30.9	Past Month	1.3	2.4	4.0
Vaping, Nicotine				Flavored Little Cigars			
Past Year	16.5	30.7	35.3	Past Month	2.2	3.7	7.7
Past Month	9.6	19.9	25.5	Narcotics Other than Heroin			
Vaping, Marijuana				Past Year			2.7
Past Year	7.0	19.4	20.8	Past Month			1.0
Past Month	3.9	12.6	14.0	Marijuana			
Vaping, Just Flavoring				Past Year	11.8	28.8	35.7
Past Year	14.7	20.8	20.3	Past Month	6.6	18.4	22.3
Past Month	7.7	10.5	10.7	Daily	1.3	4.8	6.4
Cigarettes				Alcohol			
Past Month	2.3	3.4	5.7	Past Month	7.9	18.4	29.3
Daily	0.8	1.3	2.4	Daily	0.2	0.6	1.7
½ Pack +/Day	0.2	0.5	0.9	Binge	3.8	8.5	14.4

Change from 2018 to 2019

■ Significant Increase

■ Significant Decrease

Small Group Breakout 1

- Note your group number (top left in Zoom)
- Introductions (name, location, where you work)
- Designate a facilitator and recorder
- Look at the data report
- What data stands out to you?
- What are the most significant trends?
- What would you report to the coalition about the data?



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

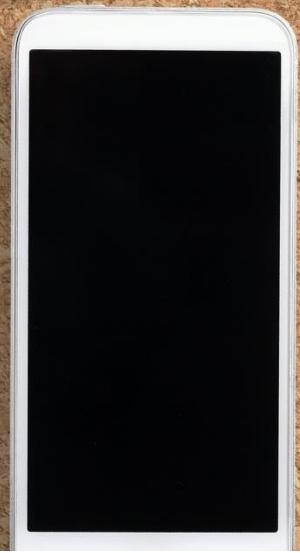
Let's Hear From You: Group Reports



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Q & A

Questions?



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Tips for Reading Qualitative Data

- Look for the meaning in describing trends you are seeing.
- Think about what you may need to explore further.
- How can the qualitative data help you know more about the quantitative data? What context does it provide?



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Case Example: Focus Group and Key Informant Data

1. Drug, peer pressure, lack of self-esteem, not a lot of safe places for teens to hang out, and lack of supervision.
2. Funding for all teens for after school programs.
3. Groups to join that promote self-confidence, motivation, teamwork, initiative, perseverance, problem solving, and accountability.
4. Gangs, drugs, lack of activities for healthy things to do and entertain themselves.
5. Heroin, methamphetamine, crack, and misuse of ADHD medications were mentioned as the drugs of concern.

Small Group Breakout 2

- What data do you believe is most important in these selected findings?
- How do these findings compare with the survey data from the teens?
- What data would you report back to the coalition?



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Let's Hear From You: Group Reports



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Q & A

Questions?





Wrapping up

Ditching the Discomfort: A Data Literacy Journey

5 COMMUNICATING DATA

4 ANALYZING DATA

3 WORKING WITH DATA

2 READING DATA

1 OVERVIEW



Registration Open!

Ditching the Discomfort with Data Part 3, Working with Data

May 19, 10-11:30 a.m. CT



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Resources

- PTTC Data-Informed Decisions Resources
<https://pttcnetwork.org/centers/global-pttc/data-informed-decisions-priority-area>
- Tips for Analyzing Assessment Data
<https://preventionsolutions.edc.org/sites/default/files/attachments/TipsPAnalyzingData.pdf>
- Sample Data Inventory Form
https://preventionsolutions.edc.org/sites/default/files/attachments/SampleDataChart_0.pdf



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

For further questions, contact:

Nicole Schoenborn, Evaluator

South Southwest PTTC Region 6

nicoled@ou.edu

405-826-5648

CONNECT WITH US

[SSW PTTC website](#)

[Join our mailing list](#)

[Products and Resources](#)