Creating a Data Use Culture to Drive Improvement and Innovation

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INTROS

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What is the first thing you ‘feel’ when you hear the word ‘DATA’?

There are 2 OPTIONS to Participate:

**OPTION 1:**
Text **CMHO** to the number ‘37607’

You will get a text: “You’ve joined Marla Jackson’s session”...

Text your ONE WORD response!

**OPTION 2:**
In your web browser type PollEv.com/cmho

Click ‘Skip’ when asked to enter your name

Enter your ONE WORD response!
WE HAVE A PROBLEM

Many people don’t feel empowered to work with data...

Suffering from FUD (Fear. Uncertainty. Doubt)

Complicated Technology

Lack of Data Use Processes

...which results in limited use of evidence to drive decisions about planning and delivery of services
Data is everywhere right now. And people are demanding it.

But many organizations like ours are struggling to figure out how to build capacity to work with data.

You don't need a data scientist...

You need a data culture.
The Challenge: New, Innovative Program Without a Data Culture

Program Planning
- High profile program
- Perceived need
- Passionate staff
- Goals set
- Clinical assessments
- Database

Program Implementation
- Little planning for data
- No clear accountability for data
- No staff to enter data
- Database not operationalized
- No technical expertise for analysis
- No dedicated time for review
- No professional development for data

Current State
- Manual, compliance reporting
- Unable to do CQI
- Unable to demonstrate success
- Difficulty in ‘telling their story’
- Challenged to grow

Meet Andy.
MSW. Director of Mental Health. 20+ years experience. Passionate about his work.
Building a Culture of Data Use...

...means making sure that staff at all levels use data everyday, for a variety of reasons.

Data → Analysis → Reporting → Collaborative Interpretation → Decision-Making
Data is an asset that supports...

- Improving outcomes for children, youth, and families
- Communicating your message and showing your impact
- Strengthening the mental health system
Two main functions of a data use culture:

Data Production

Information Use
Having a strong data use culture means having ... 

**Strong Data Leadership.**

Communicate the value of using data to support clinical judgement and improve programs and services to all staff— not just technical staff.
PRACTICE

Having a strong data use culture means that ...

**People Demand Data.**

Staff at all levels value, seek out, and use data as a way of improving programs and services for children, youth, and families.
Having a strong data use culture means having ...

The ability to process and analyze data into a useable format.

The infrastructure and systems are in place to collect and produce high quality data that is trustworthy, understandable, and actionable.
Having a strong data use culture means having ...

Broad Data Capacity.

Staff understand their role as data producers and users in collecting, analyzing, reporting, and applying data to inform decisions.
The Framework for a Data Use Culture

1. Policies
   Management structures and policies in place to support a data use culture

2. Practices
   Consistent practices in place to support a data use culture.

3. Products
   Systems and people in place to collect and produce timely, accurate, understandable and actionable data.

4. People
   Workforce supports in place that are key to a data use culture

THE 4 Ps
Handout: Data Use Culture Self Assessment

Complete each section as best you can. Calculate your total score for each section.

To Participate Either:

1. Refresh PollEv.com/cmho to enter your results

OR

2. Text A, B, or C
Data Production + Information Use = The 4 P’s = Data Use Culture, which leads to improved programs and services for children, youth, and families.
The Project: Crisis Continuum System Planning in Windsor-Essex

Policies

- Strong leadership support
- Prioritizing continuous improvement
- Investment in combining clinical judgement with data to support action planning
Meet Jade.
11 years old. Loves animals, her family, and creative writing.

CASE STUDY #2: LOCAL PLANNING & EVALUATION

The Project: Crisis Continuum System Planning in Windsor-Essex

2 Practices

• Regular, collaborative meetings with all stakeholders

• Engagement of youth and family members

• Staff at all levels was involved in identifying sources of data and information to support decision-making
CASE STUDY #2: LOCAL PLANNING & EVALUATION

Meet Jade. 11 years old. Loves animals, her family, and creative writing.

The Project: Crisis Continuum System Planning in Windsor-Essex

3 Products

Scorecards

Infographics

Client stories

Process Maps
CASE STUDY #2: LOCAL PLANNING & EVALUATION

The Project: Crisis Continuum System Planning in Windsor-Essex

4 People

- Opportunity to develop data use skills and interpretation
- Struggled with attitudes around data use, but were open-minded
- Frontline workers encouraged and empowered to identify priorities and generate solutions
Telling stories with data is hard to do.

In this activity, we’re going to use simple data to practice telling a compelling story – visually, and succinctly - in a way that supports decision making.

Based on your discussion, you are challenged to:

1. 15 mins: Create a simple **STORYBOARD** with your data
2. “POP UP!” and tell your table’s story in 2 minutes or less.
ACTIVITY:
Yay DATA!

3 Different Data Sets

1. Happiness in Anytown, Canada

2. Ice Cream Flavour Popularity

3. Puppy names in Toronto, ON
Guide to Finding Your Story

Work together to tell a story with your data, using the worksheet as your guide:

• Find a Factoid Story
• Find an Interaction Story
• Find a Comparison Story
• Find a Change Story
• Find a Personal Story
ACTIVITY: Yay DATA!

Visually Presenting Your Story

Focus on main ideas
Less is more
Size Matters
Use colour to communicate
Use different visuals
Avoid ‘chart junk’
5 Second Rule
VOTE for your favourite data visualization!

Refresh: PollEv.com/cmho
KEY MESSAGES

Don’t wait for a miracle

Identify Champions

“Democratize” Data for Everyone

Focus on all 4 Ps

“I think you should be more explicit here in step two.”
Thank you.
REFERENCES