DataDrive2030 (NGO) supports the collection and use of high quality data to **drive improved child outcomes in the first 6 years of life.**

Use data tools and insights to -

Increase the % of young children in South Africa who thrive by five, setting more children up for success.

Decrease the performance gap between young children in the richest and poorest households

Macro perspectives

Population-level surveys to monitor and report progress towards the attainment of local and global development goals

Partners: Government, private sector, funders

Meso level research

To understand the relative effectiveness of interventions, to enable broader data driven decision-making and inform resource allocation

Partners: Academics, Consultancies, Researchers, Government

Micro change [at scale]

To identify the strengths and weaknesses of early learning programmes, to enable data informed enhancements in everyday practices

Partners: NGOs / RTOs, ECD Operators, School operators, funders

Across
ECD programmes & Grade R

Within ECD programmes & Grade R

Within ECD programmes & Grade R

Within ECD programmes & Grade R

Within ECD programmes & Grade R

The data value chain

The process from collecting raw data to taking data informed actions.
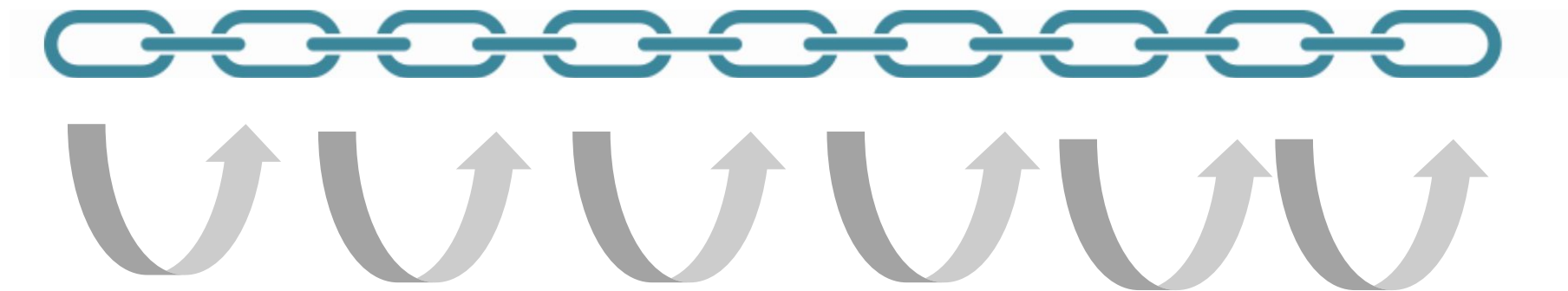
Each progressive step in the value chain adds value
and involves particular stakeholders with the relevant skills, knowledge and
experience, often working across sectors or disciplines.

WHAT we measure & WHY we measure it really matters -

Co-designing data priorities ensures that the data are useful for reporting purposes AND for driving change.

A non-punitive approach to engagement builds trust, enabling real learning and informed action.

Skilled enumerators

Data processing, storage, analysis

Creative problem solving - generating actionable insights

Targeted behaviour change

1 2 3 4 5 6 7 8 9

Fit for purpose data tools and systems

Data collection, real time monitoring and QC

Communicating findings in accessible formats

Data-informed decision making

Broader impact towards behavioural tipping points

Fit for purpose data tools and systems

- Our experience highlights the importance of adopting a **user-centred approach** to tool development, with specialist technical leads working alongside the intended users to ensure that the end product is fit-for-purpose.

- Data tools need to be psychometrically valid (where applicable) and **contextually appropriate** - this requires careful consideration of social, economic, cultural and linguistic diversity, especially when adopting / adapting global tools.

- Data quality can be enhanced through **digitisation**, built-in skip logic, parameter constraints and quality checks. Embedding repeat-use tools within an appropriate data architecture ultimately saves time and money.

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Skilled enumerators

- Tools need to be administered in a consistent, fair and reliable manner, across all languages, under challenging conditions and with children from very diverse backgrounds.

- The potential value of the data depends heavily on the **quality of the administrator / assessor** - especially with younger children.

- Careful recruitment, high quality training, inter-rater reliability, continuous professional development and ongoing in-field support and quality assurance are all key to building and maintaining this data workforce.

2

3

Technology enabled efficiency - digitising and codifying data collection and monitoring increases access and affordability while maintaining quality. Exciting opportunities for application of more advanced technologies!

Other enablers -

- How to Guides
- FAQs
- Templates
- Whatsapp helpline / chatbot
- Online refresher videos
- Dashboards for real time monitoring, with quality alerts and in-field course correction

Data collection, real time monitoring and QC

Data processing, storage, analysis

Investment in backend data infrastructure -
- Automated data cleaning and analysis
- In-built data quality checks e.g. language, GPS, time
- Consistency to enable merging of datasets
- Data ethics, privacy, and security
- Autogenerated reports - enables affordable scale

Data dictionaries and open access data encourages further analysis (transparency and trust).

Data mistakes happen, owning up to mistakes and correcting them is crucial.

Skilled enumerators

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Communication and insights

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Collaboration between data analysts and communications teams is crucial to translate raw data into compelling narratives.

- *How we communicate* - accessible, understandable and actionable ways suited to the knowledge level, needs, and interests of each audience segment (tested)

- *Who we communicate with* - those who are empowered and motivated to drive change, including those who contributed data (not just upwards).

- *Why we communicate* - explain why the data matters, relating it to real-world experiences (case studies)

Communicating findings in accessible formats

Creative problem solving - generating actionable insights

- **Data is just the starting point:** While data highlights the existence and scope of a problem, we still need to invest in creative problem-solving to understand the right actions to take. Insightful solutions come from blending data with innovative thinking.

- **Moving beyond the echo chamber** - Novel ideas often emerge when we bring in diverse perspectives, as different experiences and viewpoints spark fresh solutions to complex challenges.

Skilled enumerators

Data processing, storage, analysis

Creative problem solving - generating actionable insights

Targeted behaviour change

Driving change

Fit for purpose data tools and systems

Data collection, real time monitoring and QC

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Data-informed decision making

Broader impact towards behavioural tipping points

Decision makers need to -

- **KNOW** about the data

- **TRUST** the data

- Correctly **INTERPRET** the data (invest in building data literacy at all levels)

- Understand the **RELEVANCE** and value of the data to their work and lives (beyond silos)

- Seeing the **IMPACT** of their data-driven decisions, encourages them to rely on data for future decisions.

Data-informed decision making

Data alone does not drive change: Every step of the data value chain must consider behavior change -.

- **Clear Motivation:** Understand what drives current behaviours in order to understand what is needed to change behaviours.

- **Simplified Action:** Make the desired behaviour easy to adopt by removing barriers, offering clear guidance, and ensuring it feels achievable (curated resource bank).

- **Social Influence:** Leverage the power of peer support, role models, or community norms to reinforce the behaviour shift (reference group benchmarks, communities of practice)

Targeted behaviour change

When enough people start doing something or thinking a certain way, it becomes widely accepted as the norm and spreads exponentially = Tipping Points

There are mechanisms that accelerate the adoption of attitudes and behaviours, creating knock-on effects -

1. **Social Networks** (COPs) provide the pathways for dissemination.

2. **Stickiness Effects** ensure the idea is memorable and compelling.

3. **Social Proof** validates the behavior or idea, encouraging others to follow.

4. **Power of Context** shapes the environment and conditions that facilitate behavior adoption.

5. **The Law of the Few** leverages the influence of key individuals to amplify the spread of an idea or behaviour.

Broader impact towards behavioural tipping points

Mobilising the 3Ms for greater impact -

- **Money** - Adequate investment is needed in the <u>full data value chain</u>, and for the full duration of the learning journey. Enabling funding practices include -

  - multi-year funding

  - budgets appropriately matched to data needs

  - sufficient flexibility within budgets to accommodate data informed course correction.

- **Mandate** - We need to promote greater transparency and accountability in data use. This includes:

  - Data sharing between stakeholders within the system and with the public, fostering trust and enabling broader learning across the field.

  - Expanding conversations to include adjacent portfolios such as health and welfare to create a more holistic understanding of learner development and wellbeing.

- **Mindset** - People with a growth mindset view data not as a final verdict but as a tool for improvement. They see challenges highlighted by data as opportunities for growth and learning rather than threats to their competence.
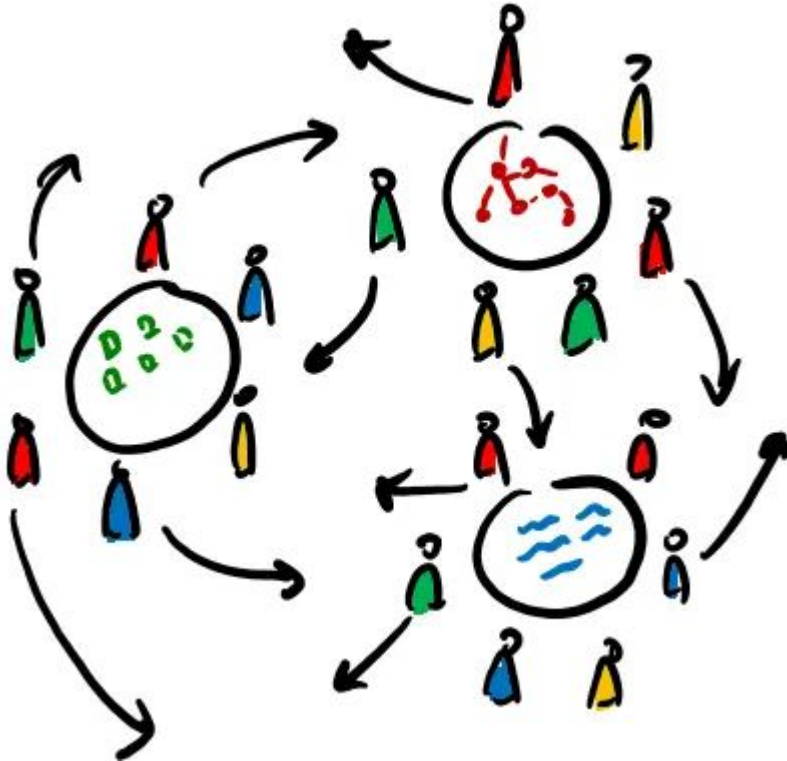
"Love challenges, be intrigued by mistakes, enjoy effort, and keep on learning"

Carol Dweck

WORLD CAFE: Instruction slide

- 4 groups focusing on different themes from the data value chain
- You can visit 2 tables, start at 1 then swop after 15 minutes
- 2 Questions to consider
- 4 scribes needed
- Feedback to full group

TABLE 1: Assessment tools (selection, adaptation, norming)

1

Fit for purpose data tools and systems

Questions

1. What are the challenges and enablers for assessment in your context?
2. What actions have you taken or what could you take?

TABLE 2: Data collection and management

2 **3** **4**

Skilled enumerators

Data collection, real time monitoring, & QC

Data processing, storage, analysis

Questions

1. What are the challenges and enablers for data collection and management in your context?
2. What actions have you taken or what could you take?

TABLE 3: Communication and insights

Communicating findings in accessible formats

Creative problem solving generating actionable insights

Questions

1. What are the challenges and enablers for communicating findings in your context?
2. What actions have you taken or what actions could you take?

TABLE 4: Driving change

7 8 9

Data-informed decision making

Targeted behaviour change

Broader impact towards behavioural tipping points

Questions

1. What are the challenges and enablers for driving change in your context?
2. What actions have you taken or what could you take?

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Join us in using data to drive change!
For more information, email hello@datadrive2030.co.za

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