

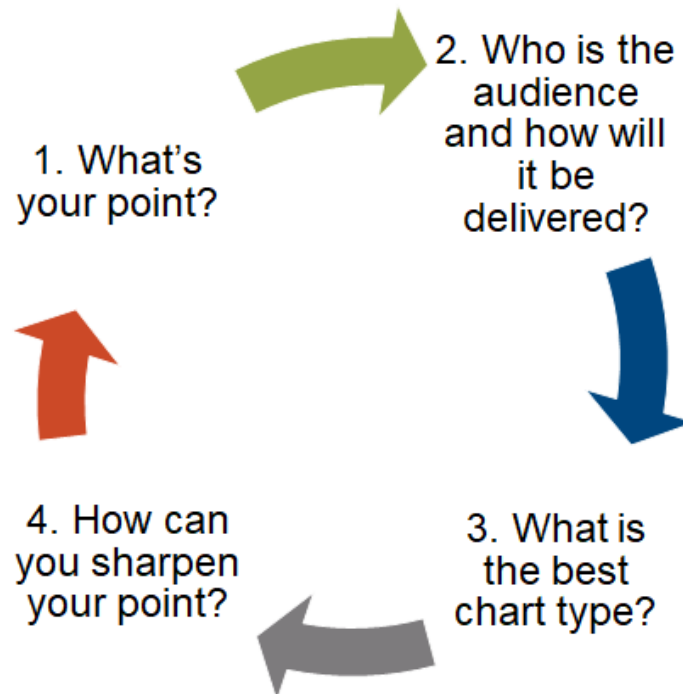


This handout provides the case study information you will use during the small group session of the *Ditching the Discomfort with Data Series, Part 5, Communicating and Visualizing Data*.

### Small Group Breakout

- Introductions (name, location, where you work).
- Designate a facilitator and recorder.
- Look at the data table.
- Determine your audience: parents, school administration/school board, or the local press.
- Apply the 4-question framework to determine the best method of communication/ visualization.
- Record your responses in the Word document.

### Stephanie Evergreen's 4-Question Framework





## Quantitative Data Case Example

Community X coalition has been meeting for about a year. They are working on communicating findings on youth substance use (female vs. male) to various audiences. The school board is about to vote on implementing a new curriculum that addresses alcohol use in teens. Some of the parents have raised concerns that they feel there are different issues that need to be addressed for adolescent teen girls vs. boys. The coalition decides to communicate 2019 YRBS findings to different audiences: parents, school administrators/school board, and the local press. The data table is below.

### United States 2019 Results

United States, High School Youth Risk Behavior Survey, 2019							
Question	Sex	Female	Male	p-value	Female More Likely Than Male	Male More Likely Than Female	No Difference
<b>Alcohol and Other Drug Use</b>							
Had their first drink of alcohol before age 13 years (other than a few sips)		13.0 6,689	16.9 6,371	0.00		●	
Currently drank alcohol (at least one drink of alcohol, on at least 1 day during the 30 days before the survey)		31.9 6,443	26.4 6,051	0.00	●		
Currently were binge drinking (four or more drinks of alcohol in a row for female students or five or more drinks of alcohol in a row for male students, that is, within a couple of hours, on at least 1 day during the 30 days before the survey)		14.6 6,112	12.7 5,789	0.02	●		
Usually obtained the alcohol they drank by someone giving it to them (during the 30 days before the survey, among students who currently drank alcohol)		45.4 1,593	35.0 1,252	0.00	●		
Reported that the largest number of drinks they had in a row was 10 or more (within a couple of hours, during the 30 days before the survey)		1.7 4,511	4.5 4,311	0.00		●	
Ever used marijuana (also called pot, weed, or cannabis, one or more times during their life)		36.5 5,944	37.0 5,617	0.64			●
Tried marijuana for the first time before age 13 years (also called pot, weed, or cannabis)		4.0 6,740	7.2 6,382	0.00		●	
Currently used marijuana (also called pot, weed, or cannabis, one or more times during the 30 days before the survey)		20.8 6,753	22.5 6,422	0.07			●

## References

Evergreen, S. D. (2017). *Presenting data effectively: Communicating your findings for maximum impact*. Sage publications. <http://stephanieevergreen.com/wp-content/uploads/2019/06/EvergreenDataWorkshopPacket.pdf>