

# databoom

## Using Digital Dashboards to Strengthen a Media Movement: The Experience of MTV Staying Alive Foundation





## EXECUTIVE SUMMARY

### Using Digital Dashboards to Strengthen a Media Movement: The Experience of MTV Staying Alive Foundation

The MTV Staying Alive Foundation (MTV-SAF) is a media movement that uses storytelling to save lives. MTV-SAF creates groundbreaking content to improve young people's health and reaches audiences in more than 72 countries. The team at MTV-SAF has always believed in using evidence to inform content and evaluate progress, but evidence wasn't centralized and there was no way to seamlessly bring data together.

Databoom partnered with Visualst and MTV-SAF to create a user-friendly data management system to empower MTV-SAF's data-based decision-making. The final product enables MTV-SAF to think differently about engaging audiences, communicating evidence, and monitoring and evaluation.



#### SERVICES

- Design Thinking
- Data Visualization
- Consumer Insight
- Strategic Communications

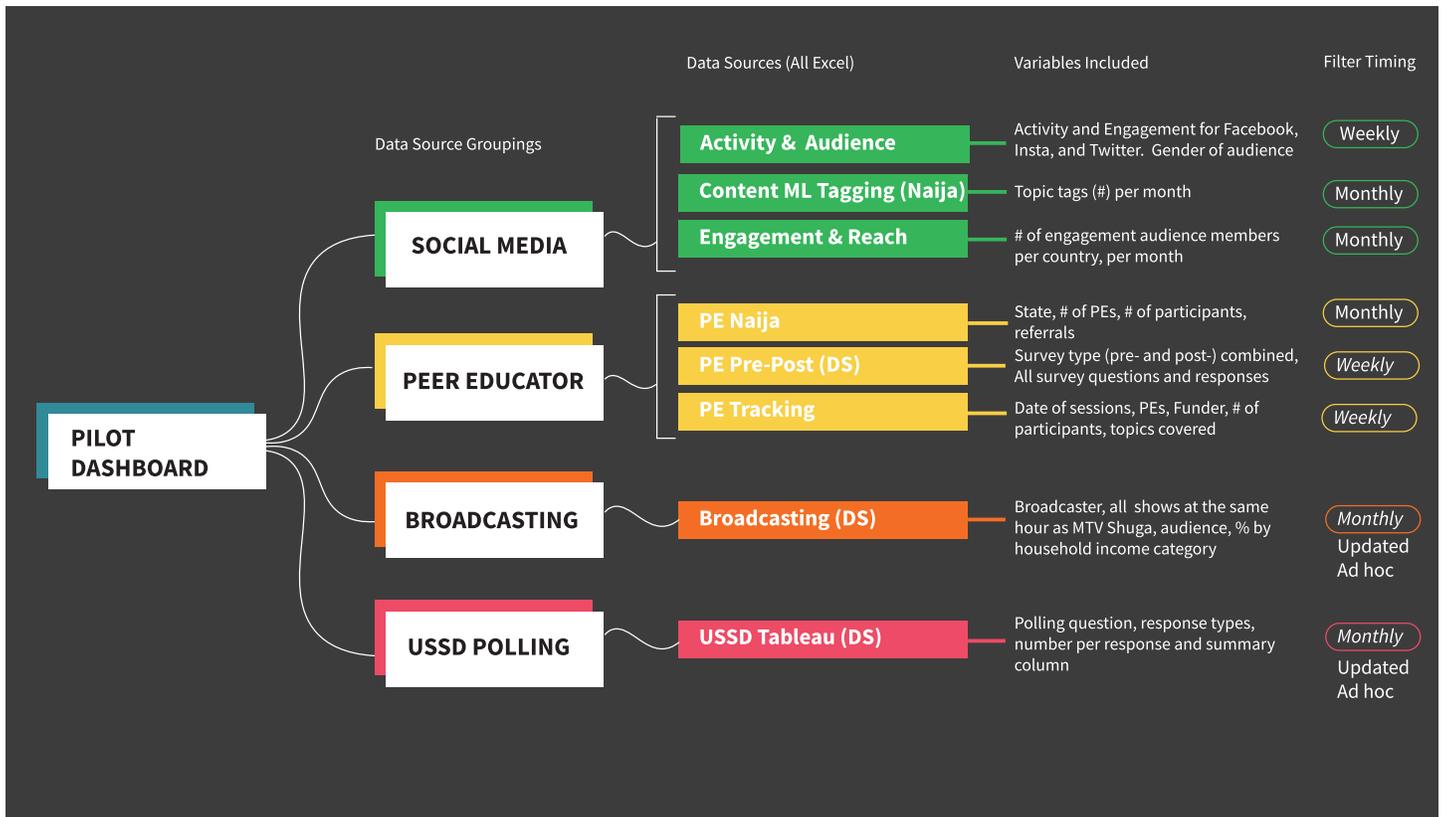
That's where

# We came in

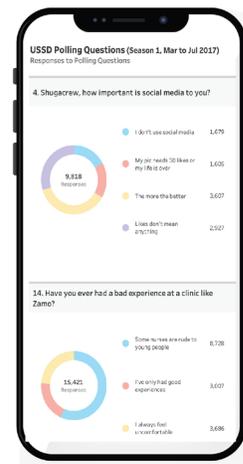
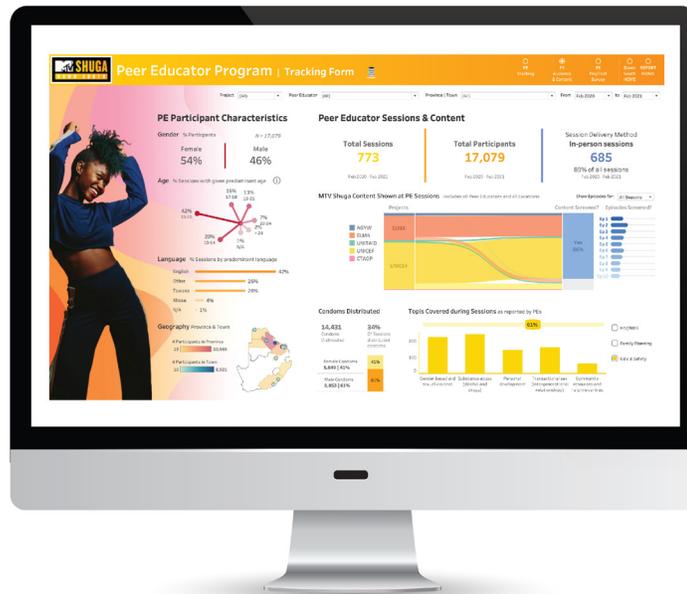
MTV-SAF needs evidence to inform campaign content, monitor audience reach and engagement, and evaluate changes in beliefs, attitudes, and behavior among target audiences.

MTV Shuga is MTV-SAF's key campaign. It is a multi-award-winning behavior change campaign that uses a soap opera format to address topics like family planning, STI prevention, HIV and AIDs, safe and legal abortions, and gender-based violence. MTV Shuga's messaging is disseminated through television and radio, social media, and peer education. Audiences can engage with content online, call hotlines, and respond to polling questions.

While MTV-SAF had a great deal of data, it was owned by different staff, housed in different places, inconsistently digitized, and not always comparable. This made it difficult to draw insights from evidence and use data to inform decision-making.



We worked with our partners to address these challenges by first investing in upfront thinking - advanced planning to identify MTV-SAF's requirements from their MEL system. We identified the specific problems MTV-SAF was trying to solve with data, outlined our role in the solution, and developed a framework to inform data flow before proceeding to building tools. Then, we created a data management system and digitized dashboards in Tableau based on their needs. We also increased staff capacity to understand and act on the data displayed in dashboards.



# Impact

Data visualization has made data more accessible (and less intimidating) for staff to use. Timely analytics allow MTV-SAF to monitor each country campaign, compare campaigns over time, and pivot programming as needed. At the country level, dashboards have improved current programming and enabled staff to identify where they would like to learn more about MTV Shuga and campaign performance. Country teams are also identifying how to best fill evidence gaps and improve working relationships with local partners, including broadcasters and peer educators, and external evaluation partners. Now MTV-SAF thinks differently about exposure and how audiences consume campaigns. They are also thinking bigger about data triangulation and the power of aligning formative research, monitoring, and evaluation efforts.

