ABOUT THE PRESENTER

- Brighton is a Senior Consultant and Humanitarian with a decade of International experience leading community-driven systems change, Resilience Building and high impact results-based advocacy.

- He, technically supports long-term capacities of communities, promoting the integration of human rights and data principles into policies and practices. Proficient in designing and delivering inclusion focused, evidence-based, data-driven, and human rights centered strategies for social transformation.

- Brighton has worked with organization in various capacities in Sub-Saharan Africa, Europe & the Americas.

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PRESENTATION OVERVIEW

- ✓ Regarding Data as the Compass for Strategic Direction,
- ✓ Data as the first phase of accountability,
- ✓ Data for Social Accountability Monitoring,
- ✓ Data as an Equalizer *(Addressing inequalities)*
- ✓ Data for learning, growth and continuous improvement
- ✓ Sustainable Story Telling and Data

The presentation will show how compelling stories can be merged with data and be a catalyst to building stronger, resilient and sustainable movements that bring about positive change and navigate through an ever-changing world.

Stories are powerful, they inspire action and connect people across global development trajectories.

WHAT WE AIM TO ACHIEVE?

The aim of the presentation is to traverse beyond theory and showcase the transformative power of evidence-based decision making through quality data. While as practitioners it's easy to take the data we handle, produce or create for granted, the communities we serve rely on it for survival, for livelihoods, for disaster preparedness, for early warning and for daily life.
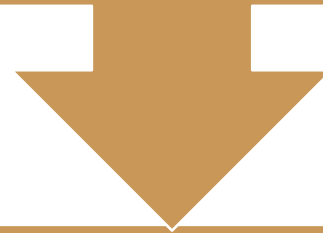
Having worked in the field for almost a decade, through experience I have seen communities bouncing back and recovering from unexpected shocks, building resilience and adapting to changing environments, all based on the accuracy and reliability of data. These stories from the field are lessons learnt that are meant to inspire data and evidence practitioners in harnessing the transformative power of data and evidence

DATA AS THE COMPASS FOR STRATEGIC DIRECTION

- Data is the compass on which leaders must rely on and consult for directions at every turn.

- Leaders have a responsibility to create sound systems that produce quality data that can be relied on to provide strategic direction.

- Without trust in data, social impact leaders risk taking the people they serve and their communities for granted in terms of their needs or even much worse, being taken for granted by the people they are mandated to serve.

DATA AS THE FIRST PHASE OF ACCOUNTABILITY

- Social impact leaders and their entities have a binding social contract with communities. One of those all-time expectations is to be accountable.

- Accountability starts with setting up proper, quality, and customized data collection strategies, tools, mechanisms, structures and adequate personnel.

- Without this set up, we risk implementing programs and projects that are serving the implementers and sponsors rather than the intended beneficiaries in the respective communities.

CHANNELS TO RECEIVE FEEDBACK:

THE MOBISAFAIDS APPLICATION

- Part of accountability is setting up channels to receive feedback from beneficiaries and using that feedback to improve the social impact of development interventions.

DATA FOR SOCIAL ACCOUNTABILITY MONITORING

Influence

All the poll results are used to influence and monitor service delivery and the reported issues are followed up.
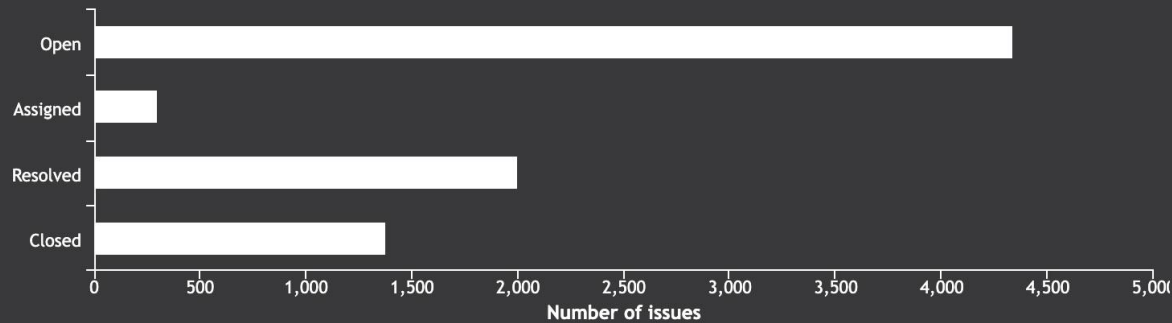
SITE : GLOBAL

- ❯ 6 Countries
- ❯ 36 Municipalities
- ❯ 42 Health Facilities
- ❯ 51 Service Providers
- ❯ 10 Organizations

ACTIVE USERS

35169

DATA FOR SOCIAL ACCOUNTABILITY MONITORING

Reported Service Delivery Issues

	Number of issues
Open	
Assigned	
Resolved	
Closed	

(x-axis: 0, 500, 1,000, 1,500, 2,000, 2,500, 3,000, 3,500, 4,000, 4,500, 5,000)

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👤 Register

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ISSUES REPORTED

8400

f> 6 Countries

0 37 Municipalities

f) 43 Health Facilities

f> 53 Service Provide

f> 10 Organizations

About

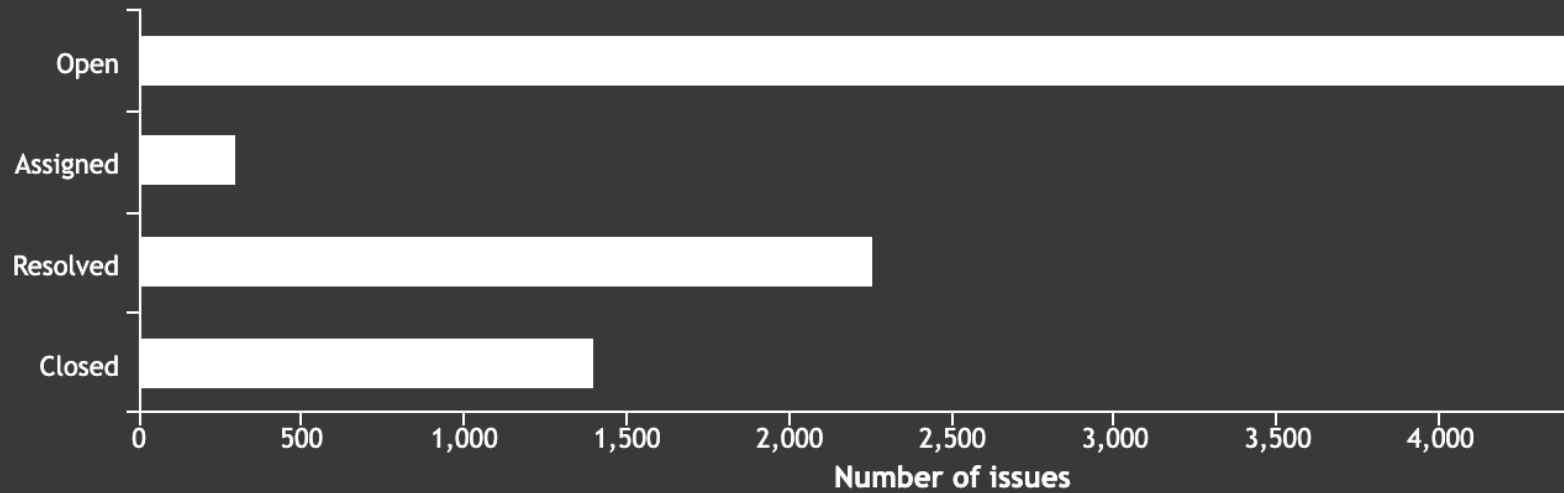**App**

Register

Reported Service Delivery Issues

Status	Number of issues
Open	
Assigned	
Resolved	
Closed	

Number of issues

0 500 1,000 1,500 2,000 2,500 3,000 3,500 4,000

info@mobisam.n

ISSUES RESOLVED

2250

- 6 Countries
- 37 Municipalities
- 43 Health Facilities
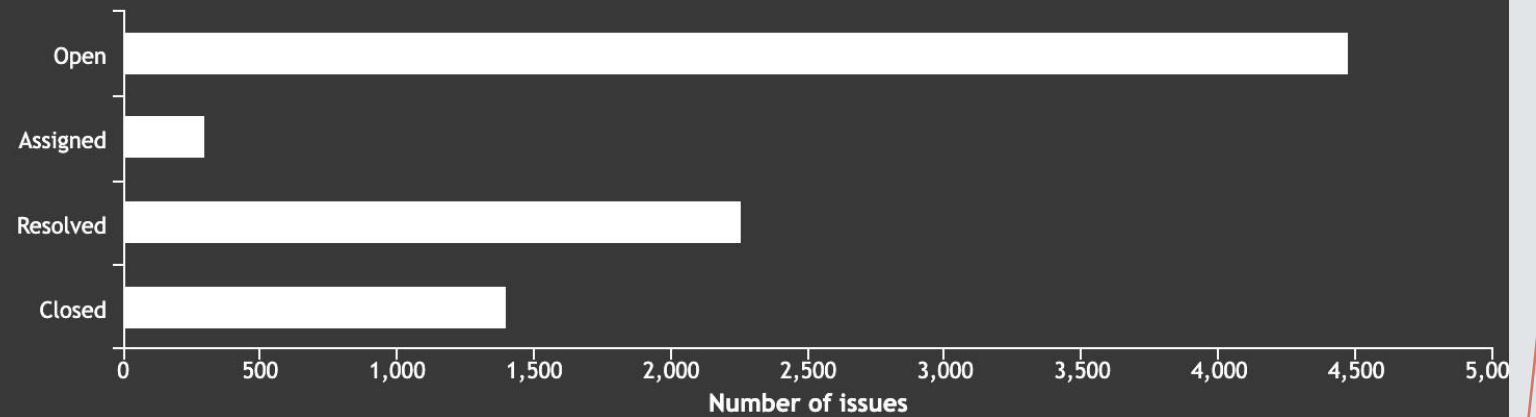- 53 Service Providers
- 10 Organizations
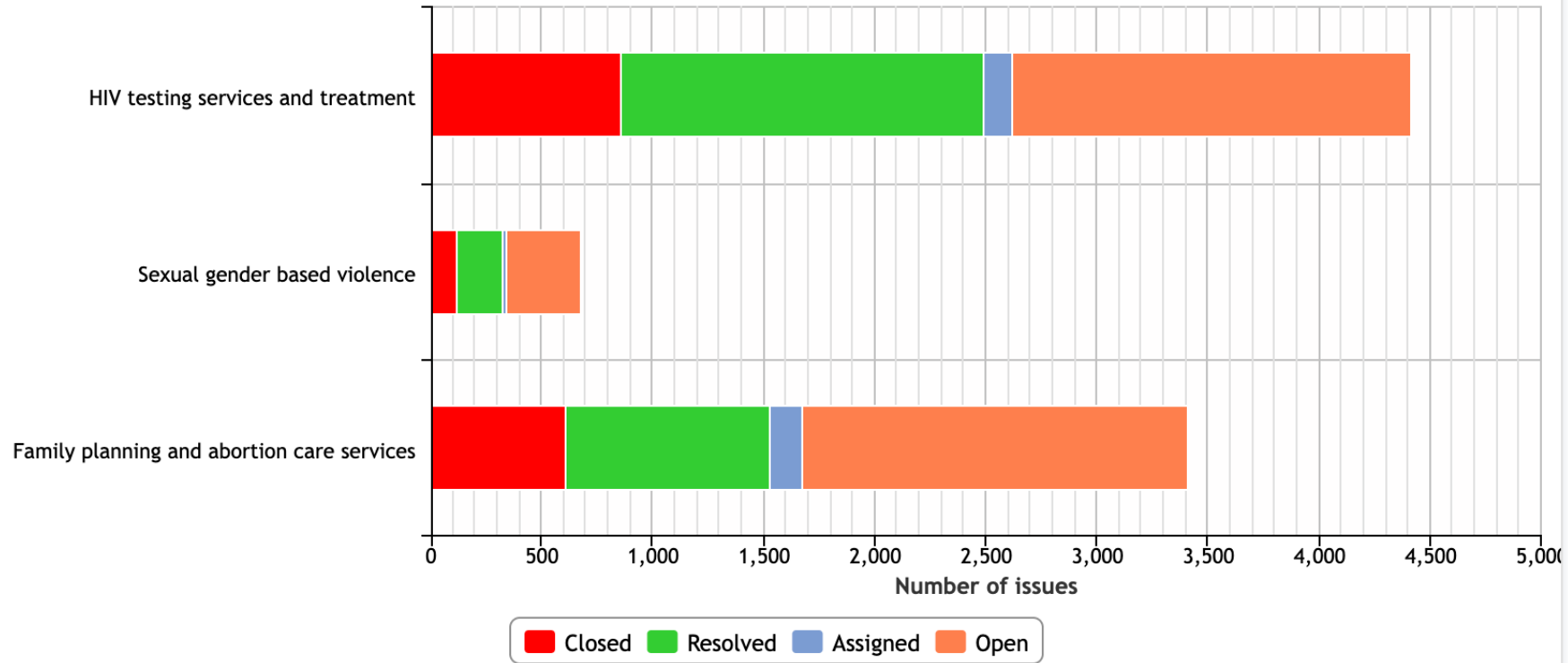
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Reported Service Delivery Issues

Category	Number of issues
Open	~4,500
Assigned	~300
Resolved	~2,250
Closed	~1,400

Number of issues

info@mobisam.net

All Issues Dashboard

A dashboard of all the issues reported.

Service Delivery Issues (Category and Status)

Legend: ■ Closed ■ Resolved ■ Assigned ■ Open

X-axis: Number of issues (0, 500, 1,000, 1,500, 2,000, 2,500, 3,000, 3,500, 4,000, 4,500, 5,000)

Categories:
- HIV testing services and treatment
- Sexual gender based violence
- Family planning and abortion care services

Filtered issues

A list of issues based on selected filters.

ASKING THE RIGHT QUESTIONS

Without data, it is difficult if not impossible to measure the impact of interventions with sound methodology and reliable evidence. However, to measure the impact of interventions, one must ask the right questions so as to get the right responses. Are the questions being asked giving room for well-articulated feedback or questions are being asked just to tick the boxes?

The dangers with asking questions just to tick the boxes is that leaders cannot rely on that data to inform decision making because the questions were not framed with decision making as an end goal. This often mislead development interventions, making it even harder for evaluators to link the project's impact pathway, the value for money (VFM) and the results.

DATA, LEARNING AND GROWTH

- We can be experts in our field but with data, its an opportunity to learn even more from the communities we serve. Quality data ensures growth and continuous learning for the communities, for leaders making the decisions and the funding partners.

- Data is so much more important for organizational growth and sound decision making. Data informs disaggregation by any category of the beneficiaries and their unique and diverse needs. Data informs the relevance of the content in trainings to be conducted, it even informs where more budgets lines should be allocated to.

DATA AS AN EQUALIZER (ADDRESSING INEQUALITIES)

- Data can be used to track diversity, equity, and inclusion for left behind populations. The importance of data in development interventions can never be overstated. It's data that shows us how different segments of the social sphere we serve are being impacted by projects.

DATA AS A MIRROR

- Data is like a mirror, it's a reflection of who we are and from it we learn our lessons if we pay close attention or learn the hard way if we ignore the nuances in the signals.

- This is why data must always be disaggregated, by doing this we acknowledge that not everyone in society is the same or at the same level. Disaggregating data even shows how much development actors are willing to incorporate everyone in intervention strategies.

- In post-modern global development discourse, there has been talk on 'locally led' interventions, communities at the fore front of solving their own challenges.

INVESTING IN ROBUST DATA SYSTEMS

If there is insufficient investment in a robust feedback or monitoring and evaluation (M&E) system in a company or organization leaders are bound to be throwing arrows in the dark with the hope of obtaining results, which can be by chance and leaders know that relying by chance is not an all-time proven winning strategy.

Data is the backbone of quality and well-informed decision making for leaders. Just like the importance of evidence to prove a case in the court of law, leaders also need this evidence to inform their decision making and strategic direction based on particular contexts and circumstances.

DATA AND THE POWER OF STORYTELLING

Merging Data and Sustainable Storytelling

- Organizations are social constructs, they don't change, it's the people who do. When people change, the society changes. As leaders, if we want change, we start with people's mindsets to see discourse and problems differently, to have an agency in pioneering change that starts at an individual level.

- Storytelling is a sustainable and powerful arsenal that social change leaders can use to transform social enterprises from crisis driven response to practice oriented sustainable solutions. This is the right time to use the technological prowess in social progress because it is the communities that drive evidence based social innovations.

- The power is in our hands to use the transformative drive of storytelling in shaping and changing the narrative.

DATA BEYOND NUMBERS & GRAPHS

The people we serve always have a compelling story to tell. We also have a compelling story with the data we receive.

Stories take the audience/stakeholders on a journey. Stories are more memorable than data.

Personal stories reflect deeper truth about human experience and creative affinity and understanding from narrative to emotion.

Compelling stories can be used to build stronger, resilient and sustainable movements that bring about positive change.

Stories are powerful, they inspire action and connect people across global development trajectories.

DATA BEYOND NUMBERS & GRAPHS

- Beyond numbers can show, stories can tell how people navigated through periods of crisis and lessons learnt. The emphasis on storytelling is from an understanding that real change comes from within and change that comes from within is sustainable change that does not leave anyone behind.

CONCLUSION

When it comes to data, often times there are small things that can be easily taken for granted in the present but have a gradual negative reflection in the results we seek to achieve in future. In this 'decade of action' where sustainability is vital, recommendations in this article can be a turning point.