# Collecting and Reporting Data

All grantees are required to collect data and report each month. This section will include:

1. Data collection requirements
2. Solutions for collecting the data
   1. This includes using a current CIL database system or the DVAO Center Call and Data Log that is provided in the toolkit
3. How to use the DVAO Center Call and Data Log
4. How to pull from the DVAO Center Call and Data Log for Reporting
5. Suggestions for qualitative reporting
6. How to pull analytics from digital content

While the reporting requirements should follow what you are expected to report as a CIL, if you need assistance with developing a system, please contact Forrest Hamrick at Able SC - [fhamrick@able-sc.org](mailto:fhamrick@able-sc.org).

## Data Collection Requirements

### Consumers and Demographics

You will be reporting monthly on the consumers you work with and their demographic data. **Consumers for this project are defined as individuals with significant disabilities.** A significant disability is a broad term and includes health and medical conditions like diabetes, heart disease, auto-immune disease, and others. The disability or health condition should limit one or more major life functions to count as significant. **Consumers do not need to sign or waive an Independent Living Plan to count in this report.** You will need to collect information from callers and the consumers you are working with directly.

You will need to record the following each month:

* *The number of new consumers served monthly.* The service can be provided from calls, information referrals, or one-on-one services.
* *The total number of consumers served throughout the project.* For example, if the total number of consumers you served within this project in December was 50, you would report 50 in your December report. If you served 20 consumers in January, then you would add the number of consumers you served in December and January and report the total number of consumers you served in your January report.
* *Consumer Demographics*
  + Age
  + Sex
  + Gender Identity
  + Race and Ethnicity
  + Disability

You are welcome to record any other information or signed paperwork depending on your CIL’s needs.

For tips on how to ask about gender identity, see the “Incorporating Intersectionality and Health Equity” section later in this toolkit.

### Individual Services

Each individual can receive multiple services and can be counted in more than one category as listed below (for example, an individual can receive education about vaccines AND schedule a vaccine appointment).

**List of services you will be tracking:**

* ***Individuals reached/educated on the importance of receiving a COVID-19 vaccine.*** This can be through distributing materials, in-person outreach, social media, web-hosted information, email campaigns, etc.
  + Consumer and I&R calls related to vaccine access will fall under this service.
  + Any mass marketing campaign or information emails will fall under this service.
* ***Individuals identified as needing in-home vaccination.*** You will collect the number of consumers who reported that they cannot leave their homes due to their disability or other barriers.
* ***Individuals connected to in-home vaccination options.*** This information will include the number of consumers who you assisted with getting a vaccine at their place of residence.
* ***Individuals identifying transportation as a barrier to vaccination.*** Collect the number of consumers who reported that they don’t have transportation to get the vaccine.
* ***Accessible transportation trips arranged to vaccination sites.***
  + You do not need to be the organization providing the trips. If you connect them with an accessible option, that counts.
* ***Vaccination appointments scheduled.*** Collect the number of consumers who you assisted with scheduling vaccine appointments.
* ***Instances of peer support provided related to vaccines.*** Collect when peer support was used. This could be when another person with a disability provided peer support or mentoring around the vaccine, vaccine access peer support groups, or another form of how peer support was provided.
* ***Individuals reminded of their second vaccination and/or booster appointment.*** Collect the number of consumers that you assisted with scheduling and reminding them of their upcoming vaccine or booster appointment.
* ***Instances of assistance and education provided to health departments on vaccine accessibility.*** Collect the number of times you provided direct education about accessibility to your state or local health department; and/or the number of times when you informed a health department about accessibility concerns and provided solutions.
* ***Instances of cooperation with public health partners, including non-governmental organizations, health departments, and governmental partners.*** Collect the number of times when the information and education you provided made a change. You may even want to share this as a success story!
* ***Referrals received and addressed from DIAL call center.*** Collect the number of referrals you received from DIAL.
* ***Count of local resources about which information was transmitted to DIAL.*** Document the number of times where you shared information with DIAL on local resources.
* ***Count of contacts to the DIAL hotline.*** Collect the number of times where you were contacted by DIAL for information.

## Common Data Collection Solutions and Ideas

It is completely up to your CIL director in how data is collected for this project. Below are some suggestions if you use a CIL database or if you are using the DVAO Center Call and Data Log. If neither of those options suits your needs, please contact the DVAO Center at DVAO@able-sc.org if you experience data collection issues.

### Using your current CIL Database

If you currently have a CIL management database, such as CIL Management Suite, Mi-CIL, NetCIL, CILs First, or another database system, you should have the ability to track most, if not all, of the data requirements using that system. Below are some options that might make reporting easier. Remember, technical assistance is available if needed.

**Add DVAO Center specific services**

* Many CILs will add the above services to their database to make reporting easier.
* Examples
  + DVAO: Individuals connected to in-home vaccination options
* A report can then be run on all consumers who received a DVAO service and each month’s specific service.

**Add DVAO Center specific community activity groups**

* If you can enter interactions with the community in your system, it may work to add DVAO or Vaccine awareness as an issue or service area.
* You can then pull reporting on all outreach, activities, or meetings for the month.

### Using a DVAO Center Call and Data Log

If you don’t have a centralized database, this toolkit contains a simple call and data log to record the required information. You can access the document by clicking the following link: DVAO Center Call and Data Log

Below is the overview of the document.

**Sheet 1: Dashboard**

* This sheet is a dashboard that will auto-generate many of the demographic and services information based on what month you select.
* For this to work, you will need to make sure that you are putting in dates for consumers you served, the consumer’s name, and if they are a first-time contact.

**Sheet 2: Call Log**

* This is a simple sheet where you can record the CIL’s callers and what services you provided during the call.
* Many cells have a “Yes/No” option. If Yes is selected, it will count that as a service in the dashboard.
* You can also enter the required demographic data in this section.
* If you have repeat callers, you can put them on this sheet in different rows. Make sure to mark if this is the first time they are on the call log or not. That will adjust the numbers pulled on the dashboard.

**Sheet 3: Community Notes**

* This is a space for you to record any community advocacy and outreach activities, including advocacy outreach via social media, mass emails, flyers, calls, or other forms of outreach.
* You will have to combine the data on this page manually for each reporting period. The filter option should help with this.

**Sheet 4: Outreach Analytics**

* The outreach analytics page is for you to record outreach from social media, eblasts, or any other outreach metrics you want to record.
* For some center’s you may decide to record this information in the community activity section.

## How to use the Call and Data Log for Reporting

When the DVAO Center Monthly Report is completed, you can use the call and data log to find the information quickly. The sections below are from the monthly reporting template.

**Subpart I - Consumer Information**

* You will enter the total number of consumers served during the last reporting period for the first question.
  + This will be the third blank if you look at your last report.
  + For your first report, this number will be zero.
* In the second blank, you will enter the number of **new** consumers served in this reporting period.
  + You can find this number in the DVAO Center Call and Data Log Dashboard, with the number next to “new Consumers served this month.”
* You will add the numbers from the first two blanks to get your total cumulative number of consumers served.
  + You will use this number on your next month’s report.

**Subpart II - Consumer Demographics**

* The consumer demographics section is based on the new consumers served this month.
* The information is auto tallied on the DVAO Center Call and Data Log Dashboard page.

**Subpart III - Individual Services**

This information will be pulled only for the reporting period, not cumulative.

* Individuals reached/educated on the importance of receiving a COVID-19 vaccine (flyers distributed, in-person outreach, social media, web-hosted information, email campaigns, etc.)
  + Pulled from DVAO Center Call and Data Log Dashboard plus any community activities or outreach analytics that may be mentioned on the community notes or outreach analytics sheets.
* Individuals identified as needing in-home vaccination
  + Pulled from Dashboard for Call Log
* Individuals connected to in-home vaccination options
  + Pulled from Dashboard for Call Log
* Individuals identifying transportation as a barrier to vaccination
  + Pulled from Dashboard for Call Log
* Accessible transportation trips arranged to vaccination sites
  + Pulled from Dashboard for Call Log
* Vaccination appointments scheduled
  + Pulled from Dashboard for Call Log
* Instances of peer support provided related to vaccines (i.e., discussions with peer support groups offered by the CIL)
  + Pulled from Dashboard for Call Log
  + You may also pull some from community notes if you discussed this in support groups and not one-on-one peer support.
* Individuals reminded of their second vaccination and/or booster appointment when needed.
  + Pulled from Dashboard for Call Log
* Instances of assistance and education provided to health departments on vaccine accessibility
  + Pulled from Community Notes
* Instances of cooperation with public health partners, including non-governmental organizations, health departments, and governmental partners.
  + Pulled from Community Notes
* Referrals received and addressed from the new Administration for Community Living (ACL) disability call center/hotline.
  + Pulled from Community Notes
* Count of local resources about which information was transmitted to the ACL disability call center/hotline.
  + Pulled from Community Notes
* Count of contacts to the ACL disability call center/hotline informing the hotline of the location and contact information of the CIL
  + Pulled from Community Notes

## Recording Outreach Analytics

This section will assist you in collecting your outreach analytics that you send out digitally via your website, emails, and social media. This section also provides assistance with reporting analytics for your printed outreach material.

**Email**

* When reporting, you will record the number of messages sent, minus any that were undeliverable.
* If you use a mail program, you will also see additional information such as open rate and click rate. If you are able, please provide this information as well.
  + Example: Email sent on 12/1/21 was delivered to 80 inboxes with an open rate of 20% with a click rate of 11%.

**Social Media-** This section will explain how to track the analytics from your social media posts. Remember to go to the accessibility section of this toolkit to ensure your social media posts are accessible.

* **Facebook**
  + When reporting Facebook analytics, you’ll need to record the number of impressions, audience reach, and engagement from each post about this program.
  + To find this, visit your Facebook page’s management dashboard and select “Posts.”
  + From here, you will need to scroll through the posts that you’ve made to find the DVAO posts you’re reporting.
  + Click on the post you’re reporting on, and the information you need will appear, Post impressions, post reach, and post engagement.
    - Example: Post on 12/1/21 about “Vaccine Mobile Clinics” had 100 impressions, 50 reach, and 5 engagements.
* **Twitter**
  + When reporting Twitter analytics, you’ll need to record the number of impressions and total engagement.
  + To find this, visit your Twitter profile and scroll to the DVAO post you’re reporting.
  + Click on the post, and a bar will appear that says, “view tweet activity.”
  + Click “view tweet activity” to view the post impression and total engagement. If your post has zero engagement or impressions, this information will not appear.
    - Example: Post on “Vaccine Education” on 12/1/21 had 100 impressions with 5 total engagements.
* **Instagram**
  + When reporting Instagram analytics, you’ll need to record the number of impressions, discoveries, and interactions.
  + To find this, visit your Instagram profile and scroll to the DVAO post on which you’re reporting.
  + Click on the post, and a bar will appear that says, “view insights.”
  + Click “view insights” to view the post impressions, discovery, and interactions.
    - Example: Post on “Common Questions and Answers about the vaccine” 12/1/21 had 100 impressions, 50 discoveries, and 5 interactions.
* **YouTube**
* Sign into your YouTube account and access [YouTube Studio](https://studio.youtube.com/).
* From the left menu, select Analytics.
* You can also view various reports at the video level:
* Sign in to [YouTube Studio](https://studio.youtube.com/).
* From the left menu, select Content.
* Point to your video and select Analytics. You can also view your latest video performance from the channel dashboard. Click a video title or thumbnail.

**Website Analytics**

* If you are creating a special web page or putting information on your website for your DVAO center activities, you will need to consult with your web developer or the help platform of your web development tool to find your page’s analytics.
* If you are reporting on website analytics, simply report on page visits. If you can report on clickthrough rate, you may also provide that information.
  + Example: 175 people visited our DVAO web page in December.

**Physical materials** (Flyers, brochures, postcards, etc.)

* If you are creating printed materials, please record the type and number of printed materials created or printed, as well as where you distributed them and how many were distributed.
  + Example: Printed 100 postcards that were mailed to 75 CIL consumers; 25 postcards were provided directly to consumers who visited the CIL.

If you have any questions about reporting, data management, data collection, or want to discuss possible solutions, please email [DVAO@able-sc.org](mailto:DVAO@able-sc.org).