Data use and needs analysis- David Perry

DHHS are now situated in the preventative space in the Department and will be particularly interested in the benefits to the participants attending NHs.

When is an activity able to be counted as part of program delivery?

When the NH has to coordinate the activity and support that. It has to be embedded in the NH. This doesn't cover straight Hall hires when you are just leaving them a key and instructions on how to lock up. If it's a contract you are delivering you count it including ACFE courses.

Count visits (some people come twice per week) not individuals. Count each time they visit.

Questions will be slightly changed to reflect the changes to the updated NHCP Guidelines. David will be working on the questions to reduce misunderstanding so everyone answers in a similar fashion.

Why Data?

- Better planning, promotion and fundraising
- It's all about evidence!
- Numbers are easy and meaningful
- Data is everywhere
- Numbers are malleable
- Everyone is using data.

Why Needs Analysis? It's how we fix gnarly problems…

- Data is like news- best when it's <u>local, recent and relevant</u>.
- Good data is like good public speaking. Target the audience, know them and what turns them on…or needs to be emphasised.
- The trusted expert is always an outsider- quality sources add value to your evidence. E.g. ABS, Census etc.
- Your data- participants data and survey collected
- Their data- the general public. E.g. although a high number of those with low literacy were identified, there was also a corresponding high number of adult enrolments which lifted the literacy level of the total overall.

Using Data – Promotion

- Use your own data for promotion and use information about particular programs you run.
- Who is the audience? If you know what they are interested in you can target the data effectively. What Boards do they sit on? Know what they want to hear.
- What is going to make an impact? Pictures, stories and ways of presenting data must be memorable.

- What do they need to hear?
- How should I present it?
- How can it be memorable?
- Paint a picture of what your data is doing at the moment.
- Understanding what the criteria is in Grant writing but know the funding organisations overall intent. How do you inform them so that you are giving them what they want to hear?
- To enact behaviour change look what's worked before and what is likely to work now.
- Planning applications- these must be approached with caution. Use data carefully.
- Ages chart – a simple graph can be powerful in giving a clear picture of how old a certain area is. It becomes immediately obvious with a chart. However we must ask why???
- How do we make data sing? If we have 200 people through the door each week. It doesn't sound impressive but if you multiply this by the number of weeks per year it does impress.
- Data shows that more people use NHs than St Vincent's in Victoria each year.
- Do something quirky… Make it memorable e.g. More NHs than Maccas in Victoria.
- Use Google to find an equivalent online to compare to. But be careful of the audience that it has relevance to them. Tell a story and it can be quite meaningful.
- Survey data is good for headline data. How many community groups use the service? How many other activities are going to be relevant to different audiences? Great for promotion and telling your story, for fundraising but little is use for planning.

Doc shared by David- Whole of participant's survey- Victoria 2017

- NHs can use their own data
- Postcodes can be used as there is data available for each postcode.
- English language – use the corresponding data to support this doc (ABS) to compare
- A higher number of people of indigenous background attend NHs than other places across the state.
- Capacity to participate at different ages will vary e.g. babies and very elderly may not participate in NHs so use this data carefully.
- Census data -The data around why people attend are really important pieces of data and particularly important when used with what benefit people get from attending. This is useful for planning purposes moving forward.
- Some classes have a capacity building focus rather than just education or job attainment. People may come for the course but benefit in their own development just by attending. This can be very valuable to people's lives.
- The doc will give you ages, disability status etcetera plus why these people attended the NHs.

- Good to look at what the data was like in 2013 and compare it to 2017 and tell the story of the changes e.g. Cardinia is situated in the growth corridor so will have huge changes in data sets between the two dates due to the large influx of new people to the area.
- NHVic are working on a useful excel tool to be able to get data on specific Age groups and types and why they attended compared to the State. (Due out soon)
- Always question your data to be sure.
- Use presentation graphic tools such as https://www.canva.com/
- City of greater Dandenong has an amazing statistical data site (covers all of Victoria) which can be used to compare suburb/council areas for your own presentations. The link is http://www.greaterdandenong.com/document/18464/statistical-data-for-victorian-communities
- ABS measures the SEIFA index which measures disadvantage. This is particularly helpful for NHs. Navigating the site is difficult due to the volume of data. The Census is a good starting place. There will be a huge selection of options available to you on this page.
- Don't just accept high level data.
- SEIFA Index can be investigated thoroughly to help with planning.
- You may need to dig to get the real story. An area may have a higher overall SEIFA index but have pockets of extreme disadvantage that the data doesn't immediately show up. Choose the postal area and then the SA level 1 and SA level 2 for different sized areas to target data. The maps show SEIFA Index in coloured areas like patchwork to denote areas of different disadvantage.
- If you look at the data packs it is powerful- you can choose different profiles to focus on that can inform a story you are trying to tell. Don't use 'place of enumeration' as it may not give a clear picture of who lives in the area.