Data 101

2018 Kids Count Conference
Albuquerque, NM

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Stephanie Brinker, Ph.D.
Your messaging toolbox

Data + KEYTALKINGPOINTS + Stories

nmvoices.org
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

nmvoices.org
Better data lead to better solutions

government sources consistent reliable local comparable tied to improved outcomes through research

nmvoices.org
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

www.datacenter.kidscount.org

All Topics
Select an Indicator

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

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

Locations:
- New Mexico

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

Years:
- 2016
- 2015
- 2014
- 2013
- 2012

Data Type:
- Number
- Percent

nmvoices.org
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.

**TAX FAIRNESS & BUDGET ADEQUACY**
The $6.1 billion budget kept finding essential increases for K-12, Medicaid, and early childhood care and education (ECE).
Legislation to raise $10 in new revenue, including an internet tax, truck fees, motor vehicle excise tax, health care provider fees, and a Tanner floor of the corporate income tax cuts (HB 335) was vetoed.

**HEALTHY NEW MEXICO**
- Repeal passed (SB 223)
- Repeal passed (HB 67)
- Authorize funding to provide health care.

**ECONOMIC SECURITY AND PROSPERITY**
Two bills to raise the state minimum wage passed:
- SB 23 passed with a 3-month training wage of $16 (SB 184) - VETOED.
- HB 325 with a provision on local scheduling laws (HB 443) - VETOED.

**Bernalillo County**
**Investments in Early Childhood Care and Education are Still Needed**

**San Juan County KIDS COUNT Profile**
KIDS COUNT Indicators of child well-being

<table>
<thead>
<tr>
<th>Domain</th>
<th>KIDS COUNT</th>
<th>New Mexico</th>
<th>New Mexico</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Economic Well-Being</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Young children (0-5) not in school</td>
<td>24%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>4th grade reading proficiency</td>
<td>60%</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8th grade meeting or exceeding expectations in English language arts</td>
<td>30%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>8th grade meeting or exceeding expectations in math</td>
<td>20%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td><strong>Health</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low-birthweight babies</td>
<td>8.2%</td>
<td>9.7%</td>
<td></td>
</tr>
<tr>
<td>Children (0-19) without health insurance</td>
<td>5.8%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td><strong>Family and Community</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children in single-parent families</td>
<td>37%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Children in families whose household heads lack high school diploma</td>
<td>15%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Children living in high-poverty areas</td>
<td>26%</td>
<td>35.5%</td>
<td></td>
</tr>
<tr>
<td>Teens (15-19) birth rate (per 1,000)</td>
<td>11.6%</td>
<td>15.5%</td>
<td></td>
</tr>
</tbody>
</table>
## 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.

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

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

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

Who gets the biggest slice of Ohio’s proposed tax cut?

If you’re poor? $2*
Enough for one slice a year.
In the middle? $48*
You can buy a cheap pizza maker.
At the top? $2,515*
Round trip for 2 to Florence, with enough left over for plenty of real Italian pizza.

*Average tax cut

Source: Policy Matters Ohio
What got cut:

Higher Education: $19.9 million
Behavioral Health: $800,000
School-Based Health Care: $300,000

That's equal to:

Tuition for 3,015 students at UNM
22 mental health counselors
Health clinics at 6 schools
The cost to incarcerate one person from Baltimore could buy 1 month of housing for 30 families.

JusticePolicy.org/TheRightInvestment

Source: Justice Policy Institute
### State of California
Gun Dealer Comparisons

<table>
<thead>
<tr>
<th>GUN DEALERS</th>
<th>11,094</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Firearm Licensed Gun Dealers</td>
<td></td>
</tr>
</tbody>
</table>

\[ F = 100 \]

<table>
<thead>
<tr>
<th>HIGH SCHOOLS</th>
<th>2,170</th>
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</thead>
<tbody>
<tr>
<td>Public and Private High Schools</td>
<td></td>
</tr>
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</table>

\[ P = 100 \]

<table>
<thead>
<tr>
<th>LIBRARIES</th>
<th>1,024</th>
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</thead>
<tbody>
<tr>
<td>County and City Public Libraries</td>
<td></td>
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</table>

\[ L = 100 \]

<table>
<thead>
<tr>
<th>MCDONALD’S</th>
<th>850</th>
</tr>
</thead>
<tbody>
<tr>
<td>McDonald’s Restaurants</td>
<td></td>
</tr>
</tbody>
</table>

\[ M = 100 \]

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**Figure 4.1.** A Chart Created by Prevent Handgun Violence Against Kids

**SOURCE:** Prevent Handgun Violence Against Kids is a public 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.
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 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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