Data for Equity Pilot 2.0

Be Yourself See Yourself
Report to the Community

BE YOURSELF SEE YOURSELF

Agenda

- Welcome - Land Acknowledgement

- Findhelp|211 Central - Share Key Findings from 2022/2023

- Malvern Family Resource Centre - Agency Insights

- Ontario Trillium Foundation - Funder Insights

- Next Steps - Plans for Data Equity 3.0

Data for Equity Pilot 1.0 (2020)

Funder-driven & Cross Collaboration

- City of Toronto, United Way Greater Toronto, Toronto Central Local Health Integration Network

- Funders keen to collect service user social identity data (SID) from agencies to enable disaggregated data analysis

- Pilot aimed at helping **funders** understand the **tools & supports** needed when SID collection is rolled out to funded agencies

Objectives

- Test the socio-demographic questions developed

- Analyze the reactions to the questions by staff & service-users

- Understand how the collection of this data may need to vary by type of program

- Test the tool with small sample size of funded agencies

SID Collection Tool (Survey)

- Tool (survey questions) developed by the City of Toronto as part of development of their Data for Equity Strategy

- Adapted from Home and Community Care Supports Services (formerly LHIN)

Pilot Details

- Led by funder collaborative + Turner Consulting Group (report)

- **11 agencies engaged**; 7 completed – 3 in person + 2 virtual training sessions – Survey tool administration
  - Summary data provision (to avoid sharing personal-level data)

Data for Equity Pilot 2.0 (2022)
Be Yourself See Yourself

Cross-funder Collaborative

- City of Toronto – Community Funding Unit & Data Equity Unit

- United Way Greater Toronto (UWGT)

- Ontario Trillium Foundation (OTF)

Agency-driven

- Findhelp | 211 Central played the role of agency-led **program host**

- Focused on building **agency capacity** to collect SID to identify & address gaps in own programming, & socialization of the tool

- Funder expectations **to follow and learn from** agency capacity

Objectives

Scale phase one pilot & test SID collection with more service-users to better understand how to **best support agencies** in:

a) collecting socio-demographic data

b) using the data to advance better outcomes for equity-deserving communities

c) socializing the collection methodology & use of tools across the community social services sector

Pilot Details

- **53 agencies engaged** across **3 cohorts**:

  - **Cohort 1**: 11 youth-serving agencies referred via the City's

    Youth Violence Prevention Program

  - **Cohort 2**: 10 participating + 1 auditing agencies

  - **Cohort 3**: 22 participating + 9 auditing agencies

Pilot Details Cont'd

- **12 advisory group members** representing funders & agencies

- Coordinated by **Findhelp I 211**

- Data equity capacity building by **We All Count** (report)

- Development evaluation & data analysis by **D&D Consulting** (report)

- **Same** survey tool as Pilot 1.0, with new explanatory preambles

Capacity Building Components

- **3** live virtual sessions

- Informal drop-in **coaching** sessions

- The **Getting Started workbook**

- Additional resources: role-playing scenarios, handling difficult situations guide, privacy laws & best practices guide

Capacity Building Topics

- SID collection, including technical & ethical aspects

- Understanding the BYSY survey tool

- Dealing with incomplete data

- Obtaining informed consent

- Privacy, storage, accountability, transparency

- Inclusion of diverse populations

Be Yourself, See Yourself – Data Equity 2.0
Pilot at a Glance

53 Participating Agencies

242+ Organizations Engaged

100+ Agencies Attended Online Data Equity Socialization Event

7 Advisory Committee Members

- City of Toronto
- Family Services Toronto (FST)
- For Youth Initiative (FYI)
- Jewish Child & Family Services (JCFS)
- Ontario Trillium Foundation (OTF)
- United Way Greater Toronto (UWGT)
- YWCA

1 Centralized Promotional Website

22 Targeted Social Media Ads (Twitter & Meta)

2 Mailchimp E-Newsletters

Resulted in: **A Final Capacity Building Report**

Resulted in: **A Final Learning & Development Evaluation Report**

3 Funders Engaged

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3,652	4,782	1,778	2,354	2,284
Total Impressions	Total Reach	Total Engagements	E-Newsletter #1 Total Recipients	E-Newsletter #2 Total Recipients

Ontario Trillium Foundation / Fondation Trillium de l'Ontario

United Way Greater Toronto

TORONTO

Reasons for Participating

| AGENCIES	FUNDERS
▪ Build SID capacity	▪ Support agency capacity-building
▪ Inform program and service design to ensure they are responsive to client and community needs	▪ Enhance understanding of the communities being served, service gaps and opportunities for program improvements
▪ Satisfy funder requirements	▪ Inform reporting requirements
▪ Partnership building and iterative learning through participation in a community of practice with other agencies	▪ To learn how funders can better support organizations in collecting and using socio-demographic data

Reasons for Not Participating

AGENCIES

- Limited **capacity**
  - Competing priorities
  - Increased workload and complexity of client needs
  - Limited paid staff to participate/support participants

- Prevalence of existing data collection and reporting systems

Key Learnings

- Wide range of data collection competencies/data maturity across agencies

- Organizational readiness =

    - Dedicated staffing resources

    - Tech infrastructure

    - Community readiness

- Even when there is data collection capacity, analysis may not follow

- Agency size matters

Key Learnings

Agency Size and Dedicated Data Collection and Analysis Staff
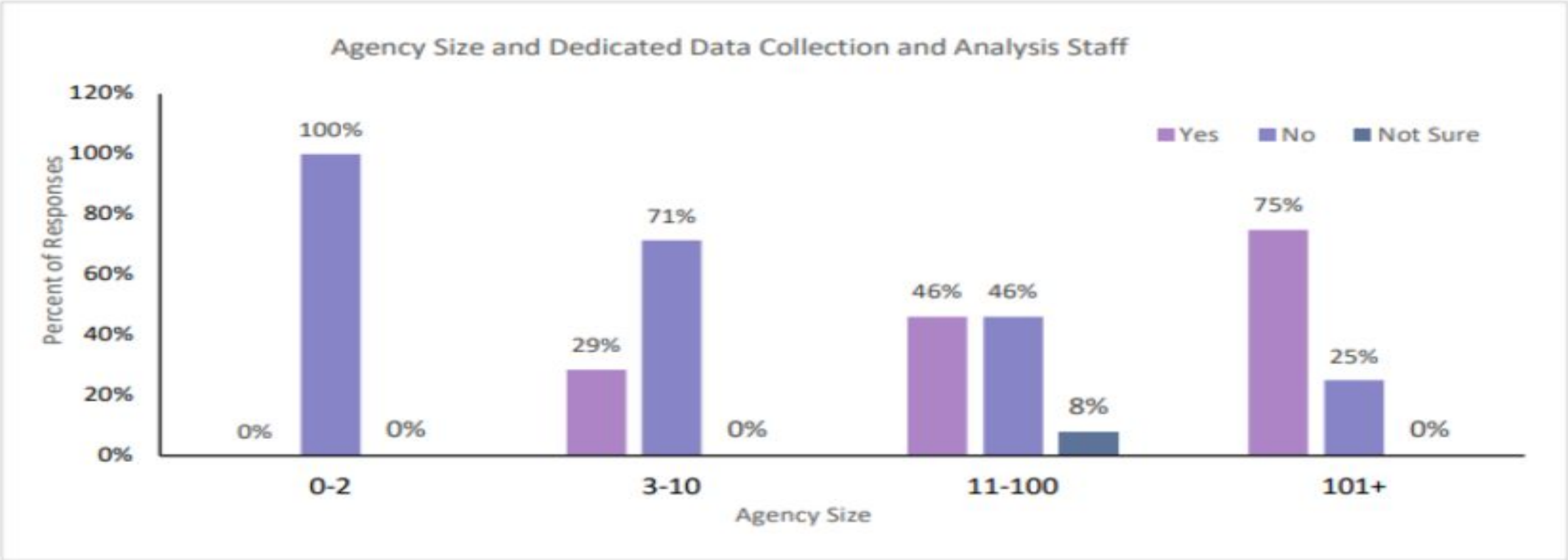
Project Successes

- Partnerships & iterative learning

- Having data equity conversations

- Reviewing data collection processes

- Social identity data collection

- Dispelling myths

- Capacity building & coaching

Recommendations for Phase 3

- Clarify & communicate a specific reason or **shared goals** for SID collection

- Increase transparency around **power dynamics** & prioritize relationship building

- Ensure **clarity & flexibility** in data collection*

- Provide concrete support for **dedicated staff**

- Fund improved **technology & data infrastructure**

- Embed SID into **strategic plan** & broader evaluation approach

Recommendations: Survey Tool

- Strengthen **equity lens** of data collection mechanics

- Provide clear **explanation** of purpose and privacy questions when introducing the tool

- **Modify** specific questions

- **Alphabetize** order of options

- Enable **"all that apply"**

Malvern Family Resource Centre

Ontario Trillium Foundation

Data for Equity Pilot 3.0 (2023-2024)

Pilot 3.0 (2023 – 2024)

- Funding allocated from core funders

- Further ideation with funders & agencies to:

  – Review and identify recommendations for adoption

    – Clarify funder expectations, including capacity building & KMb opportunities

    – Consider expansion of geographical scope

    – Consider additional research Qs (e.g. under what conditions should we not ask for SID?)

    – Develop muti-year plan, including indicators

Thank-You!

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United Way Greater Toronto | WORKING WITH COMMUNITIES IN PEEL, TORONTO & YORK REGION

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