HEALTH JUSTICE COMMUNITY OF PRACTICE PROGRAM

Collaborative Data Storytelling for Systems Change

Making the Case for Community Thriving



Melissa Moorehead, B.A.
Sonal Subhash Mandale MPH
Stephanie Johnson, MPH

Funding provided by the Robert Wood Johnson foundation, which does not necessarily constitute an endorsement of this approach.

Agenda

- Data Ecosystems and Systems Change
- Health Justice Community of Practice
- Data Storytelling Activity

Learning Objectives

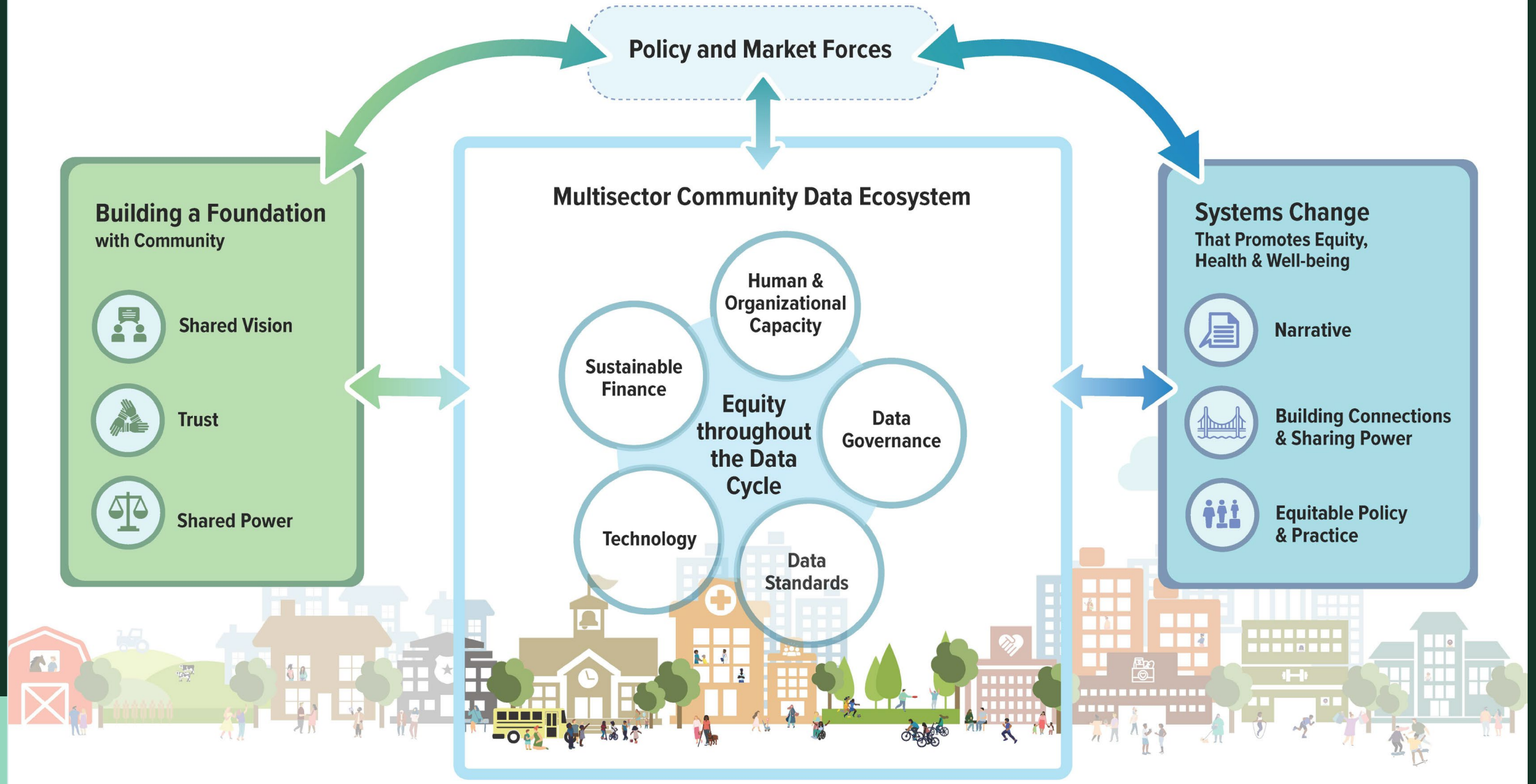
1. Understand how data storytelling supports community thriving and systems change.
2. Learn strategies for building stronger cross-sector coalitions.
3. Identify ways to use asset-based narratives to engage partners, funders, and community members.

Data Ecosystems

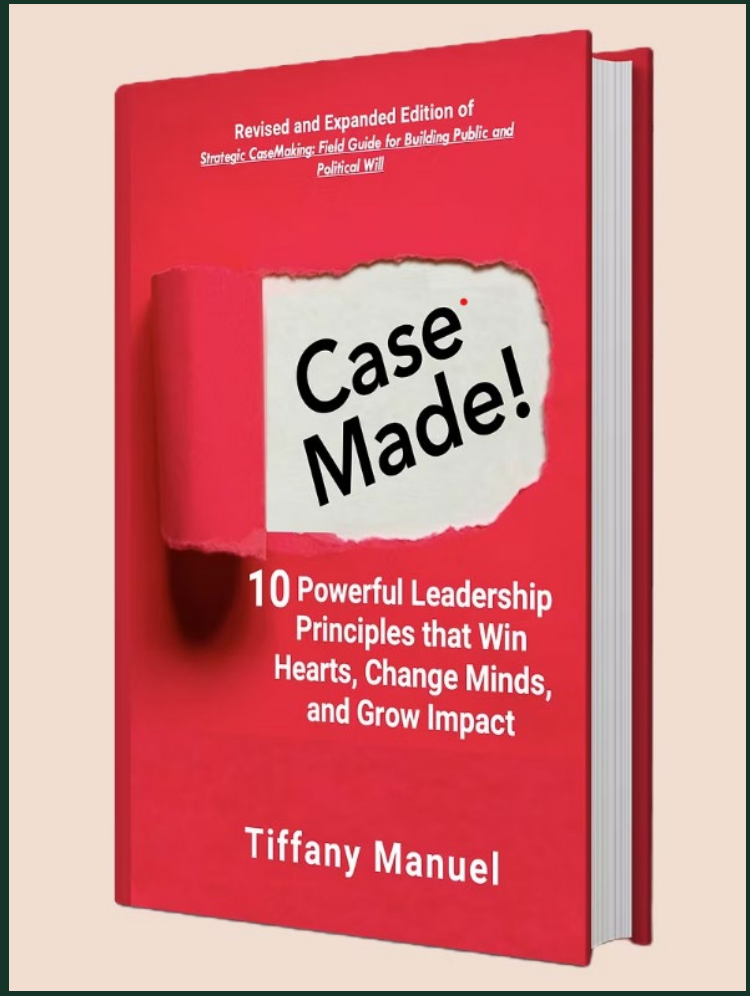
Data Across Sectors for Health

DASH Framework 3.0: Building Equitable Data Ecosystems for Fostering Community Health

Data Across Sectors for Health (DASH), a national initiative of the Robert Wood Johnson Foundation, led in partnership by Illinois Public Health Institute and Michigan Public Health Institute, promotes new possibilities in sharing data to advance equity.



Building a community of practice



Health Justice Community of Practice Program

Building Community Capacity for Collaborative Data Storytelling and Systems Change – *by using a data-informed narrative change strategy to build understanding and broad public will to address the root causes of health inequity in communities.*

Awardees:

VIA LINK

New Orleans, Louisiana

United Way of the Lakelands

Greenwood, South Carolina

The HAND UP Project

Tallahassee, Florida

As a part of this program, from late 2024 through summer 2025, Awardees received financial support as well as tailored coaching from The Case Made, learned from peers, and developed adaptable digital Casebooks to engage decision-makers, strengthen partnerships, and advance long-term systems change.

United Way of the Lakelands, Greenwood South Carolina



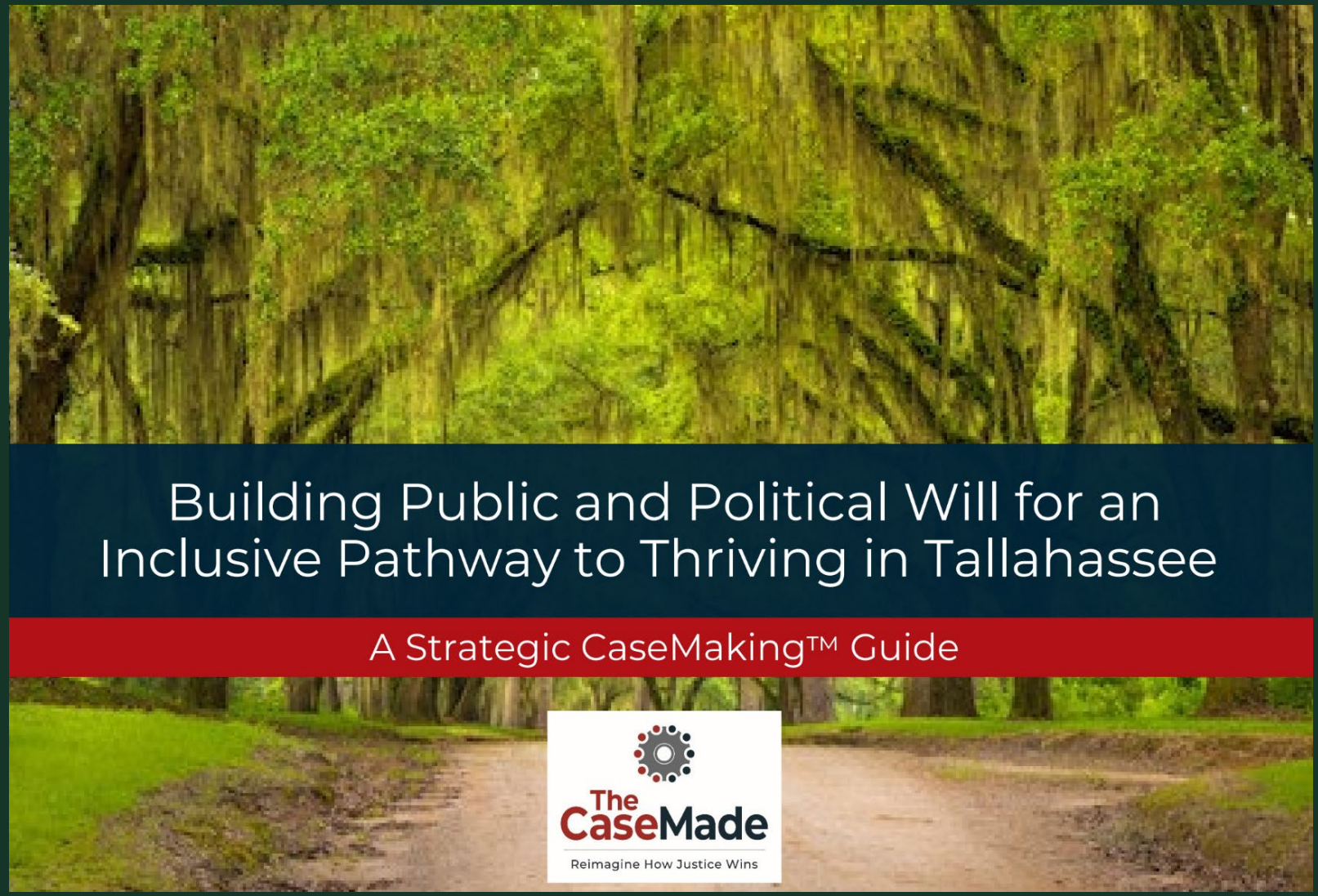
Key Learnings for United Way of the Lakelands

- **Power of Active Listening and Community Engagement**
  - Practicing Responsive Engagement (Example)
  - Significance of Language and Local Narratives
- **Messaging Shifts/Inclusive Messaging**
  - Tailoring Messaging for Diverse Audiences and Moving from Data to Impactful Narratives (Example)
- **Economic Development and Health as Interconnected Goals**

VIA LINK, New Orleans, Louisiana



The HAND UP Project Tallahassee, Florida



Learnings & Themes Across The Awardees

Asset Framing

Mindset Change & Leadership

Messaging Shifts/Inclusive Messaging

Active Listening

Collaborative Efforts and System Change

What we learned



The ANCHOR Framework

Relationships at the Center.
Better Data. Better Decisions. Better Health.

Advancing Networks for Community Health and Organizational Resilience

SYSTEMS CHANGE

Our North Star

Transform the conditions that shape health, opportunity, and well-being for all communities.

COLLECTIVE ACTION

From insight to impact—together.

- Collective Sensemaking
- Narrative Change
- Coordinated Action
- Equitable Policy & Practice
- Continuous Learning & Improvement

COMMUNITY DATA ECOSYSTEM

Infrastructure that relationships build and sustain.

- Community Governance & Data Justice
- Data & Technical Standards
- Technology & Tools
- Data Use, Quality & Security
- Sustainable Finance
- Capacity & Skills

RELATIONSHIPS & COMMUNITY POWER

The foundation.

Built on trust, shared vision, belonging, shared power, and community leadership.

Trust • Shared Vision • Shared Power • Belonging • Community Leadership

- Equitable Policies
- Just & Inclusive Systems
- Power Shifts
- Resource Allocation for Equity
- Community Well-Being
- Thriving Communities
- Opportunity for All
- Sustainable & Resilient Communities

COMMUNITY STEWARDSHIP

Rooted in communities and focused on equity, stewardship brings people together, nurtures trust, aligns resources, and supports the long-term work of collective action and systems change.

- Convene & Connect
- Build Trust & Relationships
- Align Resources & Investments
- Steward Long-Term Commitment
- Center Community Leadership

CROSS-SECTOR PARTNERS

Bringing diverse perspectives, assets, and expertise to co-create solutions and drive equitable outcomes together.

- Government
- Health Care
- Education
- Community-Based Organizations
- Business
- Philanthropy
- Data & Technology Partners

GROUNDING PRINCIPLES

That guide everything we do

- Equity & Racial Justice
- Community Leadership
- Trust & Transparency
- Privacy & Data Justice
- Learning & Continuous Improvement
- Sustainability & Resilience

Better Data. Better Decisions. Better Health.

Reflection exercise – data storytelling

- **Ground** in People and Purpose
  - Choose one persistent community challenge connected to your work.
- **Identify** the Existing Story
  - Consider the story that is most often told about the challenge
  - "The story we commonly tell is..." And "The limitations of that story are..."
- **Reframe** Toward Shared Vision of Thriving
  - "Our community is not simply experiencing _____. Community members are already _____. With _____, we can move toward a future in which _____."
- **Connect** Data to the Story
  - Identify one data point or piece of evidence of the challenge and one community example that demonstrates a strength. If possible, quantify what the solution can bring.
  - What becomes clear when these two pieces of information are shared together?
- **Share** and Reflect
  - Keep the process transparent and inclusive

Story-building Template

- The present: In our community, _____.
- The community: People are already drawing on _____ to _____.
- The possibility: We envision a future where _____.
- The systems shift: Reaching that future requires changes in _____.
- The invitation: We invite _____ to join us by _____.

Thank you

RESOURCES

ANCHOR - https://www.cpphedhub.org/anchor

sign up for updates: https://eepurl.com/VUEEq390t5

TheCaseMade - https://www.thecasemade.com/

DASH - https://www.dashconnect.org/dkb

CONTACT US

MMOOREHE@MPHI.ORG

SMANDALE@MPHI.ORG

SJOHNSON@MPHI.ORG