

# Finding and Using Data

## Why Data Matters

- Proves your program's impact
- Illuminates areas to explore
- Opens grant opportunities

## Resources

- Healthy Food Access Portal – Research Your Community tool: <http://healthyfoodaccess.org/access-101/research-your-community>
- Census data, through American FactFinder: <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>
- Healthy Williamson County or your local public health entity <http://www.healthywilliamsoncounty.org/>
- County Health Rankings: <http://www.countyhealthrankings.org/explore-health-rankings>
- Your current client tracking system

## Creating Your Own

- Surveys—client input with measurable, actionable results; easy to administer
- Use your current demographics
- Use data from your CTXFB reports

## How to Use Data Once You've Got It

- Demographic trends
- Fundraising
- Strategic planning
- Advocacy

## Contact Info



Jen Searight, ReThink Hunger Program Manager  
(512) 259-0360 x 206 | Jennifer.Searight@HCCM.org

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## Best Practices

### Food Policy Boards

Collaborate with stakeholders from various areas of the local food environment—restaurants owners, municipal planners, farmers, etc.

### Translated Materials

Research shows that culturally apt services yield better results. Folk with diabetes are healthier when their doctors speak their language, clients will appreciate your services if they can understand them.

### Advocacy

Upstream change has widespread effect. It is to your benefit, and to your clients' benefit, to be in touch with your elected officials.

## A Few Good Tools

**Google Forms:** Great for online surveys or nicely formatted printed copies; creates visually pleasing charts and graphs automatically

**ArcGIS Online:** Best results with the paid version (there's a nonprofit discount available), but free version is great. Learning curve, but you can map community assets. Maps communicate serious amounts of information quickly.

**County Health Rankings:** These are a wealth of local information. You can connect with a Community Coach for one-on-one guidance!  
<http://www.countyhealthrankings.org/about-us/contact-us>

## Potential Partners

Your Local Public Health Entity

Your Local Schools

Other Food Pantries

Your City Government

Your Local Higher Ed Institutions

Your Library

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