Data 101

2018 Kids Count Conference

Albuquerque, NM

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Stephanie Brinker, Ph.D.

Your messaging toolbox

+

+

Beware of data overload

- Focus on key impactful facts
- Use data as punctuation, not a headline
- Don't make people do the math
- Use good data sources

Better data lead to better solutions

government

sources

consistent

reliable

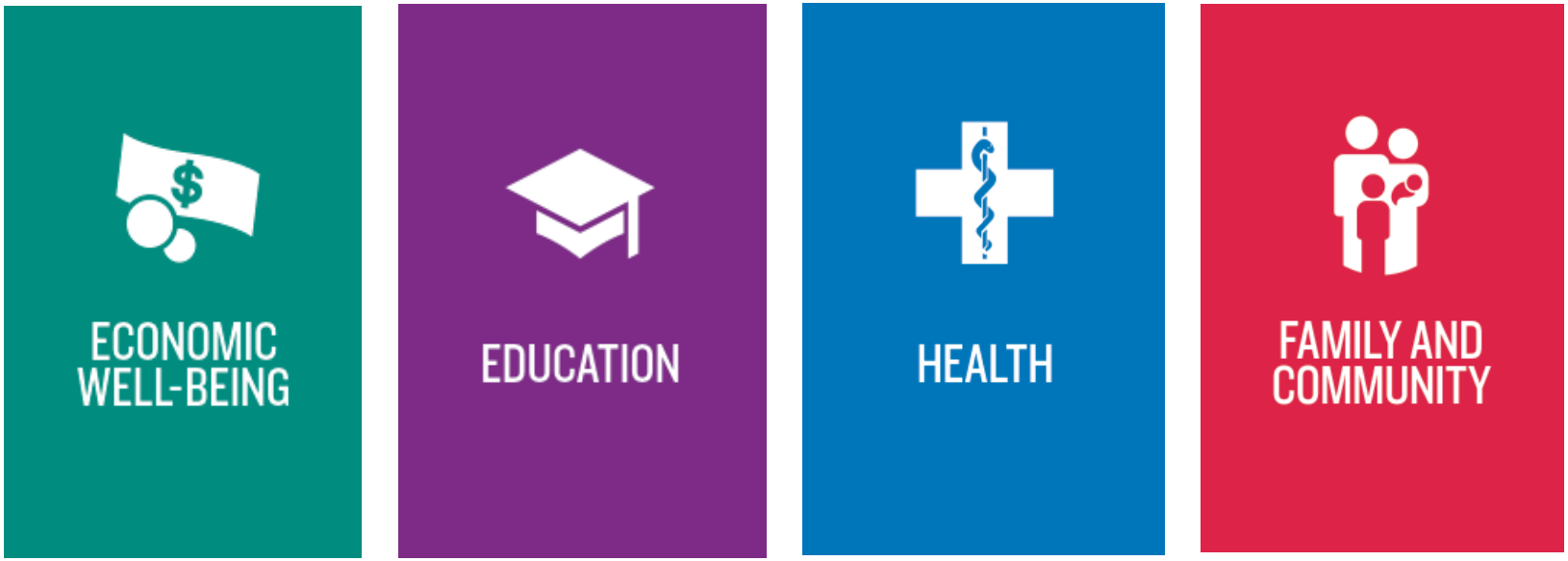
local

comparable

tied to improved outcomes through research

What is KIDS COUNT?

DATA - RESEARCH - POLICY

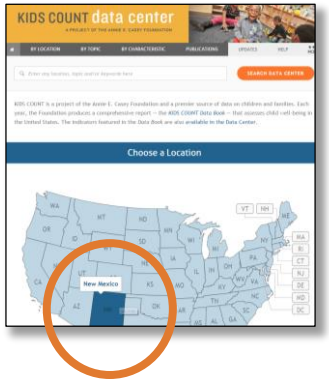


Because all children—regardless of where they live, how much money their parents make, or the color of their skin—should have the best possible shot at reaching their full potential.

KIDS COUNT Data Center

KIDS COUNT Data Center

www.datacenter.kidscount.org



All Topics

Select an Indicator

Browse below to view visualization options for an indicator. Refine your search by narrowing characteristic you want. To view tables for multiple indicators, create a custom report.

TOPICS

Choose one topic.

- See All Topics
- Demographics ▸
- Economic Well-Being ▸
- Education ▸
- Family & Community ▸
- Health ▸
- Safety & Risky Behaviors ▸
- Other
- National KIDS COUNT Publications ▸

LOCATIONS

New Mexico

Show indicators with data:

- For New Mexico
- By County
- By Tribal Area
- By School District
- By City
- By Congressional District (at Large)
- By Congressional District (109th-112th Congress)

CHARACTERISTICS

You can search for indicators by subtopic OR by characteristic but not both.

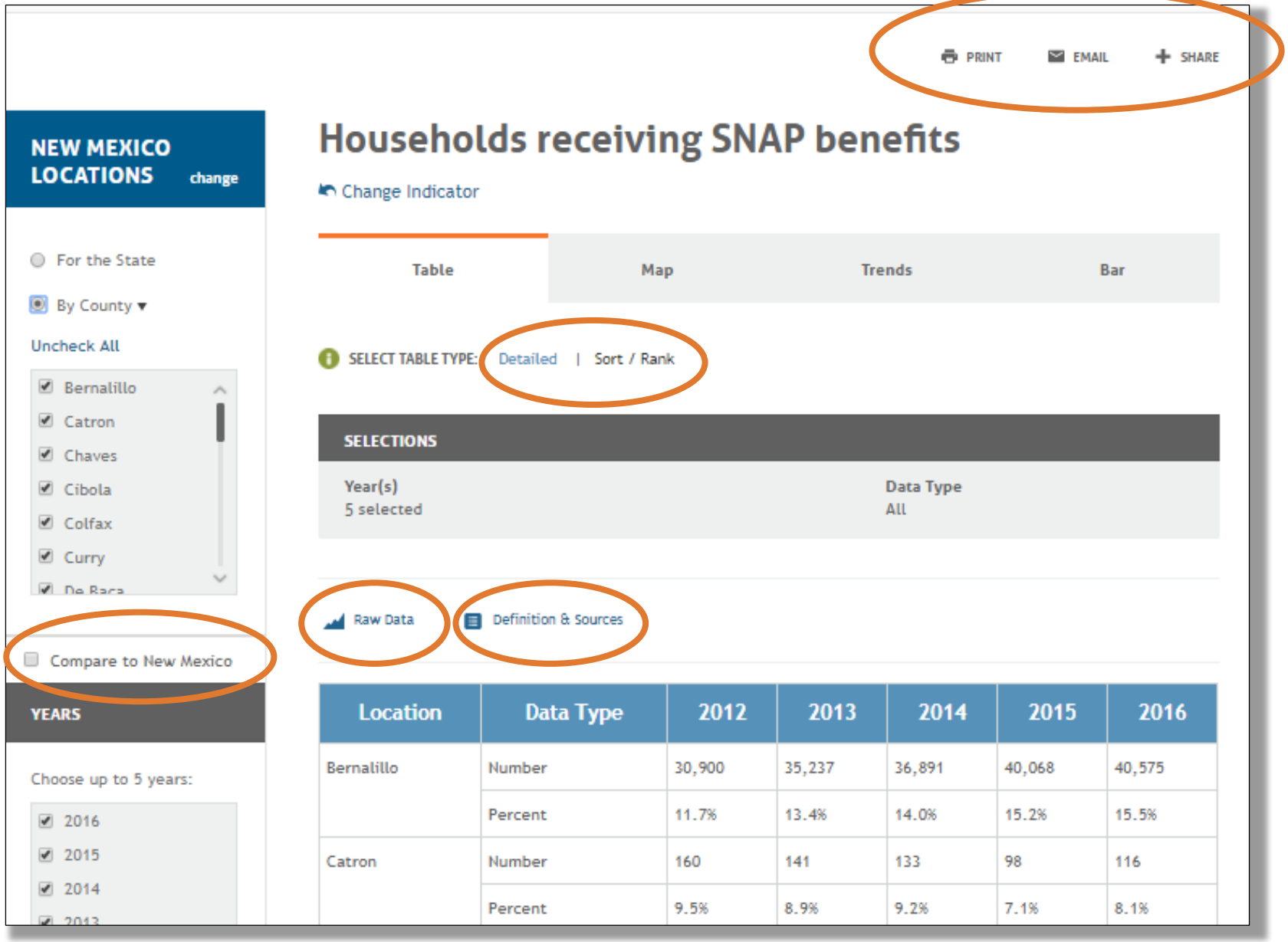
- See All Indicators
- Age
- Family Nativity
- Race/Ethnicity

YEARS

- 2016
- 2015
- 2014
- 2013
- 2012

DATA TYPE

- Number
- Percent

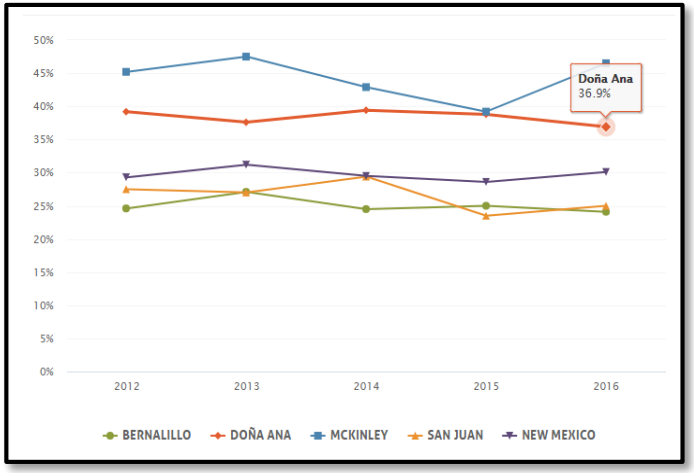


Location	Data Type	2012	2013	2014	2015	2016
Bernalillo	Number	30,900	35,237	36,891	40,068	40,575
	Percent	11.7%	13.4%	14.0%	15.2%	15.5%
Catron	Number	160	141	133	98	116
	Percent	9.5%	8.9%	9.2%	7.1%	8.1%

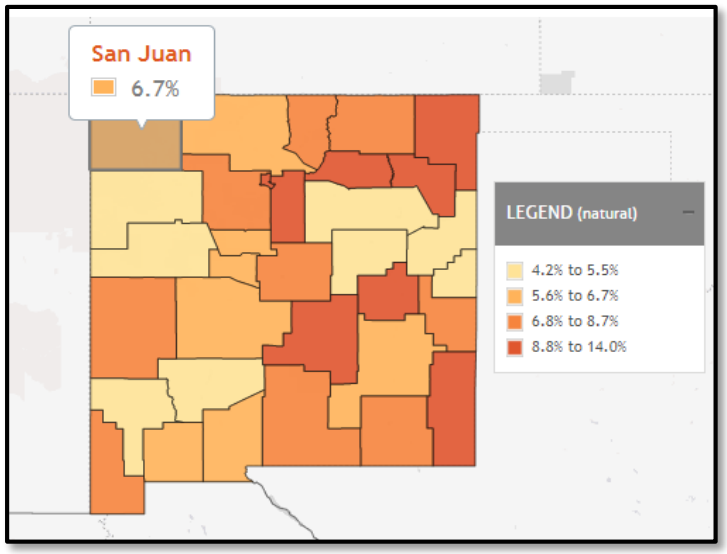
TABLES

Location	Data Type	2016
New Mexico	Number	2,204
	Percent	9.0%
Bernalillo	Number	689
	Percent	9.2%
Doña Ana	Number	207
	Percent	7.5%
McKinley	Number	87
	Percent	9.1%
San Juan	Number	142
	Percent	8.2%

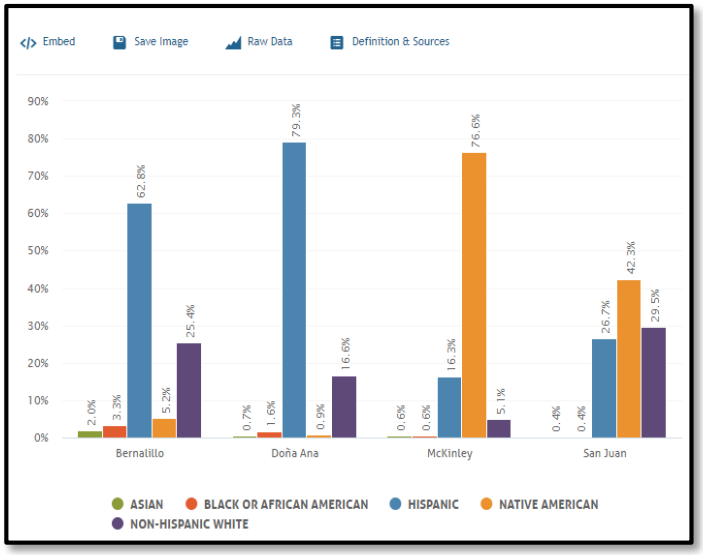
TREND LINES



MAPS



BAR GRAPHS

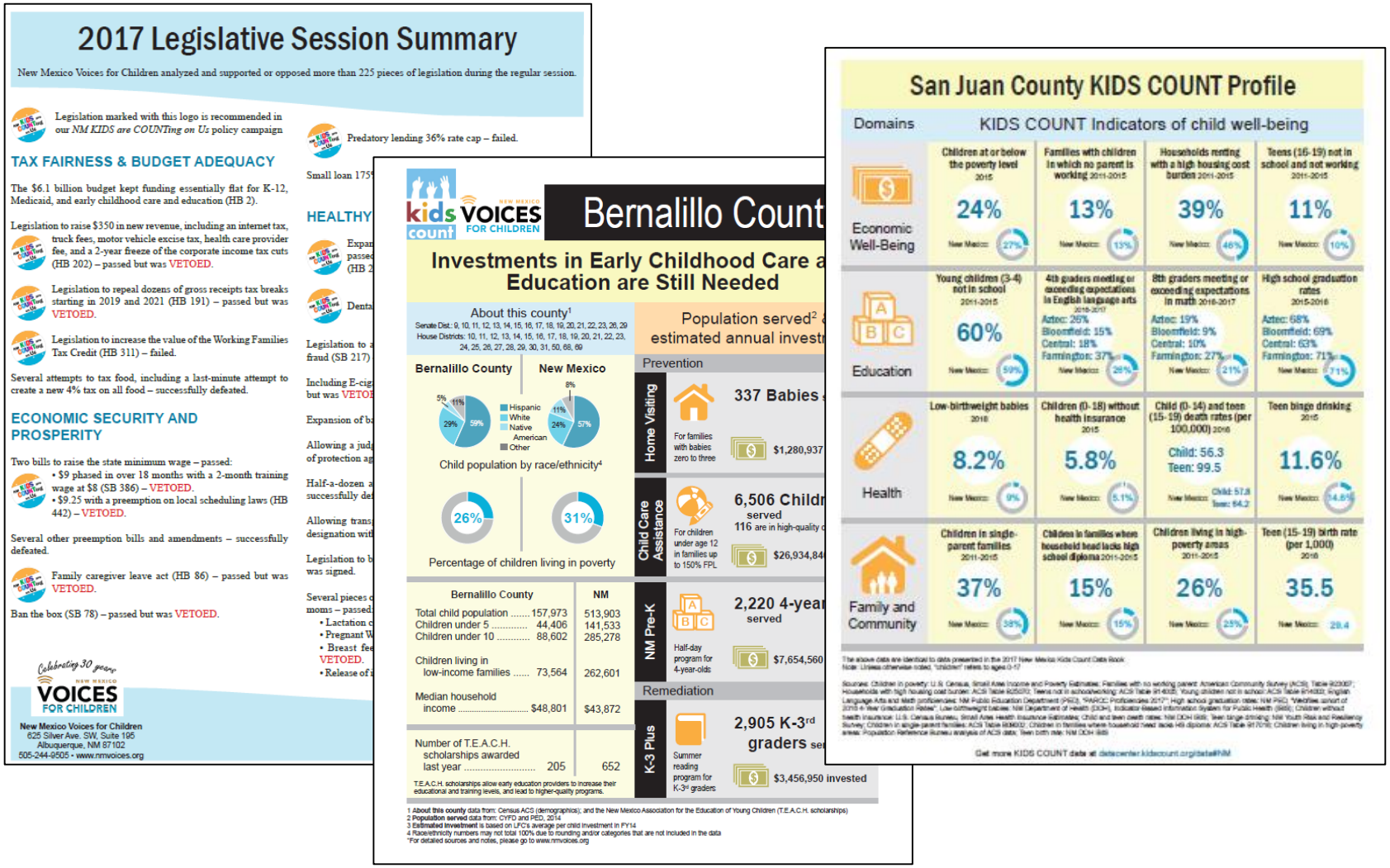


ANALYZE, CREATE, CONNECT, SHARE DATA ON CHILDREN AND FAMILIES AT DATACENTER.KIDSCOUNT.ORG
POLICYMAKER
Has the percentage of children living in poverty decreased in my district since I took office?
Meet Claudia:
POLICYMAKER from TEXAS
4 Create graph
Children in poverty
DATACENTER.KIDSCOUNT.ORG
ANALYZE, CREATE, CONNECT, SHARE DATA ON CHILDREN AND FAMILIES AT DATACENTER.KIDSCOUNT.ORG
GRANT WRITER
I'm preparing a proposal to start a new mentoring program in my county. I need data to make my case.
Meet Peter:
GRANT WRITER from INDIANA
4 Create education indicator profile
Public school student dropouts
4th grade reading scores
Indiana
DATACENTER.KIDSCOUNT.ORG
ANALYZE, CREATE, CONNECT, SHARE DATA ON CHILDREN AND FAMILIES AT DATACENTER.KIDSCOUNT.ORG
CHILD ADVOCATE
How can I show people the impact the economic downturn had on youth employment in my community?
1 Select topic
KIDS COUNT
ECONOMIC WELL-BEING
Meet Andrew:
CHILD ADVOCATE from CALIFORNIA
2 Select indicator
Economic Well-Being Indicators
Unemployed teens
Teens not in school and not working
4 Share on social media
3 Create map or graph
DATACENTER.KIDSCOUNT.ORG
THE ANNIE E. CASEY FOUNDATION

Reports

THE ANNIE E. CASEY FOUNDATION
KIDS DATA
STATE TRENDS
A Health Impact Assessm
Food Tax in New Mex
An analysis of the taxation of grocery purc
impacts on the health of the state's childre
communities
November 2015
Updated January 2016
NEW MEXICO VOICES FOR CHILDREN
2017
NEW MEXICO KIDS COUNT DATA BOOK
AT THE CROSSROADS
KIDS COUNT
IN NEW MEXICO
NEW MEXICO VOICES FOR CHILDREN

Fact sheets



2017 Legislative Session Summary

New Mexico Voices for Children analyzed and supported or opposed more than 225 pieces of legislation during the regular session.

Legislation marked with this logo is recommended in our *NM KIDS are COUNTing on Us* policy campaign

TAX FAIRNESS & BUDGET ADEQUACY

The $6.1 billion budget kept funding essentially flat for K-12, Medicaid, and early childhood care and education (HB 2).

Legislation to raise $350 in new revenue, including an internet tax, truck fees, motor vehicle excise tax, health care provider fee, and a 2-year freeze of the corporate income tax cuts (HB 202) – passed but was VETOED.

Legislation to repeal dozens of gross receipts tax breaks starting in 2019 and 2021 (HB 191) – passed but was VETOED.

Legislation to increase the value of the Working Families Tax Credit (HB 311) – failed.

Several attempts to tax food, including a last-minute attempt to create a new 4% tax on all food – successfully defeated.

ECONOMIC SECURITY AND PROSPERITY

Two bills to raise the state minimum wage – passed:
- $9 phased in over 18 months with a 2-month training wage at $8 (SB 386) – VETOED.
- $9.25 with a preemption on local scheduling laws (HB 442) – VETOED.

Several other preemption bills and amendments – successfully defeated.

Family caregiver leave act (HB 86) – passed but was VETOED.

Ban the box (SB 78) – passed but was VETOED.

Predatory lending 36% rate cap – failed.

Small loan 175%

HEALTHY

Expan... passed (HB 2)

Denta...

Legislation to a... fraud (SB 217)

Including E-cig... but was VETOED

Expansion of b...

Allowing a judg... of protection ag...

Half-a-dozen a... successfully de...

Allowing trans... designation with...

Legislation to b... was signed.

Several pieces o... moms – passed:
- Lactation c...
- Pregnant W...
- Breast fee... VETOED.
- Release of a...

Celebrating 30 years
NEW MEXICO VOICES FOR CHILDREN

New Mexico Voices for Children
625 Silver Ave. SW, Suite 195
Albuquerque, NM 87102
505-244-9505 • www.nmvoices.org

Bernalillo Count...

kids count NEW MEXICO VOICES FOR CHILDREN

Investments in Early Childhood Care a... Education are Still Needed

About this county[1]

Senate Dist.: 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 26, 29
House Districts: 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 50, 68, 69

Population served[2] ... estimated annual invest...

Bernalillo County | New Mexico

Child population by race/ethnicity[4]

Percentage of children living in poverty

Bernalillo County		NM
Total child population	157,973	513,903
Children under 5	44,406	141,533
Children under 10	88,602	285,278
Children living in low-income families	73,564	262,601
Median household income	$48,801	$43,872
Number of T.E.A.C.H. scholarships awarded last year	205	652

T.E.A.C.H. scholarships allow early education providers to increase their educational and training levels, and lead to higher-quality programs.

Prevention

Home Visiting — For families with babies zero to three — 337 Babies ... — $1,280,937

Child Care Assistance — For children under age 12 in families up to 150% FPL — 6,506 Childr... served, 116 are in high-quality c... — $26,934,84...

NM Pre-K — Half-day program for 4-year-olds — 2,220 4-year... served — $7,654,560

Remediation

K-3 Plus — Summer reading program for K-3rd graders — 2,905 K-3rd graders se... — $3,456,950 invested

1 **About this county** data from: Census ACS (demographics); and the New Mexico Association for the Education of Young Children (T.E.A.C.H. scholarships)
2 **Population served** data from: CYFD and PED, 2014
3 **Estimated investment** is based on LFC's average per child investment in FY14
4 Race/ethnicity numbers may not total 100% due to rounding and/or categories that are not included in the data
*For detailed sources and notes, please go to www.nmvoices.org

San Juan County KIDS COUNT Profile

Domains	KIDS COUNT Indicators of child well-being			
Economic Well-Being	Children at or below the poverty level 2015: 24% (NM 27%)	Families with children in which no parent is working 2011-2015: 13% (NM 13%)	Households renting with a high housing cost burden 2011-2015: 39% (NM 46%)	Teens (16-19) not in school and not working 2011-2015: 11% (NM 10%)
Education	Young children (3-4) not in school 2011-2015: 60% (NM 59%)	4th graders meeting or exceeding expectations in English language arts 2016-2017: Aztec: 26%, Bloomfield: 15%, Central: 18%, Farmington: 37% (NM 28%)	8th graders meeting or exceeding expectations in math 2016-2017: Aztec: 19%, Bloomfield: 9%, Central: 10%, Farmington: 27% (NM 21%)	High school graduation rates 2015-2016: Aztec: 68%, Bloomfield: 69%, Central: 63%, Farmington: 71% (NM 71%)
Health	Low-birthweight babies 2016: 8.2% (NM 9%)	Children (0-18) without health insurance 2015: 5.8% (NM 5.1%)	Child (0-14) and teen (15-19) death rates (per 100,000) 2016: Child: 56.3, Teen: 99.5 (NM Child: 57.8, Teen: 64.2)	Teen binge drinking 2015: 11.6% (NM 14.6%)
Family and Community	Children in single-parent families 2011-2015: 37% (NM 38%)	Children in families where household head lacks high school diploma 2011-2015: 15% (NM 15%)	Children living in high-poverty areas 2011-2015: 26% (NM 25%)	Teen (15-19) birth rate (per 1,000) 2016: 35.5 (NM 28.4)

The above data are identical to data presented in the 2017 New Mexico Kids Count Data Book
Note: Unless otherwise noted, "children" refers to ages 0-17

Sources: Children in poverty: U.S. Census, Small Area Income and Poverty Estimates; Families with no working parent: American Community Survey (ACS), Table B23007; Households with high housing cost burden: ACS Table B25070; Teens not in school/working: ACS Table B14002; Young children not in school: ACS Table B14002; English Language Arts and Math proficiencies: NM Public Education Department (PED), "PARCC Proficiencies 2016"; High school graduation rates: NM PED, "Webfiles: cohort of 2016 4-Year Graduation Rates"; Low-birthweight babies: NM Department of Health (DOH), Indicator-based Information System for Public Health (IBIS); Children without health insurance: U.S. Census Bureau, Small Area Health Insurance Estimates; Child and teen death rates: NM DOH IBIS; Teen binge drinking: NM Youth Risk and Resiliency Survey; Children in single-parent families: ACS Table B09002; Children in families where household head lacks HS diploma: ACS Table B17006; Children living in high-poverty areas: Population Reference Bureau analysis of ACS data; Teen birth rate: NM DOH IBIS

Get more KIDS COUNT data at datacenter.kidscount.org/data#NM

Examples of other useful data sites

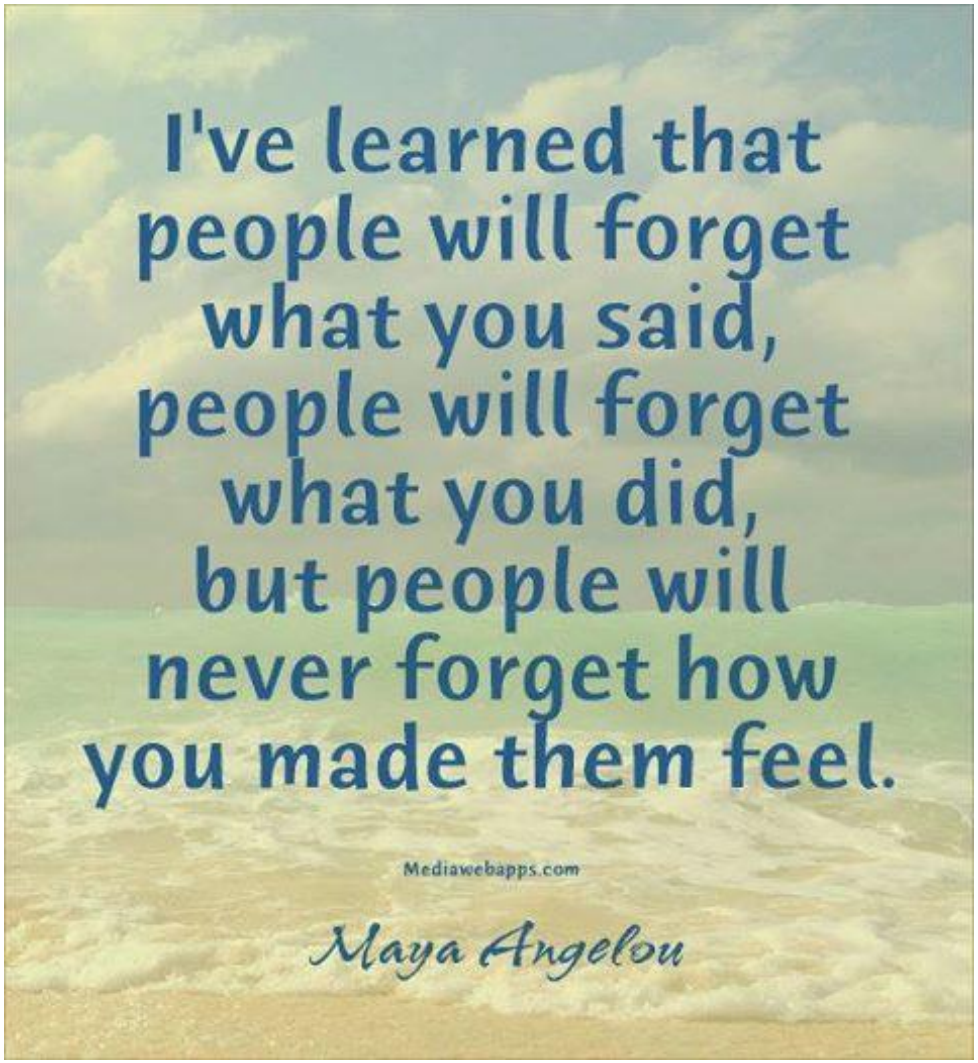
CENSUS
American FactFinder
Quick Facts
My Tribal Area
Current Population Survey
Small Area Health Insurance Estimates
Small Area Income and Poverty Estimates

NM ORGANIZATIONS
Cradle to Career Policy Institute
Bureau of Business and Economic Research
NM Community Data Collaborative
Share NM

NATIONAL ORGANIZATIONS
Center on Budget and Policy Priorities
Feeding America
Kaiser Family Foundation
County Health Rankings & Roadmaps
City Health Dashboard
Economic Policy Institute
National Women's Law Center
National Equity Atlas
Afterschool Alliance

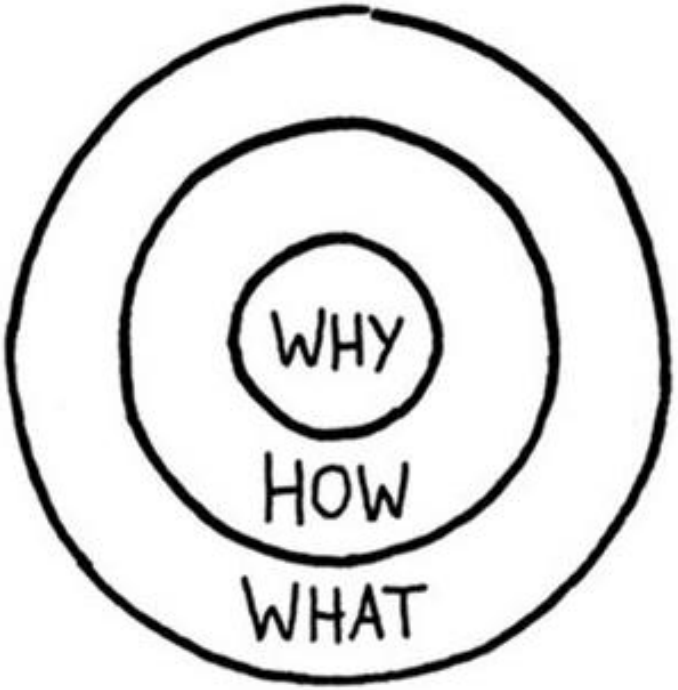
NM AGENCIES
NM Dept. of Health
NM Indicator-Based Information System
NM Youth Risk & Resiliency Survey
NM Dept. of Workforce Solutions
NM Child, Youth and Family Dept.
NM Human Services Dept.
NM Public Education Dept.

US AGENCIES
US Health and Human Services Dept.
US Centers for Medicare & Medicaid Services
US Dept. of Agriculture
US Bureau of Labor Statistics
US Dept. of Education
National Center for Education Statistics


I've learned that
people will forget
what you said,
people will forget
what you did,
but people will
never forget how
you made them feel.
Mediawebapps.com
Maya Angelou

Focus on the WHY

- Start with the “why” not the “what” or the “how”
- Appeal to the emotional brain



Source: Simon Sinek TEDx talk

The power of social math

- Make data more meaningful & digestible
- Put data in social context to give it meaning
- Surprise people & provoke emotional responses
- Make comparison with familiar things
- Highlight misplaced societal values

Sources: Frameworks Institute
Berkeley Media Studies Group

Which one is more meaningful at a quick glance?

This one…

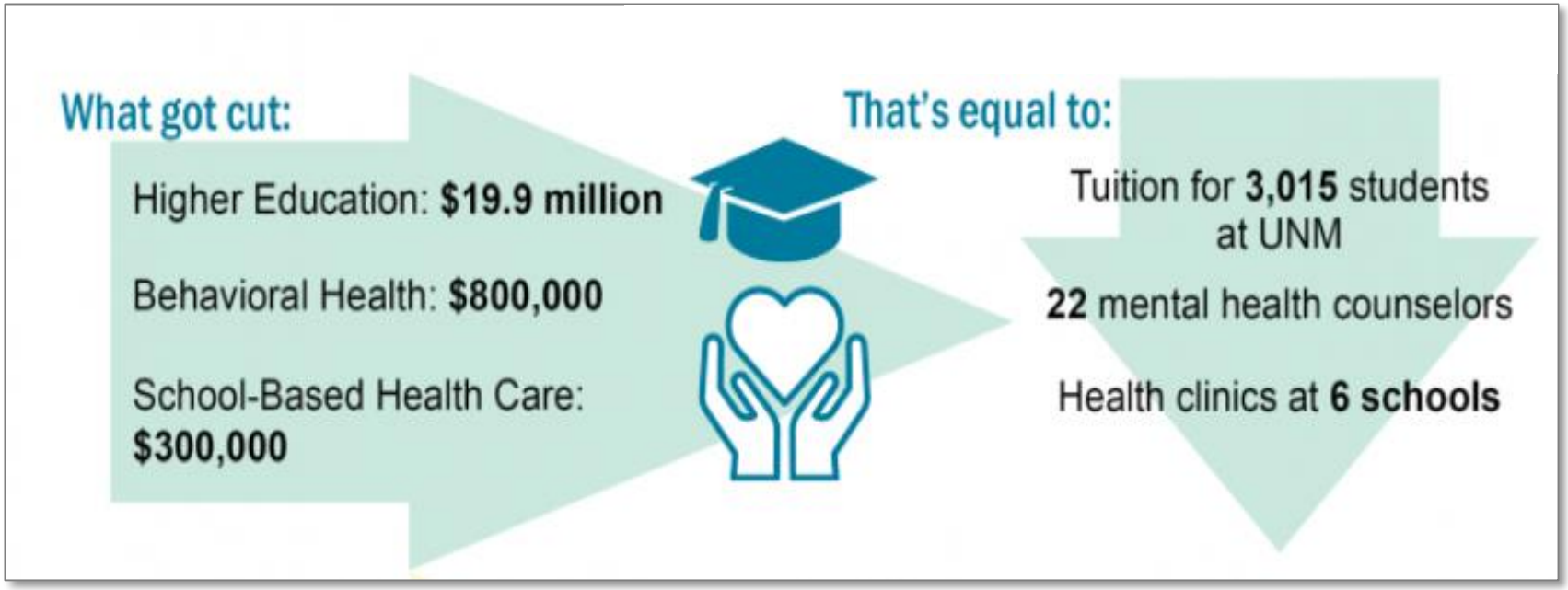
Impact of a 7 percent income-tax cut							
	Lowest 20%	Second 20%	Middle 20%	Fourth 20%	Next 15%	Next 4%	Top 1%
Income range	Less than $19,000	$19,000 - $34,000	$34,000 - $54,000	$54,000 - $82,000	$82,000 - $151,000	$151,000 - $360,000	$360,000 or more
Average income	$11,000	$26,000	$44,000	$66,000	$106,000	$217,000	$1,006,000
Tax change as percent of income	0.0%	-0.1%	-0.1%	-0.1%	-0.2%	-0.2%	-0.3%
Average change	-$2	-$18	-$48	-$84	-$183	-$427	-$2,515
Share of tax change	0%	4%	10%	17%	27%	17%	25%

Source: Institute on Taxation and Economic Policy, February 2014. Covers total 2013 income and includes Ohio residents only.

Source: Policy Matters Ohio

...or that one?

Source: Policy Matters Ohio



Source: NM Voices for Children

Source: Justice Policy Institute

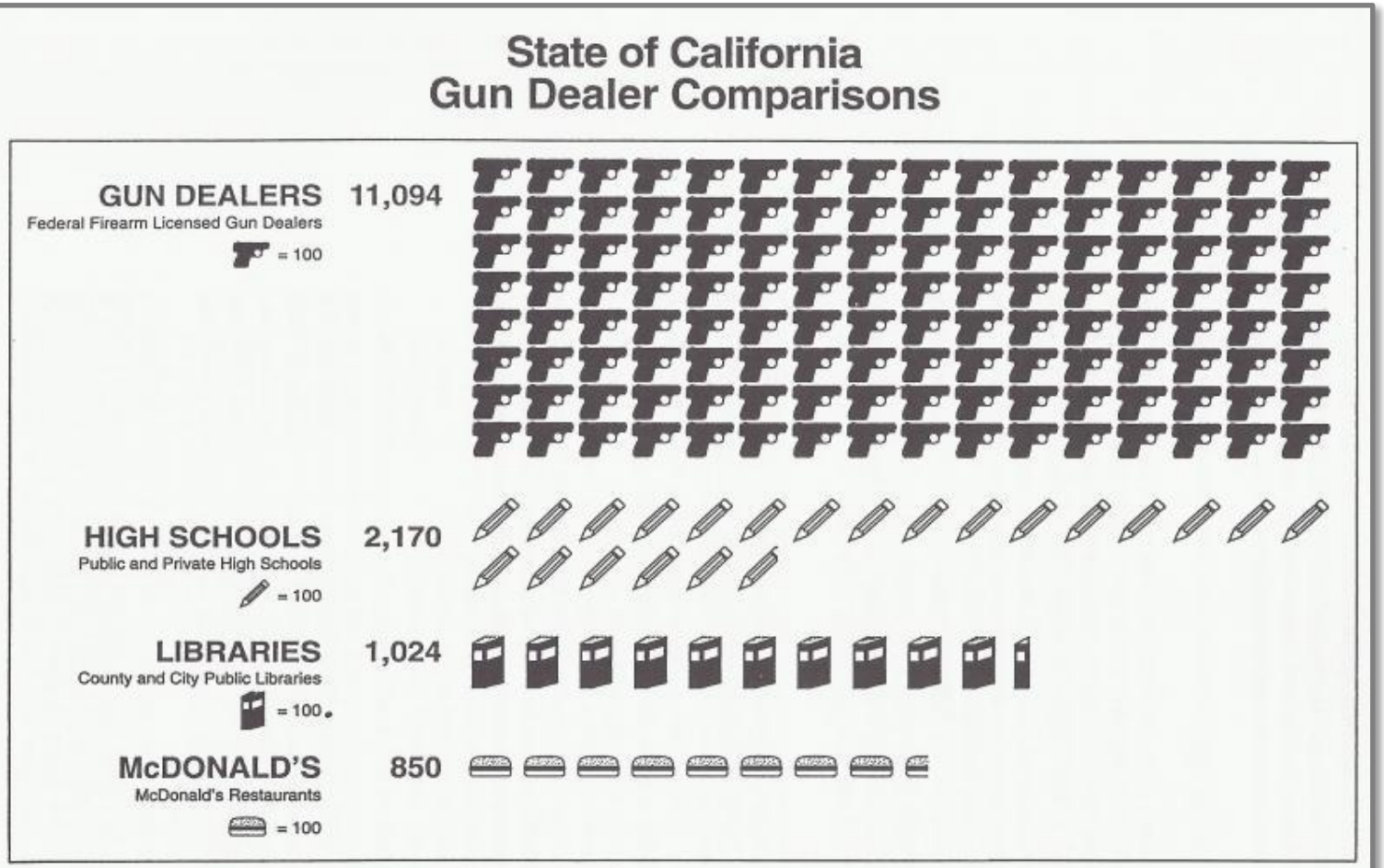


Figure 4.1. A Chart Created by Prevent Handgun Violence Against Kids
SOURCE: Prevent Handgun Violence Against Kids is a pubic education campaign funded by a grant to Martin & Glantz LLC from The California Wellness Foundation. All statistics are for the State of California. Data on gun dealers: Bureau of Alcohol, Tobacco and Firearms, Jan. 22, 1996; data on high schools: Department of Education, Educational Demographics Unit, 1994; data on libraries: California State Library, Library Services Bureau, 1994; data on McDonald's: McDonald's Corporate Headquarters, 1996.

Source: Prevent Handgun Violence Against Kids

The power of social math

Break down the number by time or dollars

"The food and beverage industry spends $2 billion a year just targeting kids — that's more than $5 million every day just to reach children and youth."

Break the number down by place

"137,000 New Mexico kids are food insecure. That's equivalent to every student in the Albuquerque, Santa Fe, Las Cruces, and Clovis school districts not having have reliable access to a sufficient amount of nutritious food."

Sources: Berkeley Media Studies Group
NM Voices for Children

Personalize or localize the number

"Community residents near a gasoline refinery noted that the plant emits 6 tons of pollutants/day—that's 25 balloons full of toxic pollution for each school child in the town."

Provide comparisons to familiar things

"AMC Theater's large popcorn has 1,030 calories and 57 grams of fat. That's like eating a pound of baby back ribs topped with a scoop of Häagen-Dazs ice cream."

Provide ironic or shocking comparisons

"More Americans believe Elvis is alive than oppose universal background checks for gun buyers."

Sources: Sightline Institute
Good Beginnings Media Institute
Berkeley Media Studies Group

How have you used data effectively?

Thank you for all that you do for our communities!

Don't hesitate to contact us with data questions

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