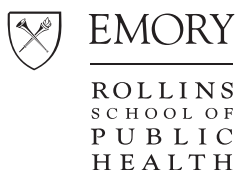


These best practices were co-created with participants from the Public Health + Communities: Cultivating Data Champions workshop.

- 1. Learn about the community** – Keep things such as demographics of community, language, culture, values, political climate, and current events in mind and how they might affect the way a community responds.
- 2. Be transparent** – Inform the community about why they were chosen, data collection methods, how their responses will be used, and provide an adequate timeline for the results to be shared with them.
- 3. Build trust** – Let the community know why they should participate! Emphasize confidentiality and assure participants they are safe and their responses will not be used against them. It is important to maintain a sense of privacy.
- 4. Ensure accessibility** – Meet the community where they are! Consider potential barriers to participation such as costs, language, transportation, data collection methods, and develop strategies to ensure that all community members can participate.
- 5. Practice cultural humility, community engagement, and show gratitude** – Co-design the data collection process with community members and constantly seek feedback from them. Offer compensation for their time. Most importantly, thank the community for their engagement and participation!
- 6. Be intentional** – Make sure you can provide a rationale behind your ideas and questions. Make conscious efforts to include and value all voices and be sure to be mindful of delivery.
- 7. Establish appropriate boundaries** – Be relatable, open, and mindful of the participants' feelings while still maintaining appropriate boundaries.
- 8. Leave bias at the door** – Be objective when collecting data. Be mindful of the way questions are worded to minimize the chances of leading participants to respond a certain way. Most importantly, keep your biases aside and leave your own personal curiosity out of the process.
- 9. Simplify the process** – Explain the process in understandable terms to make things run smoothly for participants. Be mindful of the length of the survey or interview to prevent fatigue in participants.



"A data champion lends their knowledge and experience to advance community discussions and decision-making."

– Loretta Severin, Center for Public Partnerships and Research,
University of Kansas