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—thank you!

# Beyond the Numbers: Data Storytelling for Continuous Quality Improvement

Presented by

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MPH

*Pre-Event Survey*



April 28, 2026

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## Recording for Today's Session

Please note that we are recording the didactic part of today's session. While we will not record any group discussions, the recording from today's presentation may be considered for posting on the CMHIS Learning Lab for public use and/or be made available to attendees.



**CMHIS provides support for organizations and systems on how to implement the most effective mental health care in their communities.**

### Resource Library

We are excited to announce the launch of our Resource Library. This curated collection features practical, pragmatic, and accessible resources tied to our eight core topics to support the preparation, implementation, and sustainment of effective mental health practices and programs. We will continue to populate the Resource Library over the next few weeks, so please check back for updates.

#### Search for Text

#### Year Published

#### Contributor

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#### Target Audience

#### Experience Level

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#### Factors Influencing Implementation Infographic

Published: 2025

This infographic provides an overview of factors influencing implementation, their key components, and why they matter when implementing a new effective mental health practice. The...



#### Implementation Strategies Infographic

Published: 2025

This infographic provides an overview of implementation strategies, their key components, and why they matter when implementing a new effective mental health practice. The infographic...



#### Measurement-Based Care Infographic

Published: 2025

This infographic provides an overview of measurement-based care, its key components, and why it matters when implementing a new effective mental health practice. The infographic...



#### Community Engagement and Needs Assessment Infographic

Published: 2025

This infographic provides an overview of community engagement and needs assessment, their key components, and why they matter when implementing a new effective mental health...



#### National Repository of Patient-Reported Outcome Measures

Published: 2025

The National Repository of Patient Reported Outcome Measures (NPROM) was identified and vetted by a national panel of experts on Measurement Based Care (MBC). The PROMs are...



#### Program Evaluation Infographic

Published: 2025

This infographic provides an overview of program evaluation, its key components, and why it matters when implementing a new effective mental health practice. The infographic...

**Preparing**

**Implementing**

**Sustaining**

# The Work of CMHIS and the Hubs



## Events & Activities

Targeted/intensive events focused on real-world practice change.



## Consultation & Coaching

Hands-on, tailored problem-solving to help your team navigate roadblocks.



## Resources

Practical tools and guides to get started, improve quality, and sustain services.



## Online Learning

Experts at your fingertips through online courses and recorded sessions in our CMHIS Learning Lab.





**Co directors**

Lydia Chwastiak, MD, MPH  
Christina Clayton, LICSW, SUDP



- Serves HHS regions 9 & 10
- University of Washington  
School of Medicine
  - Department of Psychiatry  
& Behavioral Sciences

Implementing MH program or practice

Community-based settings

Join at any stage in process

# Register for *FREE* upcoming events on our website!



## Advancing Access to Mental Health Services through Single Session Interventions

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Thursdays, May 21 & 28  
9:00-10:00 am Pacific



## Grief and Crisis Management: Building a Grief-Ready Workforce

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Tues. May 26 ~ 2:00-3:30 pm Pacific AND  
Thurs. May 28 ~ 2:00-3:00 pm Pacific

# Meet Your Presenters



**Kristi Silva, MA, MS**  
*Senior Research  
Associate, CARS*



**Chidinma Ogojiaku, MPH**  
*Evaluator, CARS*

# *Data Storytelling for CQI Series:* A Shared Learning Journey



**Informational Session**  
*April 28*  
Establish shared understanding  
Build language & context

**Coaching Session**  
*April 30 at 2-3pm PT*  
Reflect together  
Apply learning to real-world practice

# Agenda



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- Welcome and Overview
- Combining Quantitative and Qualitative Data
- Exploring a Data Story Framework
  - Breakout Session
- Aligning Data Collection with Program Objectives & CQI Priorities
- Closing

# Our Collective Agreements



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**Understanding over judging.**

*We engage in active listening to understand and learn with curiosity, not judgement.*

**All are welcome.**

*All data literacy and proficiency levels are welcome in this space.*

**We respect each other.**

*We show respect for each other and our shared space by committing to mindful engagement – language matters!*

**This is a protected space.**

*What is shared in this space is held in trust and confidentiality.*

# Mindful Moment



Drop your shoulders, unclench your jaw.



Exhale deeply.



Take a big stretch.



Sip water.



Shake it out a little, ground through your feet



Offer gratitude.

Many of us carry stress or uncertainty around data; let's pause and reset together before we begin today's session.

# Bring the power of Mentimeter to PowerPoint

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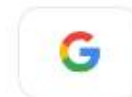
Work email

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# Learning Objectives



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By the end of this informational session, participants will be able to:

Describe how quantitative and qualitative data can be combined to communicate a fuller picture of program impact.

Apply a basic data storytelling structure to frame findings in accessible and decision-relevant ways.

Identify practical methods for aligning data collection with program objectives and CQI priorities.

# Why Data Story Matters for Continuous Quality Improvement (CQI)



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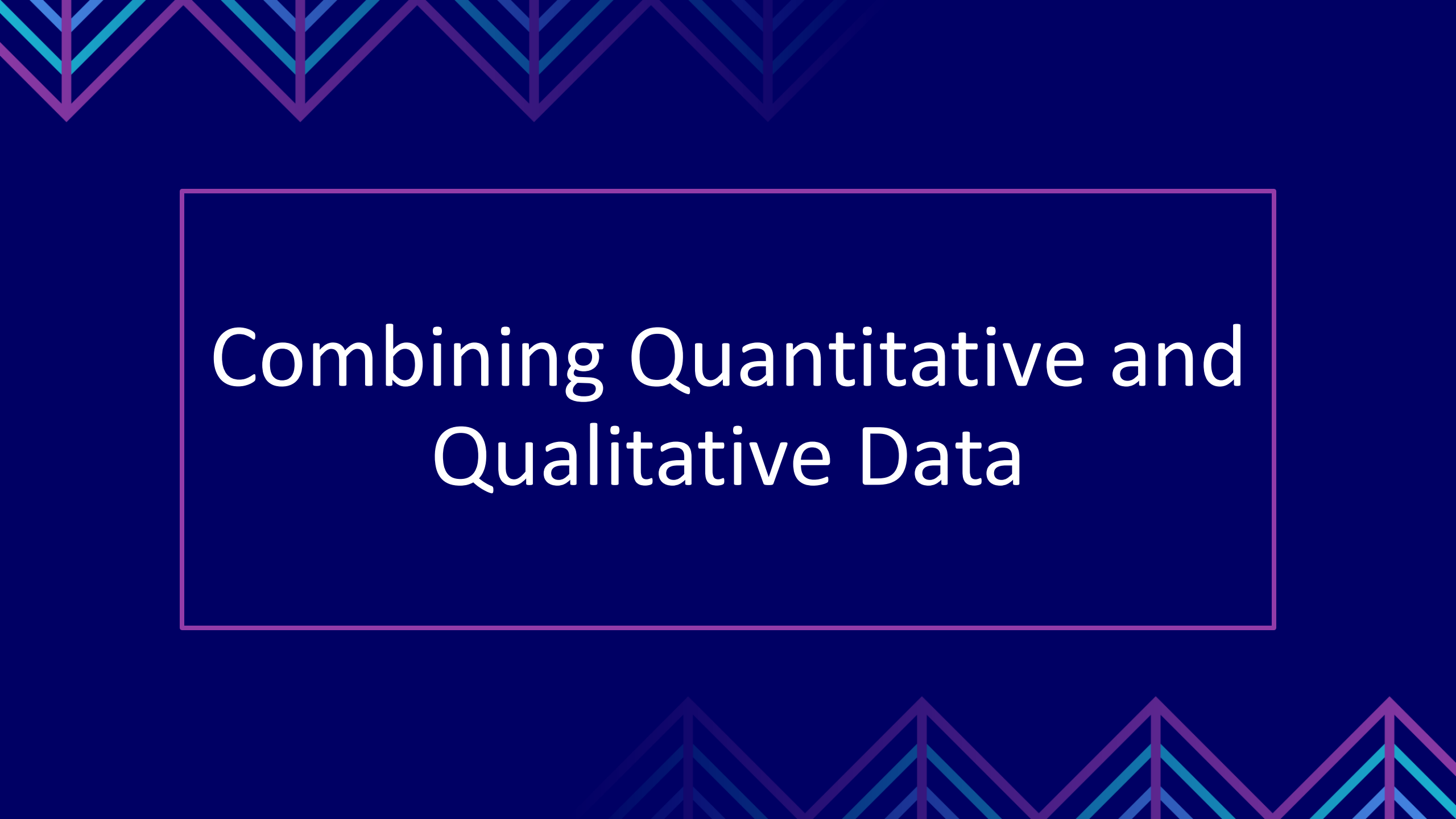
Transforms Data  
into Action

Builds Shared  
Understanding

Strong Partner  
and Community  
Engagement

Connects Data to  
Real-world  
Impact

Support CQI  
Conversations



# Combining Quantitative and Qualitative Data

# Quantitative Data



Quantitative data is numerical data that can be counted or measured

**Types:** Counts, averages, percentages, rates.

**Example:** *75% of individuals completed the program.*

## Pros

- Objective
- Easily standardized
- Easily allows for statistical analysis

## Cons

- Oversimplifies data
- Can be misinterpreted
- May not fully capture context

# Qualitative Data



Qualitative data is descriptive data that captures observable qualities and characteristics that are not quantifiable by numbers

**Types:** Quotes, interviews, open-ended questions.

**Example:** *“Having consistent check-ins kept me accountable and made me feel supported.”*

## Pros

- Provides context
- Captures lived experiences

## Cons

- Not easily generalizable
- Subjective, Interpretive

# Combining Quantitative and Qualitative Data To Tell A Story



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The child's Child and Adolescent Functional Assessment Scale (CAFAS) behavior score is 20.

The child's CAFAS behavior score decreased from 110 to 20 after program participation.



What is missing from this story?

# Combining Quantitative and Qualitative Data To Tell A Story



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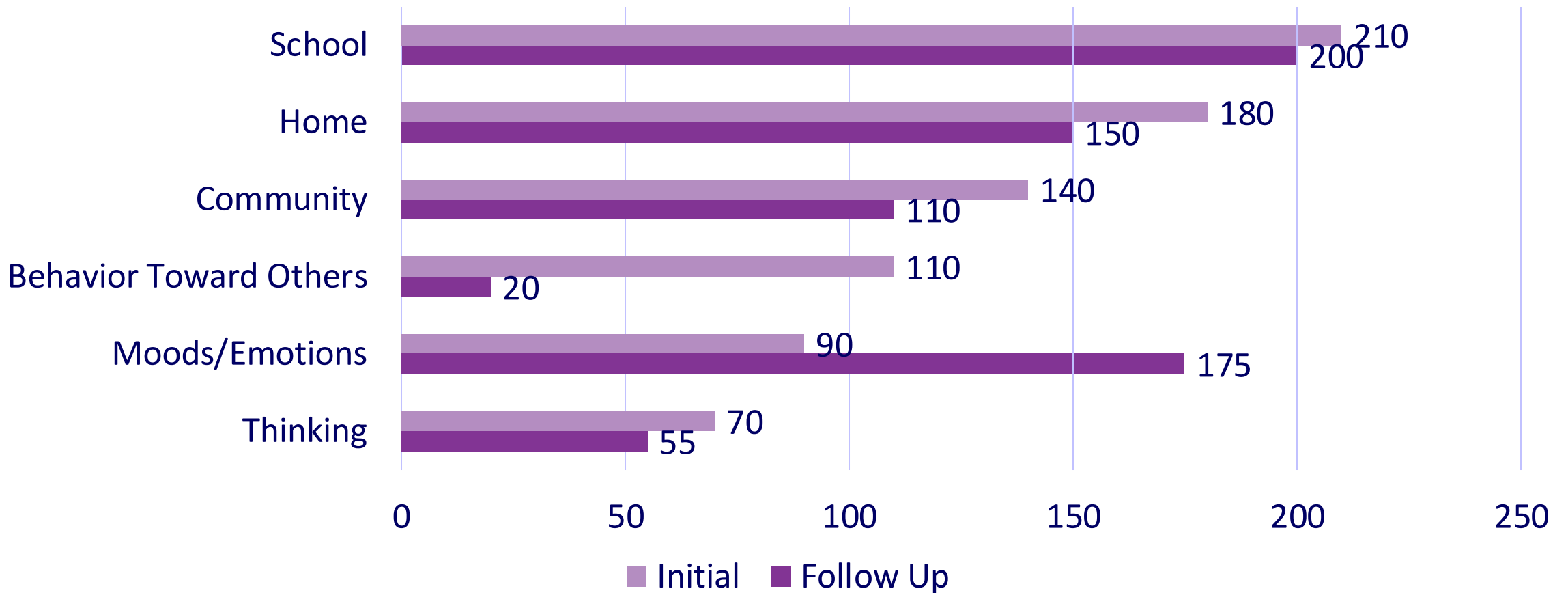
The child's CAFAS behavior score decreased from 110 to 20 after program participation, **indicating a substantial improvement in targeted behaviors.**

Caregiver and staff reports help explain this change, **highlighting reduced behavioral outbursts, stronger emotional regulation, and increased engagement in classroom activities.**

# Example Chart



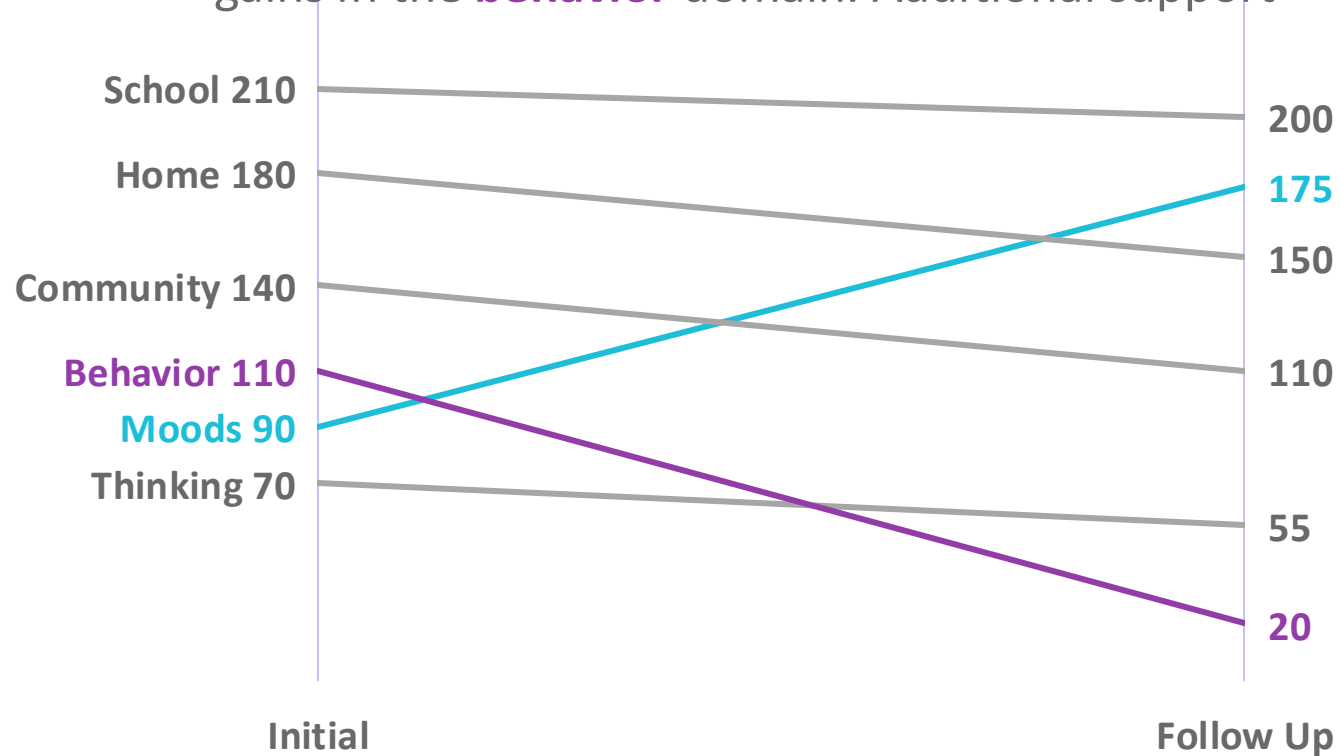
CAFAS Scores of Student A



# Revised Chart



After program participation, CAFAS scores improved across nearly all domains, with the most substantial gains in the **behavior** domain. Additional support



Improvement is rarely uniform, and data stories should acknowledge both progress and ongoing needs.



## Reflection

What skill, resource, or relationship would strengthen your ability to communicate insights or take action?

The slide features a dark blue background with a decorative border at the top and bottom. The border consists of a repeating zigzag pattern of lines in shades of purple, blue, and teal. In the center of the slide, there is a white rectangular box with a thin purple border. Inside this box, the text "Data Storytelling" is written in a bold, dark blue, sans-serif font.

# Data Storytelling

# Data Storytelling

**Data storytelling** is the presentation of data with a clear storyline and compelling visuals that resonate with your audience.



# Before you begin...

- What do you want people to do or decide based on this story?

Purpose



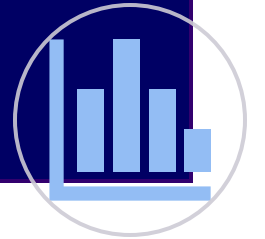
- Who are you trying to reach and influence?
- What level of detail or framing will resonate with them?

Audience



- What evidence supports the story?
- What context helps to explain the findings?

Data



# Data-Insight-Action Framework



## Data *(What do we know?)*

- *What stands out?*
- *What are the key findings or patterns?*

## Insight *(What does it mean?)*

- *Why is this happening?*
- *What are the key takeaways?*

## Action *(What will we do?)*

- *What decisions or changes does this inform?*

# Insights: From Data to Understanding



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Ask “Why” to  
Identify Root  
Causes

Look for Patterns  
And Trends

Disaggregate by  
Groups

Incorporate  
Qualitative Data

Compare to  
Expectations

Tie your data to  
your purpose

# Action: From Insights to Improvement



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Uses a “Start,  
Stop, Continue”  
Method

Consider  
Feasibility and  
Barriers

Assign Clear  
Ownership

Make Actions  
Measurable

Create a Plan to  
Test and Refine

# Summary of a Data Story



# Applying a Data Story Framework



## Scenario

- **Purpose:** To improve client retention by addressing barriers between intake and the second visit.
- **Audience:** Frontline staff and program leadership
- **Data:** Over the past six months, attendance data shows that only 58% of clients attended their second appointment after intake.

What *insights* and *actions* can we draw from the data?

**Insights:** What does it mean?

**Action:** What will we do?

# Let's Talk About It!

## Group A: From Data → Insight

### Understanding & Interpreting Data

*What makes it harder or easier to turn data into meaningful insights?*

#### Discuss:

- What feels missing from your data?
- What challenges come up when trying to interpret or make sense of the data?
- What helps you move from “numbers” to understanding (e.g., team discussion, qualitative data, context)?
- What practices or supports strengthen your ability to generate insights?

## Group B: From Insight → Action

### Using insights to Drive Change

*What makes it harder or easier to turn insights into action?*

#### Discuss:

- What gets in the way of acting on insights (e.g., time, resources, decision-making processes)?
- What helps move insights into action (e.g., leadership support, clear ownership, small tests of change)?
- How are decisions typically made in your setting?
- What makes an action feel realistic and doable?

# Debrief: What did we learn?



What is one common challenge you discussed?



What is one strength or strategy that is already working?



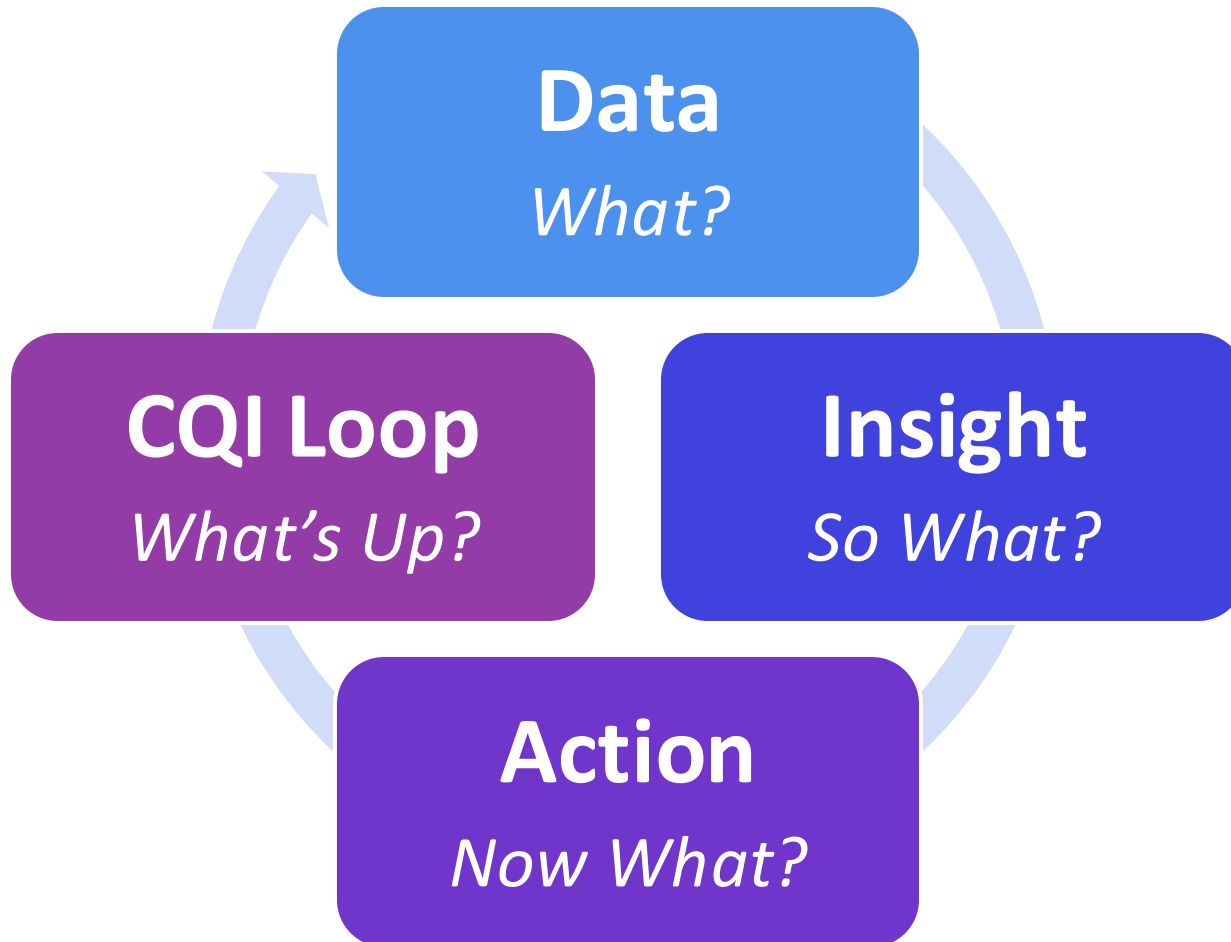
Where do we see disconnects between insight and action?



**Aligning Data Collection with Program  
Objectives & CQI Priorities**



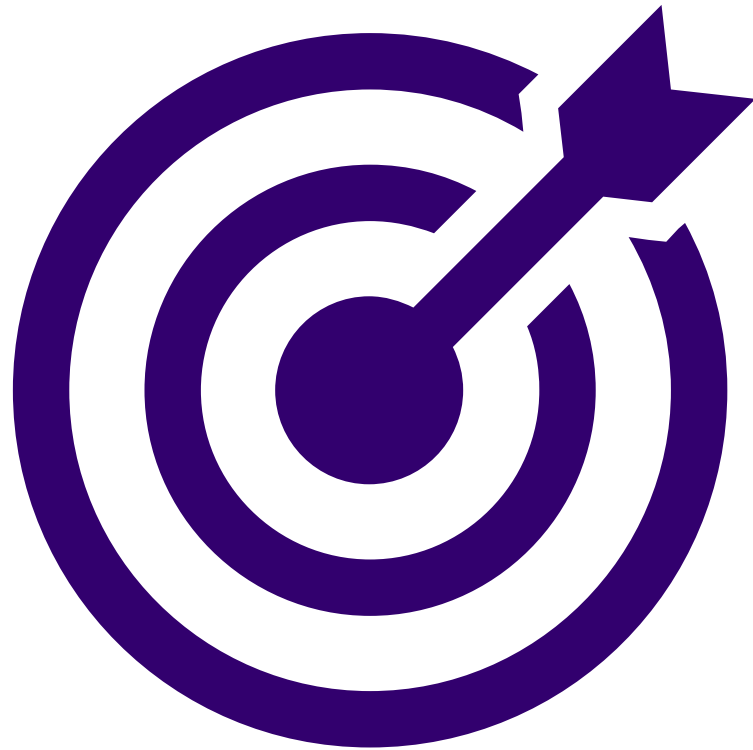
# Revisiting Our Data-Insight-Action Framework



Data storytelling doesn't end with action, it is a loop that feeds continuous learning, adaptation, and improvement.

Continuous Quality Improvement is what happens *after* we first take action.

# Why Align Data Collection with Program Objectives and CQI Priorities?



- Reduces unnecessary burden
- Drives meaningful program improvement
- Strengthens accountability
- Supports ongoing reflection, adjustment, and refinement

# Using Data Storytelling for CQI



Start with a focused question



Bring multiple data sources together



Talk through the story as a team



Identify one small change to test



Revisit and Refine

# Storytelling for Communication vs. CQI



## Storytelling for Communication (External)

Share results with others (funders, community)  
Polished, structured message  
Focus on outcomes and impact  
Tailored to a specific audience  
Often retrospective (what happened)  
Example: Annual report, presentation, dashboard

## Storytelling for CQI (Internal)

Support team learning and improvement  
Ongoing, evolving conversation  
Focus on understanding and improvement  
Developed with staff, partners, and participants  
Real-time or iterative (what's happening now)  
Example: Team meeting, supervision, CQI check-in

**External storytelling shows what you've achieved.  
CQI storytelling helps you decide what to do next.**

**What is a data storytelling practice you plan to implement after today?**

# Join us for the Coaching Session!

Thursday, April 30 | 2:00–3:00 PM PT

The *Coaching Session* builds on today's informational webinar and offers a more applied, interactive space with peers to support implementation and continuous quality improvement.

## Together we will:

Work through a real example from your work

Get feedback and ideas from peers and facilitators

Strengthen your data story and next steps for CQI



## You don't need:

- Perfect data
- A finished report
- A fully formed plan

## You do need:

- A starting point
- Curiosity
- Willingness to explore & learn

# Homework Reflection



Think about a current goal or challenge.  
What data do you already have?

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What additional data or information do you wish you had?

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What insights or questions do you have about your data?

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What is one small change you might want to test?  
*No need to have the answer, just a starting idea!*

# *More from CARS x Pacific West Hub of CMHIS*

## **Grief & Crisis Management: Building a Grief-Ready Workforce** - [Register here](#)

- Informational Session: Tuesday, May 26th at 2-3:30 p.m. PT
- Coaching Session: Thursday, May 28th at 2-3:00 p.m. PT

## **Cross-Systems Collaboration for Crisis Continuum of Care** - [Register here](#)

- Informational Session: Tuesday, June 23rd at 2-3:30 p.m. PT
- Coaching Session: Thursday, June 25th at 2-3:00 p.m. PT

## **Peer Integration for Implementation Readiness Learning Collaborative** [Register here](#)

- Thursday, June 11<sup>th</sup> at 2-3:00 p.m. PT
- Thursday, June 18<sup>th</sup> at 2-3:00 p.m. PT
- Thursday, June 25<sup>th</sup> at 2-3:00 p.m. PT

**Free CEs  
available!**



**Questions?**



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