Opportunity Index:
How Data and Stories can Help Galvanize Action around Equity

A: CLARIFYING YOUR STARTING POINTS

STEP ONE: CHOOSE YOUR FOCUS 10 MINUTES

- **Pair up.** Pick one of the four dimensions to work on together – Education, Economy, Health or Community.

- **As a table,** quickly compare notes so that you are sure each pair is working on a different dimension.

Write the dimension that your pair is working on here: ________________

Also as a table, look at the counties listed on the Washington State Selected Localities Overview and decide which ONE of the following geographies you want to focus on first. Check off the geography of focus here:

- ___ King County
- ___ Pierce County
- ___ Snohomish County
- ___ Skagit County

- **As pairs,** referring to the Related Counties Detail page, review the indicators within your dimension of interest. Pick ONE that you want to explore together.
From Root Cause . . .

B: UNDERSTANDING LOCAL CONTEXTS

AS PAIRS, EXPLORE THE LOCAL CONDITIONS

Example:

STEP TWO: CONTINUE AS PAIRS: 10 MINUTES

Each pair picks one of the color stacks of paper from the middle of the table.
BLUE – Education  GREEN – Economy  ORANGE – Health  YELLOW – Community

• For your indicator, ask, “Why is this happening?” and write your answers in big, block lettering. Use a separate color strip for each answer. (6-8 to get started)

• For each idea you brainstormed ask, “Why is this happening here, in our community?” and continue writing on your color strips.

5 MINUTES

• Prioritize your top three “local conditions”. Write #1, #2, #3, etc. in the upper corner.
C: IDENTIFYING AREAS FOR JOINT ACTION

STEP THREE: AS A TABLE 15 MINUTES

- Starting with someone’s #1 priority, ask “Does anyone have a similar “local condition?” Cluster similar conditions (or root causes) together.

- Repeat with someone else’s #1 priority.

- Continue until you have worked through everyone’s top #1-#5 priorities.

DISCUSS:
1. No matter what your starting issue, are there areas that you can work on together? How can you tackle some of these “common cause” clusters together?

2. How would this activity have been different if you had flipped this question to focus on: “Why are some people in this county succeeding in this area?”

D: ADVOCATING FOR ACTION 15 MINUTES

STEP FOUR: In Pairs, now that you have explored the data, imagine you are about to make a 2-3 minute invite (pitch) to your local partners to be involved in your work. As you prep, tap into your empathy and creativity.

Consider the following:

- Why would they care about these issues?

- What do you want them to know? How does your issue relate to other issues? How does it relate to different needs and realities across the region?

- What story could you combine with the data to help it connect?

- What action do you want them to take and/or support? Think back to the “common cause” clusters for areas of joint action.

AS A GROUP: Each pair presents to the table. After presentations, give feedback. What worked well? What worked? What could be clearer or more compelling?
Taking it Home

Access your community’s data by going to [www.opportunityindex.org](http://www.opportunityindex.org) and entering your community in the search field on the top right corner of the homepage.

Look up the indicator that you discussed. How would the conversation have changed using data from your community?

**TAKEAWAY – TARGETING ACTION:** When mapping out areas for joint action, research has shown that a range of strategies are essential to making a difference. Coalitions across the country have found the categories below to be useful prompts. If you want more information on action planning, contact the Forum for Youth Investment.

**Common Cause Condition:**

<table>
<thead>
<tr>
<th>Strategy for Changing the Condition</th>
<th>Potential Actions</th>
<th>Who Could Do This In Your Community?</th>
<th>How Much?</th>
<th>Effort</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide Information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Build Skills</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide Support</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change Physical Design of Environment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reduce Barriers &amp; Enhance Access</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change the Consequences</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Modify Policies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Align Resources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strengthen Constituent Voice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For more information on **Opportunity Nation** contact Michelle Massie at michellem@forumfyi.org. To learn more about **Big Picture Approach** facilitations, trainings and consulting, contact Laura Jahromi at laura@forumfyi.org.