

Data for Impact— The D4I Approach to Data Use

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Data for Impact, a five-year cooperative agreement funded by the United States Agency for International Development (USAID), helps countries mobilize the power of data to improve programs, policies, and—ultimately—health outcomes.

We take a broad view of data use, and do this in the following ways:

- We generate new evidence, by using existing data sources and by employing innovative research designs and data collection strategies.
- We facilitate the use of evidence to improve programs and policies, by developing compelling data visualization and communication strategies and products.
- We collaborate with our partners and stakeholders to strengthen individual and institutional capacities and build with them a culture of data use.

D4I prioritizes data use in everything we do. At the beginning of an evaluation or assessment, we plan for data use by identifying and engaging all potential data users or stakeholders with an interest in the findings. Data users may be USAID/Washington and its missions, ministries of health, nongovernmental organizations, and civil society organizations. We work with stakeholders to articulate the information they need, when they need it, and how they may use it to inform their work. We then use this feedback to tailor our approach and communication strategy so that, together, we address these needs.

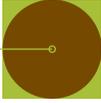
During an activity, we ensure that findings are shared at the right time, with the right people, and in the right formats. Examples are sharing preliminary or interim findings so that data are available at critical decision-making points and disseminating findings in multiple formats so they are accessible to a range of stakeholders. We are experienced at using data visualization technologies to create dashboards and automate graphics production to meet users' needs for more interactive data analysis and communication. We also offer guidance and mentor stakeholders to interpret and use data to inform programs

and policies. Perhaps most important, we recognize that priorities shift and information needs change during the course of an activity, so we remain responsive to adapt to these needs. D4I is also adept at real-time data use and can use collaborating, learning, and adapting (CLA) practices to improve program effectiveness.

Following an activity, we share successes, challenges, and lessons learned with stakeholders, with the global health community, and within our project to support the continuous improvement of approaches for facilitating data use.

D4I's Methods to Facilitate Data Use

- Pre-assessment stakeholder workshops to define information needs, the timeline for when information is needed, and potential opportunities to use the data.
- Use of routine, program, or secondary data sources and time-saving data collection methods to ensure faster access to needed information.
- Workshops to help people and organizations interpret findings, strategize ways to use findings to address health challenges, and develop concrete data-use action plans.
- One-on-one or small-group mentoring and coaching to support organizations to improve data interpretation literacy and instill a culture of data use.
- Tailored data analytics and communications plans to meet data users' needs and leverage critical data use opportunities.



- Targeted and innovative data communication products ranging from interactive dashboards and infographics to comprehensive reports and scientific articles.
- In-person and virtual data review meetings and dissemination events to validate and share findings with a broad audience of interested stakeholders.

The University of North Carolina at Chapel Hill, through the Carolina Population Center, leads D4I in partnership with Palladium, ICF International (ICF), John Snow, Inc. (JSI), and Tulane University. This consortium has 25 years of experience working in low-resource settings to strengthen local capacity to generate and use high-quality health data to make evidence-informed, strategic decisions for health policy and programming at local, regional, and national levels. D4I draws on the technical expertise that exists in each organization and on an extensive network of local organizations in USAID priority countries.

For more information on D4I, visit these publications:

D4I's approach to strong data:

<https://www.data4impactproject.org/cpc-publication/data-for-impact-the-d4i-approach-for-strong-health-data/>.

D4I's approach to institutional strengthening:

<https://www.data4impactproject.org/cpc-publication/data-for-impact-approach-to-institutional-strengthening/>

D4I data quality:

<https://www.data4impactproject.org/cpc-publication/data-for-impact-starts-with-high-quality-data/>

www.data4impactproject.org

