

# Demystifying Data & Decision Making

## *Breakthrough ACTION Guinea Workshop Co-Creates Centralized Data Resources*

### **Overview**

Data. Decisions. While many of us have heard these terms used, it can be challenging to understand what they really mean, why they are important, and most importantly, how they can be used to create more impactful programs that improve the health of Guineans. To address these points, Breakthrough ACTION Guinea (BA-Guinea) set out to co-create a simple, streamlined, and easy-to-use Data for Decision Making Toolkit tailored to the unique needs of Social and Behavior Change (SBC) professionals. To make sure their problems were understood and addressed, the BA-Guinea team invited 12 SBC professionals to share their experiences around how data is perceived, used, shared, and ultimately converted into powerful decisions that impact the health and lives of Guineans nationwide. These experiences were used to frame key problem areas



existing within the national data system, including:

- **Motivations** and purposes for data usage
- **Competencies** and **confidence** to convert data into decisions
- Willingness to **trust the quality and accuracy of data** available
- **Ease and efficiency** in locating, analyzing, and sharing relevant data points.



With these problem areas illuminated, SBC professionals set to work forming ideas for solutions and developing concepts meant to improve how data is used and shared within Guinea.

### **Outcomes**


SBC professionals emerged from the three-day workshop with six preliminary solutions which will contribute to better-quality information, more trusted data, and more convenient resources to make SBC professional jobs easier and more impactful in regard to the communities they serve.

### **Results**

When asked what struck them most about the workshop sessions or learnings, one SBC professional responded, “Although I have always held an opinion on how to make decisions, I never trusted myself. I always felt that decisions should be made by the people above me or by those more experienced. Now I understand that all of us are capable of using data to inform the decisions we make in our roles. This workshop taught me that.” The solutions are currently being adapted into a practical toolkit which will be shared shortly with stakeholders.



*This success story is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of*



*Breakthrough ACTION and do not necessarily reflect the views of USAID or the United States Government.*