

# GLS National Outcomes Evaluation Data Webinar Series

**JUNE 6, 2019**

**Sophia Zanakos, PhD**



# TURNING YOUR DATA INTO KNOWLEDGE AND ACTION: Part 1 of 3

JUNE 6, 2019

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# Webinar Video and Handouts

Today's webinar is being recorded

The slides were e-mailed to you prior to the webinar

If you did not receive the message, check your spam e-mail folder

The video will be made available on the Suicide Prevention Data Center (SPDC)

<https://www.suicideprevention-datacenter.com>

and the Suicide Prevention Resource Center website

<https://www.sprc.org/>

# Need Assistance?

For technical support:

Contact us via the **Chat Pod**

E-mail [Terri.Karney-Brown@icf.com](mailto:Terri.Karney-Brown@icf.com)

# Scenario 1



# Scenario 2



# TURNING DATA INTO KNOWLEDGE AND ACTION

## Session 1

Defining the Purpose for Your Message

- Finding the Goal
- Define the Audience

## Session 2

Collecting and Interpreting the Data

- GLS & Secondary Data
- Social Math

## Session 3

Creating Shareable Information

- Tying It Together
- Data Visualization Principles

# Defining a Purpose

What is  
your  
Goal?

Who is  
your  
audience?

What is  
the  
message?



# What is the Goal?

What is the point of sharing this data?

Getting buy-in from partners, stakeholders, policy makers?

Demonstrating need? Growth in demand?

Increased funding for staffing?

Expanded training or screening?

Changing policies to create a zero suicide environment?



Let's define a goal for the scenario 1

Funding to hire another counselor



Let's define a goal for the scenario 2.

Gain support for suicide prevention program so it continues after federal funding ends

# Who is your audience?



# POLL QUESTION

What types of audiences do you anticipate reaching?



# What?

Who/what kind of information do they trust?  
What keeps them up at night?  
What will they need to hear to get on board?  
Who has access to them?

What kind of data will they need to see?



**Who is the audience  
for scenario 1?**

College Administration

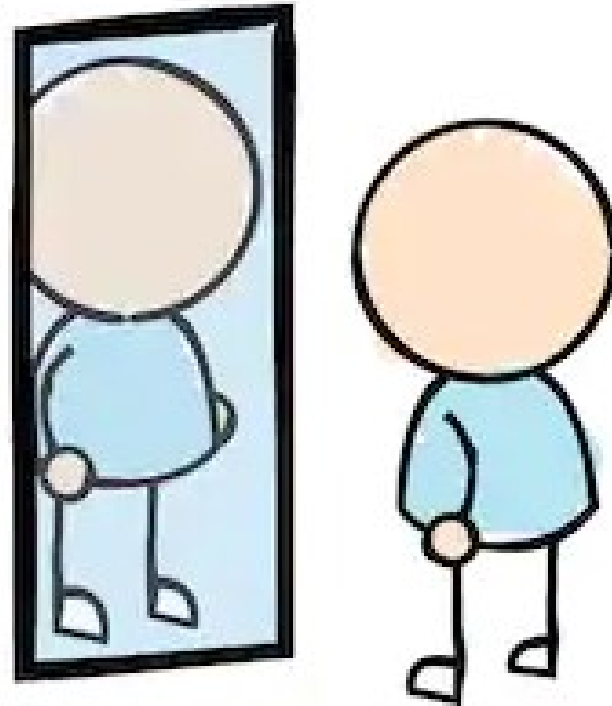


**Who is the audience  
for scenario 2?**

Agency Leadership



# YOU ARE NOT YOUR INTENDED AUDIENCE\*



***\*Super Important!!***

# THE EXCHANGE THEORY

**What do I  
have to give  
up?**

**What do I  
get?**



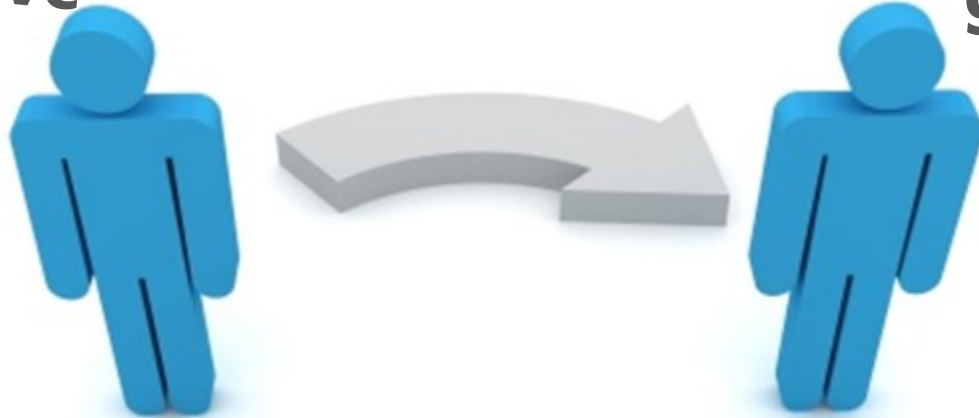
**Is it worth  
my effort?**

**What's the  
"cost?"**

# THE EXCHANGE THEORY

**What do I  
have to give  
up?**

**What do I  
get?**



**Is it worth  
my effort?**

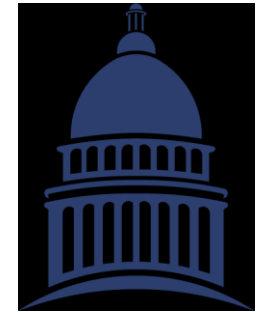
**What's the  
"cost?"**

# What is the message?



# Does the message align with the goal?

## Is the message actionable?





## The scenario 1 message

Our counseling center has seen an increase in student demand and we need more staff to support this need.



## The scenario 2 message

Our suicide prevention program is effective and we would like ongoing support from agency leadership so we can continue the program.





# BUT WHAT IF WE INSTEAD SAID:

**GLS Programs**



**Decrease  
in youth  
suicide  
rates**

# POLL QUESTION

What types of data sources do you think you will use?



## The scenario 1 data



National data  
State data  
Local data

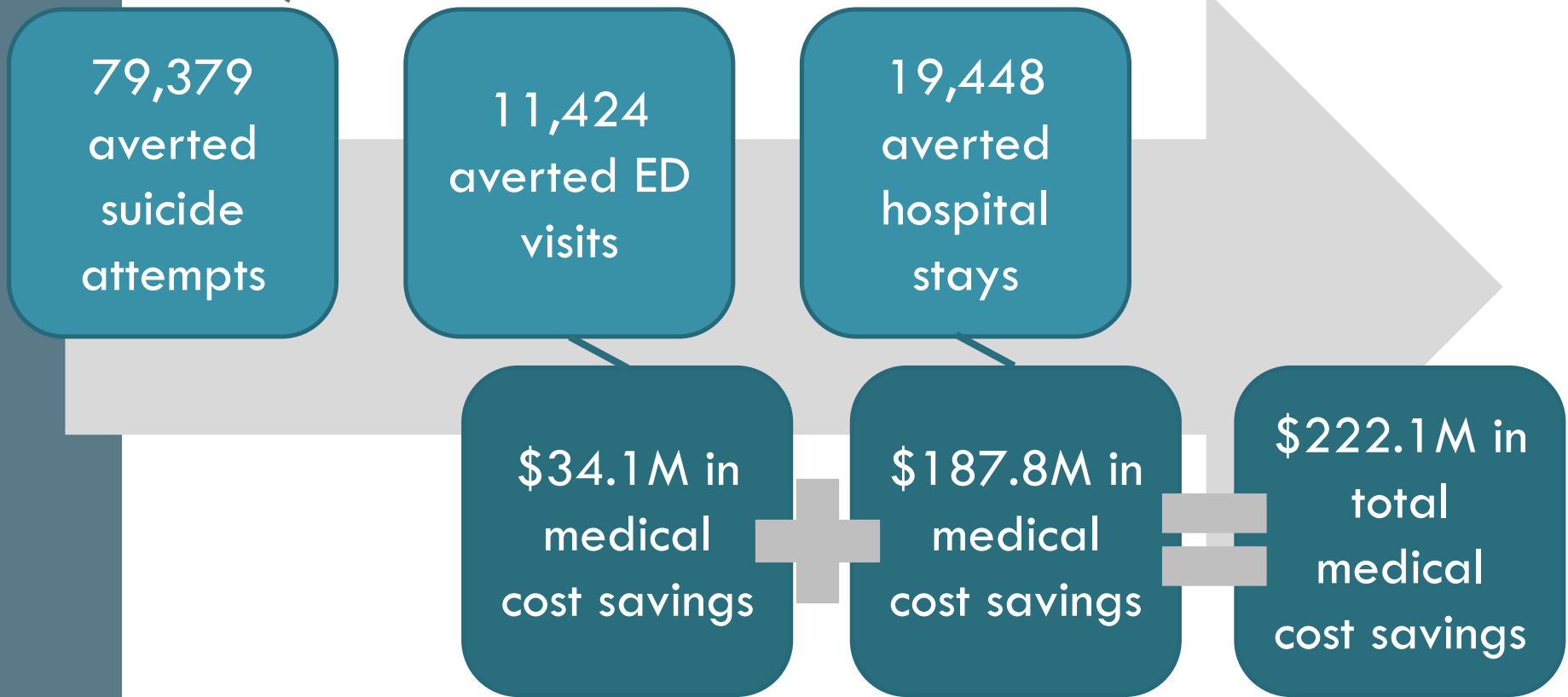


## The scenario 2 data

National data  
State data  
Local data

# IMPACT ON COST SAVINGS

Utilized suicide attempt findings (2007-2010)



# IMPACT ON COST SAVINGS

**\$222.1M in  
total medical  
savings over  
4 years**

**\$49.4M in  
total GLS  
costs over 4  
years**

**\$4.50 in medical cost  
savings for each dollar  
invested**

# Intro to Session 2

Choose one audience and goal and ask what do they need to hear?

What data do you have to support this?

What are the specific data points?

# Summary

- Define your goal and action.
- Identify your audience.
- Craft a clear and thoughtful message
- Use data



# Homework

## **Review Workbook Part 1**

- Define your goal and action.
- Identify your audience.
- What is the message?
- What data do you have to support this message?

# Final Thoughts



# POLL QUESTION

How comfortable are you using NOE data?





**QUESTIONS?**

# Contact Information

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**THANK  
YOU!**

