

Walking the Walk, Talking the Talk: Using Data Events to Amplify Customer Voice and Increase Community Engagement

June 23, 2026



National Community Action Partnership

919 18th Street, NW, Suite 600

Washington, DC 20036

www.communityactionpartnership.com

The Promise of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

What is a Data Walk?

A form of participatory analysis in which stakeholders review data together, identify trends, select priorities, and determine a point of action.



What happens in a data walk?

- Purpose setting
- Data walk
- Facilitated discussion
- Call to action

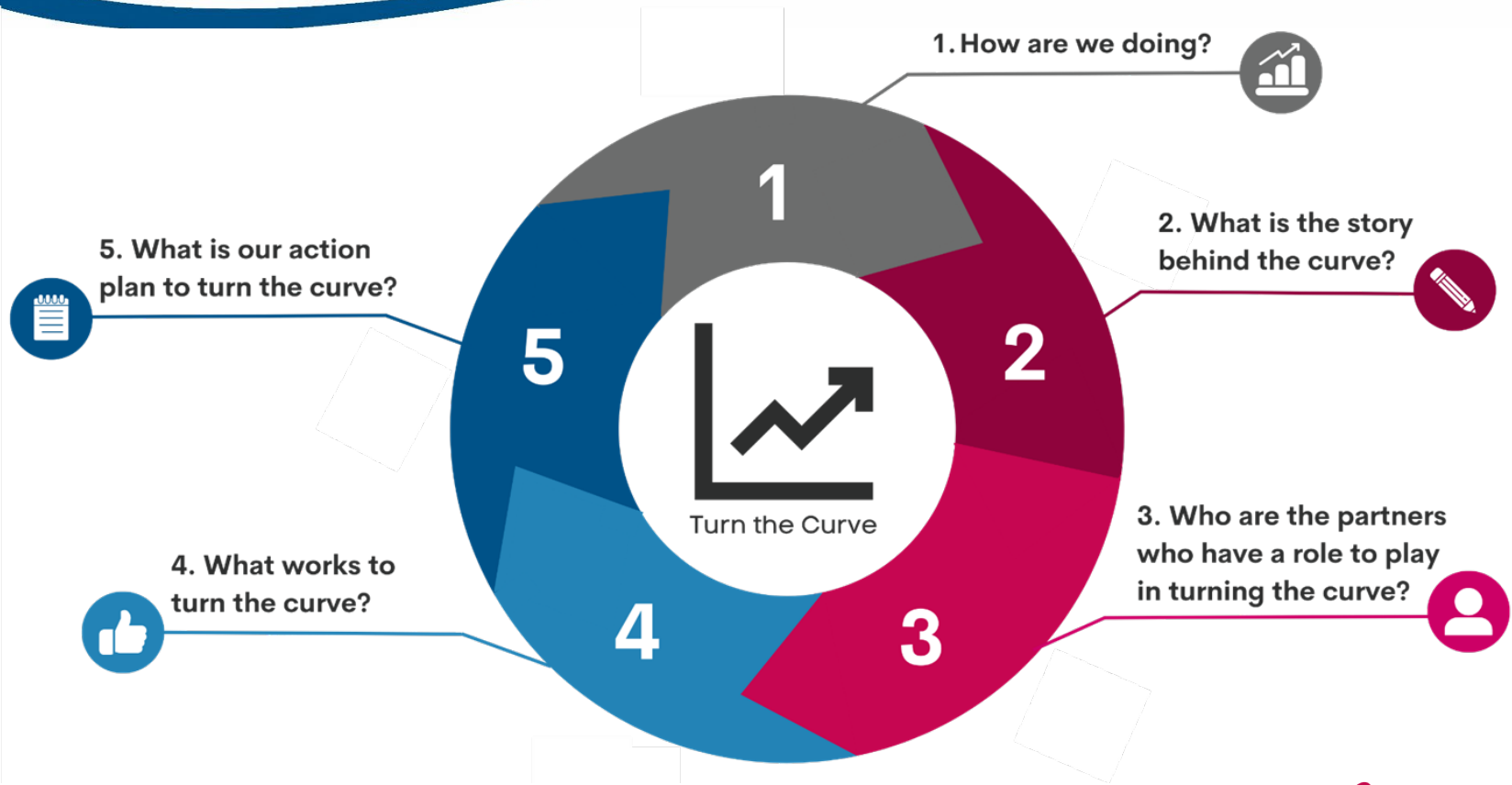


Facilitated Discussion



CMCA's mission is to build relationships to empower people, strengthen resilience, and improve quality of life for all members of the community.

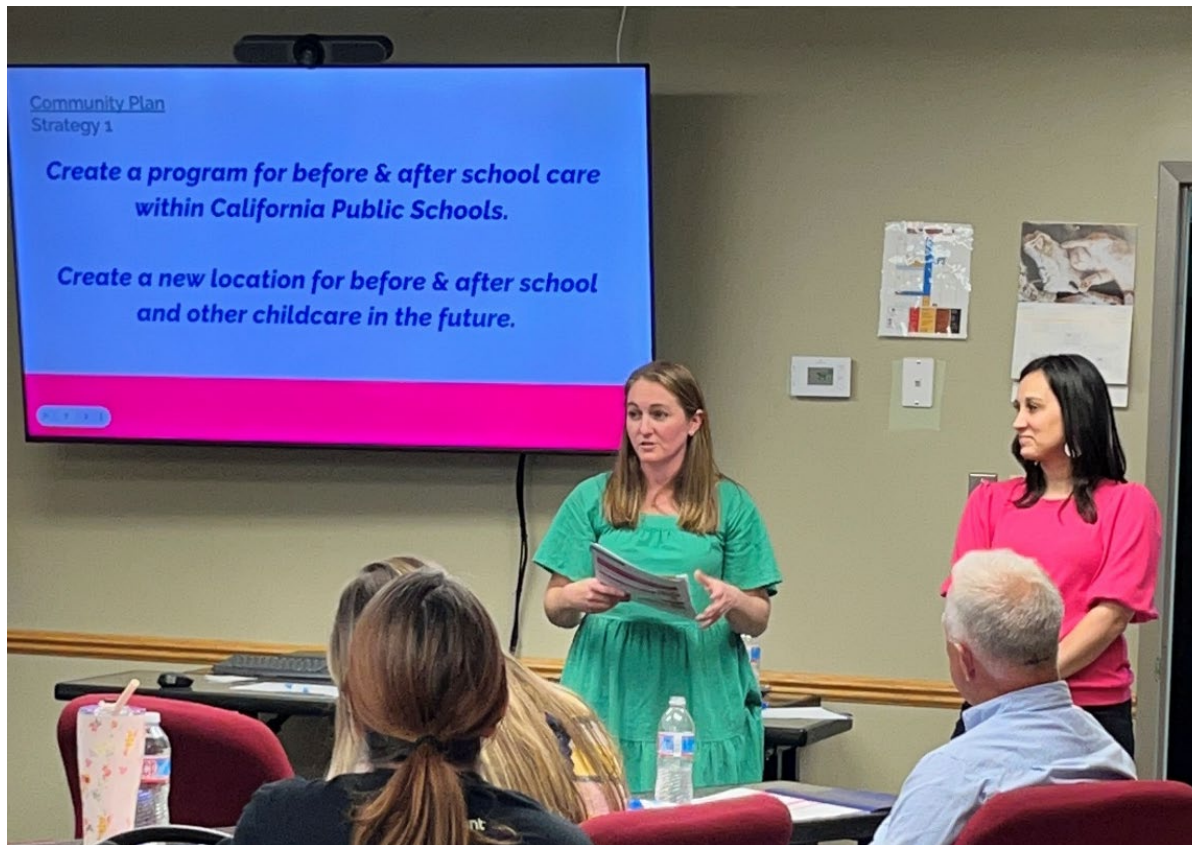
Call to Action



Source: Results Based Accountability



Sustainability



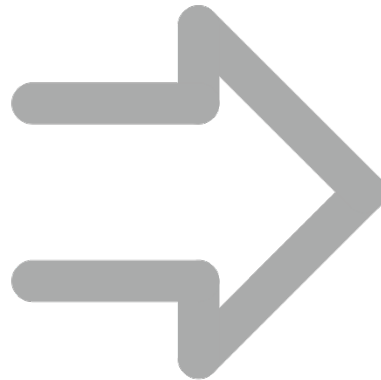
Planning



- Clarify your purpose
- Determine your capacity
- Prep the data
- Choose how to facilitate

Determine Your Capacity

Budget
Staffing needs
Timeline



Format
Frequency
Geography
Participants



Budget

- professional prints
- handouts
- food & drinks
- stipends
- staff time
- mileage



Staffing



CMCA Community Organizers
May 2026 staff picnic



Timeline



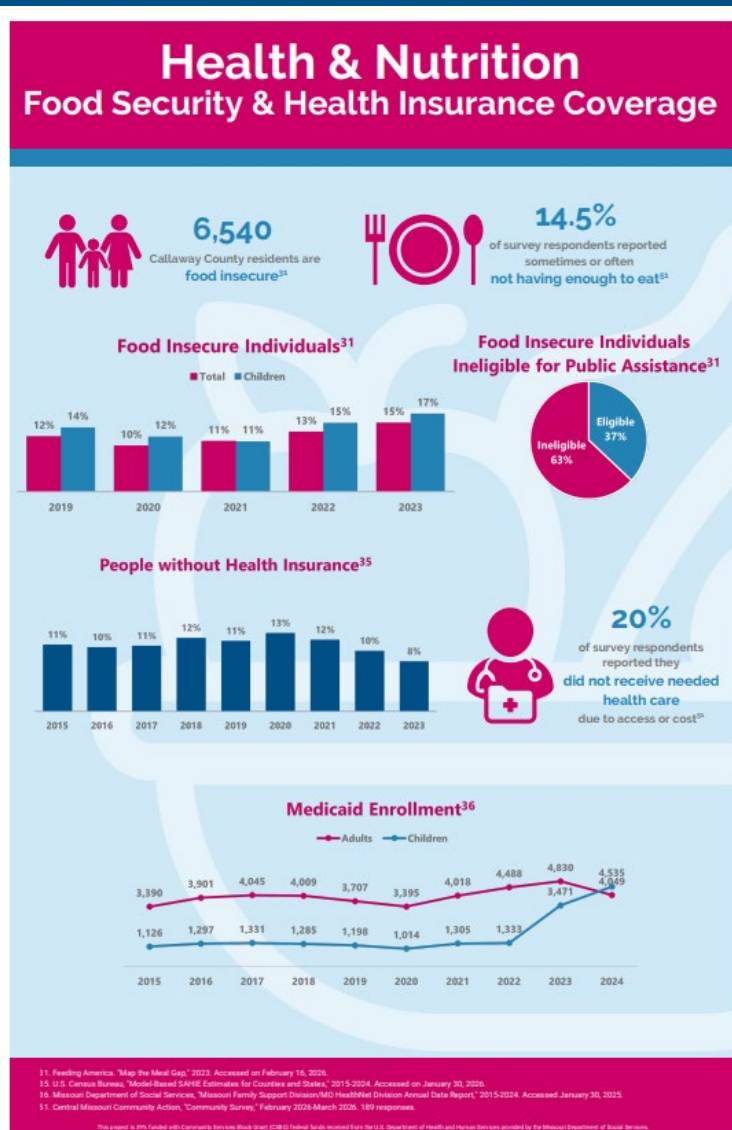
Determine Your Capacity



- What format will you choose?
- One time vs. multiple?
- Where will the event be held?
- Who will facilitate?
- Who will participate?



Prepping the Data



- Tell a story
- Use disaggregated data
- Source everything
- Include local data & survey data
- Less is more



Facilitation Strategies

- Data posters
- Discussion guides
- Talking books
- Data placemats
- Social media
- Participant mapping



Discussion Guides



Community Conversations Discussion Guide

Housing

1. How are we doing?
2. What data stands out to you the most?
3. What stood out to you from the story of lived experience that you heard?
4. What does this information tell you about our community's needs?

Notes:

Health

1. How are we doing?
2. What data stands out to you the most?
3. What stood out to you from the story of lived experience that you heard?
4. What does this information tell you about our community's needs?

Notes:

Lunch & Learn: Small Group Discussions

Share your reflections on your experience. What are the top three areas you feel that we as a community should address? Be prepared to share these with the larger group.

- 1.
- 2.
- 3.



Talking Books

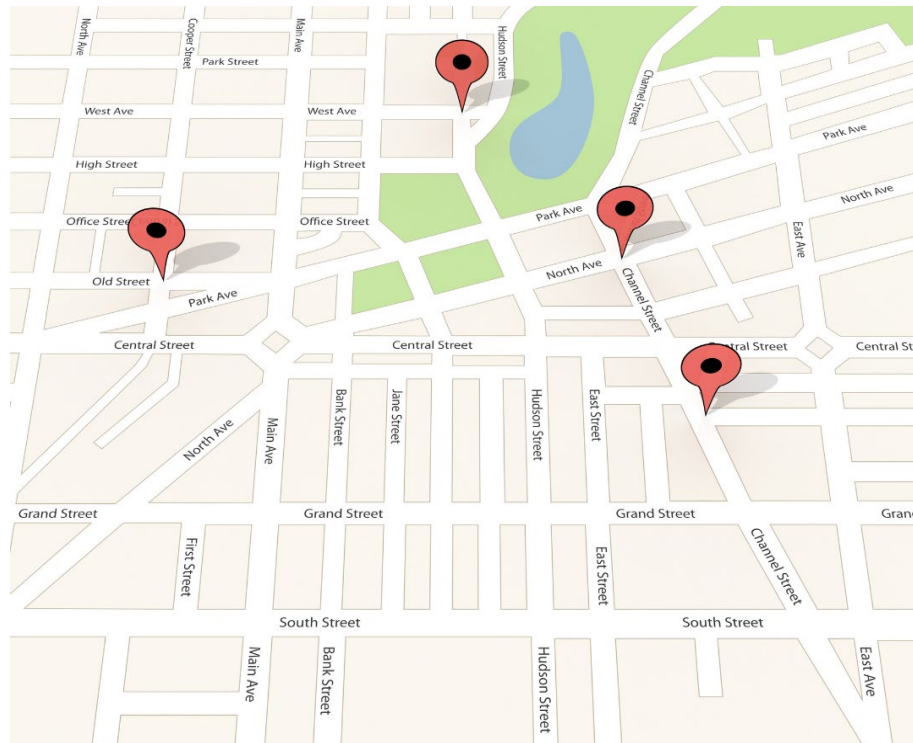


Social Media



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Participant Mapping



Facilitation Tips



- Know your role
- Balance structure & flexibility
- Encourage different perspectives & ideas
- Learn a variety of consensus building techniques



Final Thoughts



- Share control
- Embrace the messy middle
- Trust the process
- Learn as you go!



Q&A

Melody Vieth
Director of Research & Data
Central Missouri Community Action
data@cmca.us

Brooke Eskridge
Family & Community Services Director
Central Missouri Community Action
brookee@cmca.us



Your Feedback Is Important!

Please take a few minutes to provide your feedback and request future topics!



<https://www.surveymonkey.com/r/WalkingtheWalk>



Upcoming Webinars!

NCAP Data Hub: Advanced Mapping Tools for Demonstrating Community Strengths and Needs

Wednesday, September 9 @ 2 pm ET / 1 pm CT / 12 pm
MT / 11 am PT

Find these and other NCAP webinars here:

<https://communityactionpartnership.com/events-webinar/>



NCAP'S 2026 ANNUAL CONVENTION

St. Louis, MO | September 2-4 (Pre-Con: Aug. 31-Sept. 1)

