



databoom®

Powerful insights  
to **shape the world**

[www.databoom.us](http://www.databoom.us)



# We're Databoom and we believe powerful insights can shape the world.

We tackle complex development issues through research insights and creativity.

We're a research and communication agency working to help our clients achieve their goals, with sound process and evidence.

We're a group of question designers, story listeners, data crunchers, fact believers, problem solvers, and trend spotters on a mission to get to the heart of why.



# Our process is our secret sauce

Experience, research, and creative thinking combine to guide our clients through a journey of discovery that delivers value at every step of the way.

This is how we do it.



## Listen and Discover

We understand where you want to go, what you want to do, the audience you want to influence, and what needs to be done.



## Uncover insights

We combine rigorous research with pragmatism to uncover genuine insight and big breakthroughs.



## Connect the dots

We link insights to the bigger picture and support clients as they move from breakthroughs to action. We identify the most practical solutions.



## Communicate and share

We communicate results with pride and polish. Your story should push boundaries and, most of all, accelerate impact.



### Strategy and Communications

## Bring a compelling story to life through data

- ▶ Evidence to influence funding, policy, and program design
- ▶ Research that raises the bar in best practice and supports internal strategy
- ▶ Technical communications and hard numbers for donors and policymakers
- ▶ Multi-media and creative storytelling



### Team and Leadership Engagement

## Work with others for change

- ▶ Group facilitation for arriving at critical decisions
- ▶ Common metrics to harmonize your work
- ▶ Compelling storytelling backed by data



### Resource Planning

## The right resources and team for your needs

- ▶ Measurement planning linked to strategy
- ▶ Recruitment and team building
- ▶ Translating results into practice



### Study Design

## Research that's fit for purpose

We combine rigorous methods with pragmatism to reach those important breakthroughs. Methods include:

**FORMATIVE RESEARCH** **CONSUMER INSIGHT** **IMPACT EVALUATION**

**HEALTH MARKET ANALYSIS** **STANDARD METRIC DEVELOPMENT**

# Our Work



# Capturing and Communicating a Legacy



Framework to amplify E2A's legacy

## The problem

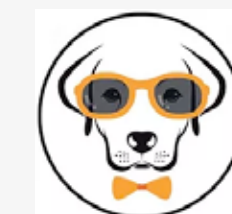
Evidence to Action for Strengthened Family Planning and Reproductive Health Services for Women and Girls (E2A) was USAID's global flagship project for strengthening quality family planning and reproductive health services. As it came to a close in 2019, project leadership needed a way to ensure the goals and key lessons would live on in the global family planning community.

## The solution

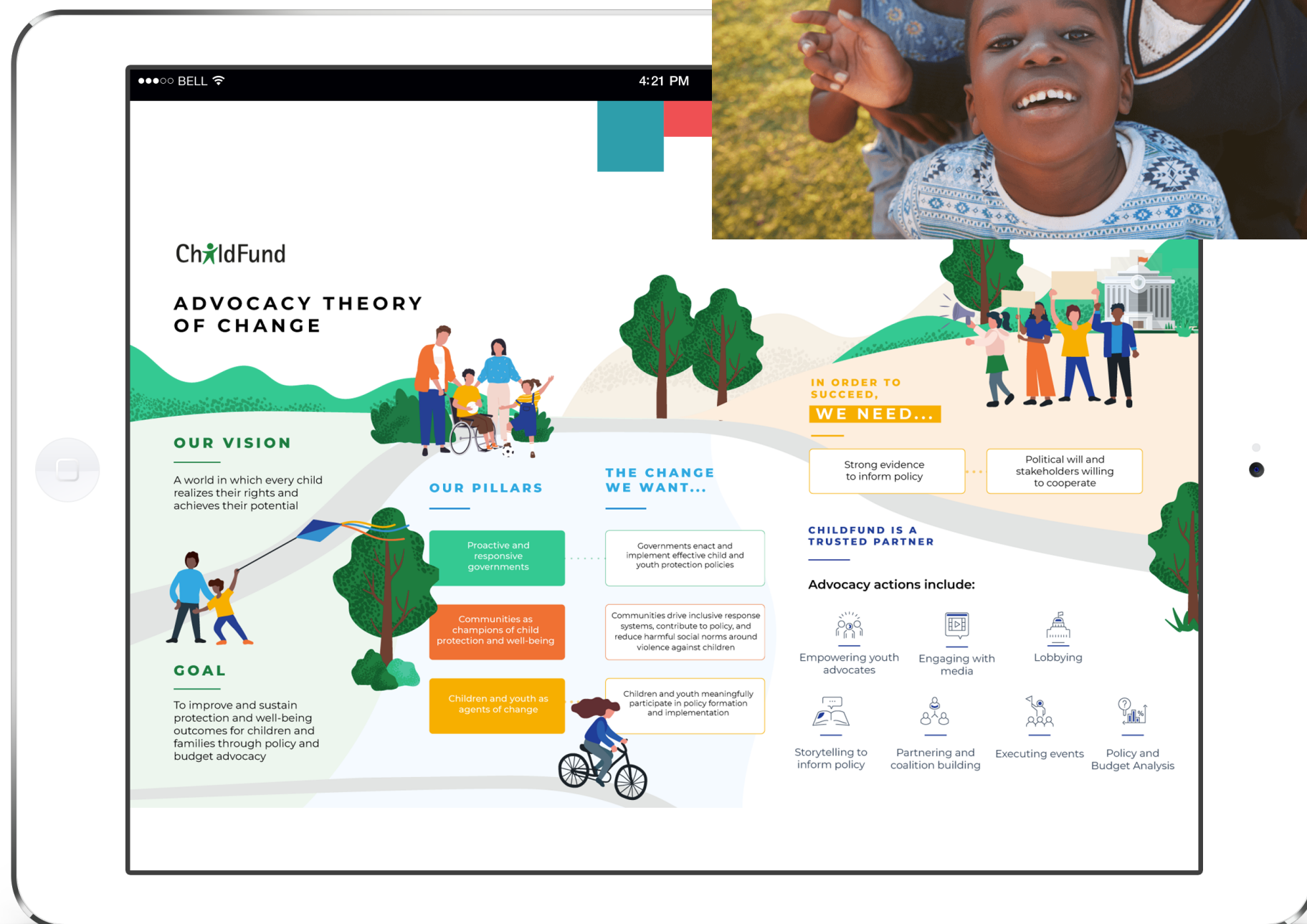
We partnered with Thinking Hound, a knowledge management agency, to synthesize seven years of complex work into four legacy themes and create a communication strategy to fortify the project's posterity. The strategy included key messages, gateways, audiences, actions, resources, and channels.

## Services used

Design Thinking | Qualitative Research and Analysis | Participatory Workshop | Strategic Communications | Team and Stakeholder Engagement



# Measuring the Road to 100M



## The problem

Since its founding in 1938, ChildFund has worked to improve the quality of life of vulnerable children in deprived and excluded communities around the world. As part of its new strategic plan, ChildFund aims to quadruple the organization’s annual reach from 25 million to 100 million (“100M”) children and families by broadening its donor base and scaling up direct program implementation, partnerships, advocacy, and communications. ChildFund needed a robust, feasible, and compelling way to measure its road to 100M.

## The solution

In 2021, Databoom worked with ChildFund leadership to create a measurement framework aligned with the organization’s new strategy. Together, we developed a measurement approach, identified gaps in measurement, and recommended how to strengthen the organization’s monitoring and evaluation (M&E) systems to capture reach and impact. With the measurement framework complete, ChildFund realized how much it would need to broaden its work beyond direct program implementation to meet its strategic goals. In 2022, Databoom worked with ChildFund to develop and pilot a set of methods that would capture the contribution of ChildFund’s advocacy efforts to reach the organization’s 100M target.

## Services used

Strategy Development | Measurement & Resource Planning | Tool Development  
Capacity Building

# Using Digital Dashboards to Strengthen a Media Movement

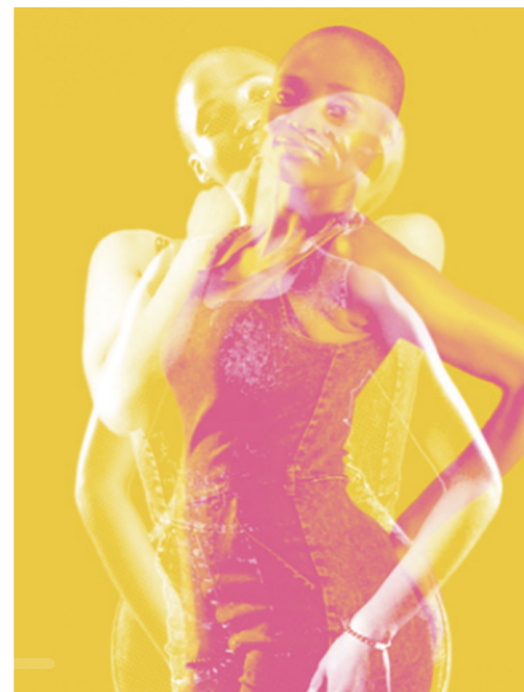


That's where

We came in

Databoom teamed up with partners Visualst and MTV-SAF to create a user-friendly data management system to empower MTV-SAF's data-based decision-making.

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.



## The problem

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 bring data together seamlessly.

## The solution

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 used

Design Thinking | Data Visualization | Consumer Insight | Strategic Communications





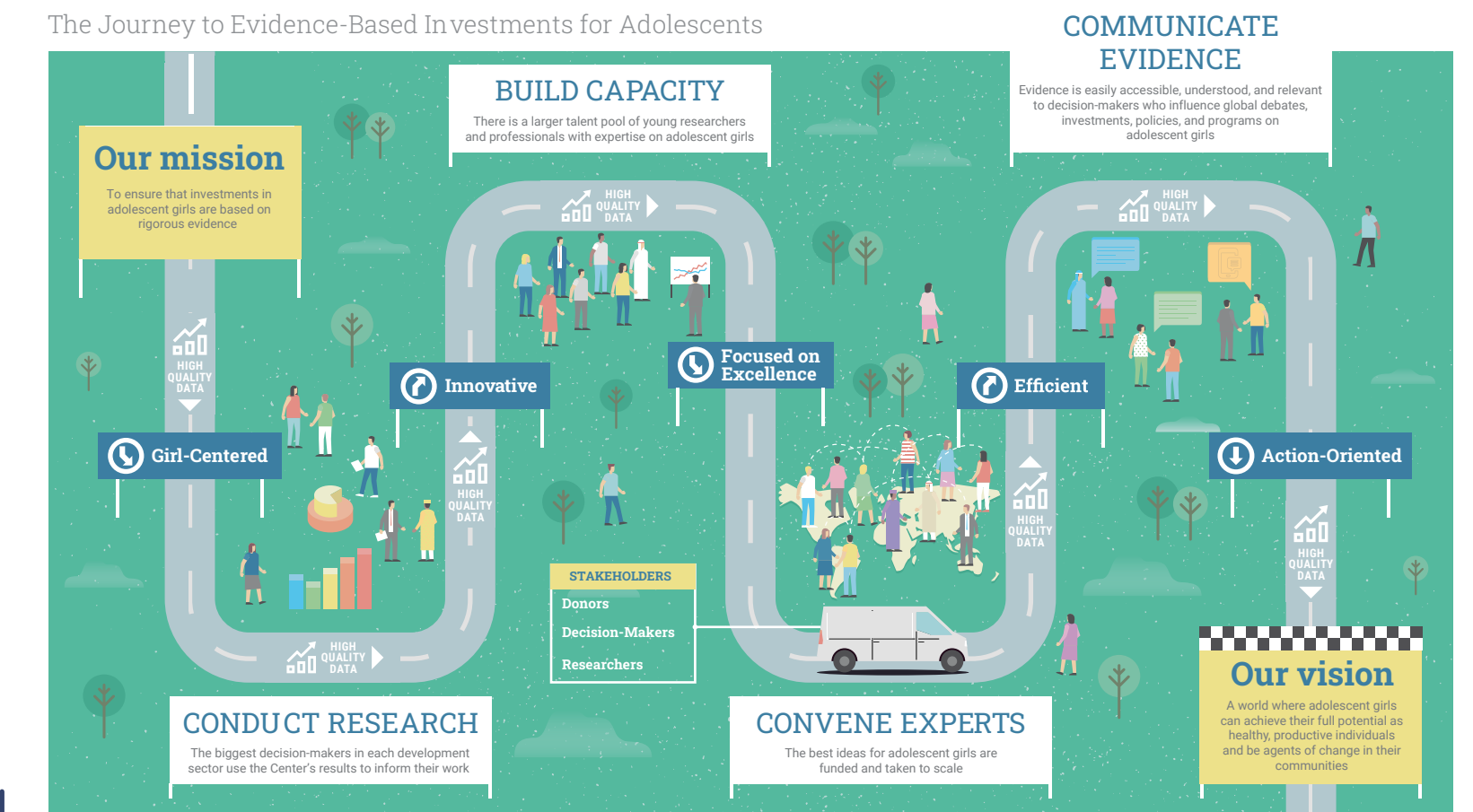
## Automated Dashboards for Routine Decision-Making

Engaging views that bring results to life and make data more accessible to users for decision-making.



## Tactical Communications

Engaging visuals, reports, and presentations that bring data to life and make important information accessible to internal and external audiences.



## Trainings

In-person and online trainings to link measurement to strategy, co-create solutions, and build capacity for evidence informed decision-making.

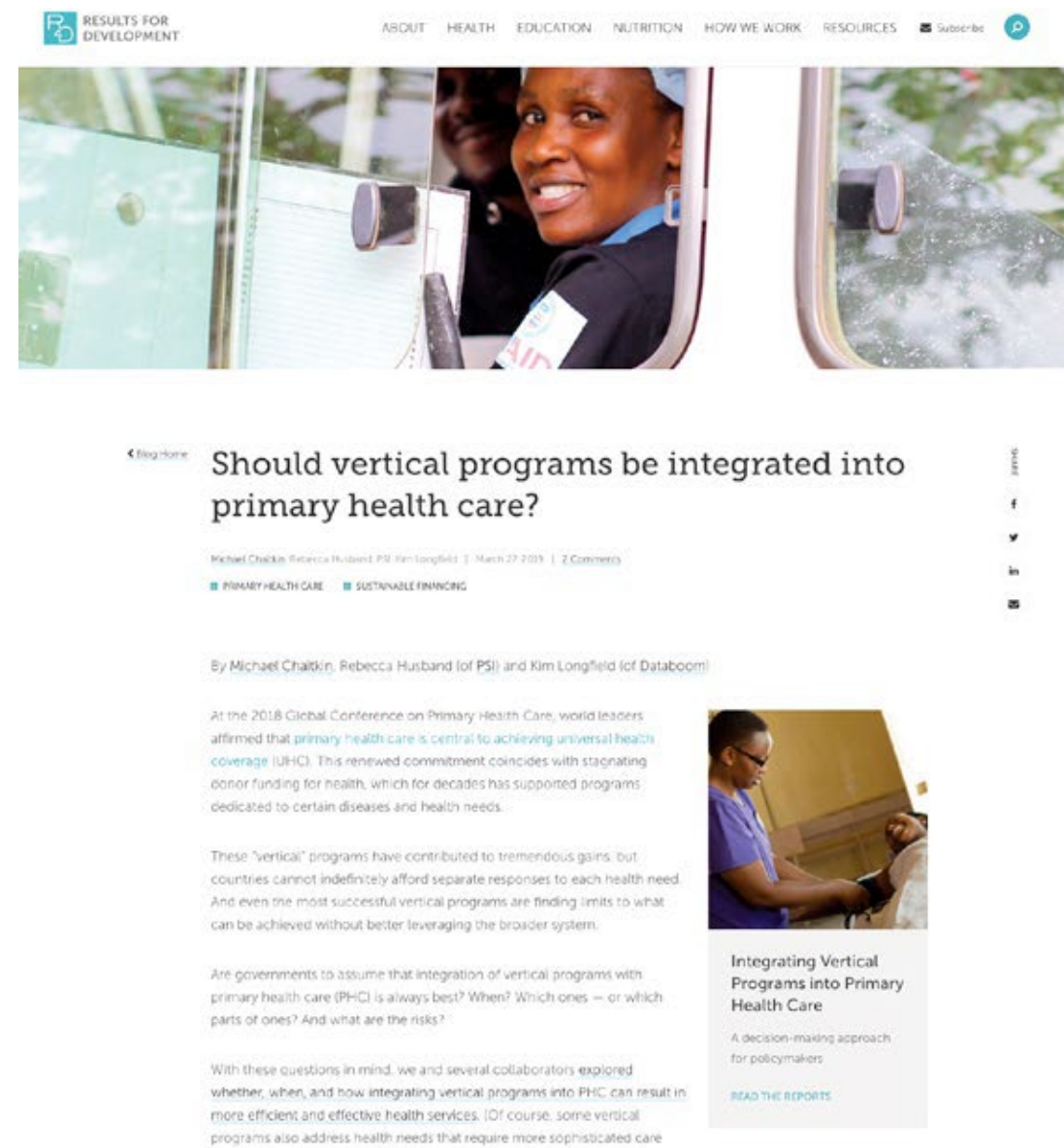


## Measurement Frameworks

A way of structuring measures and indicators around the strategy of an organization, which includes theories of change, logic models, and logframes.



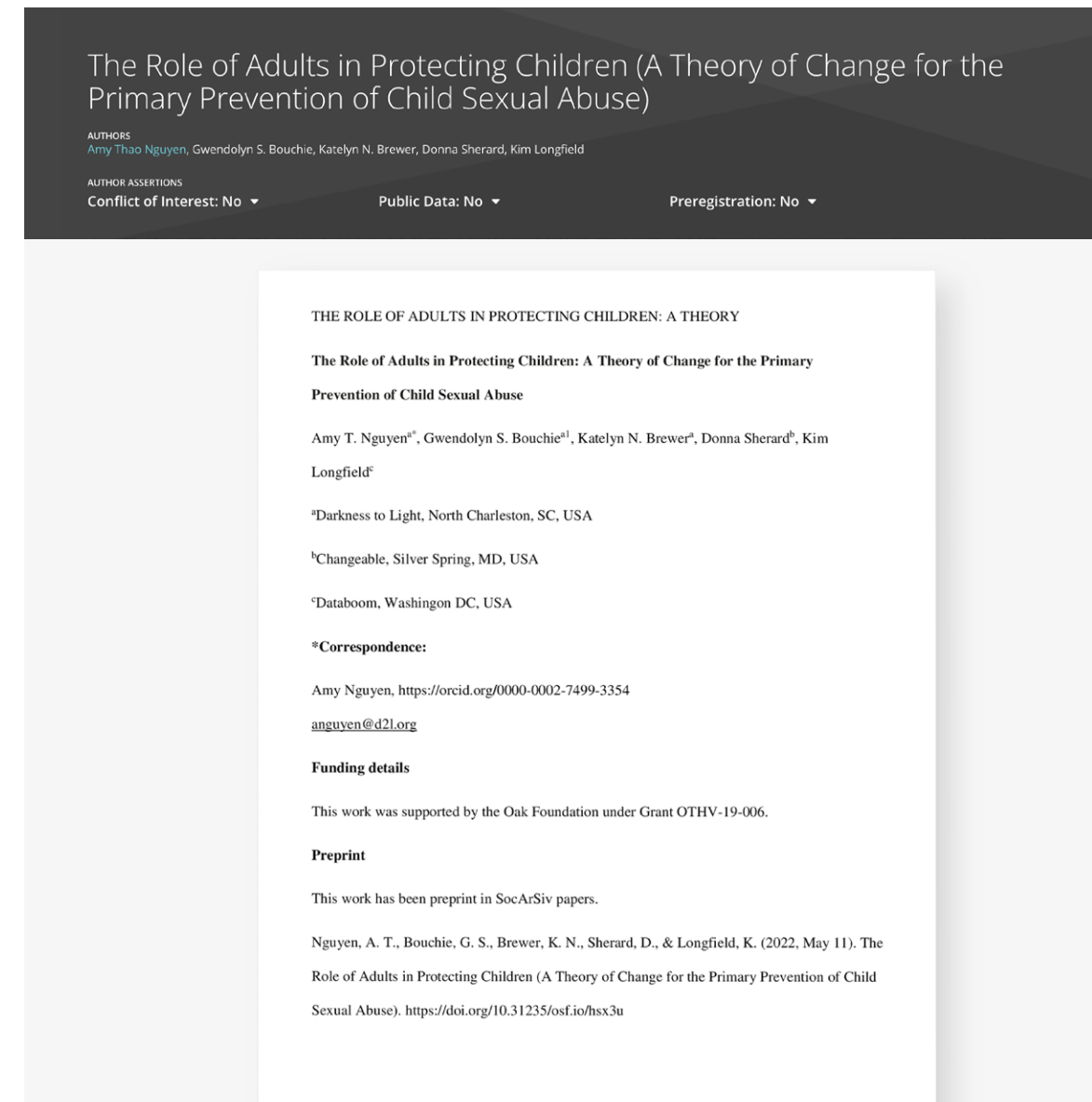
# Peer-reviewed publications & commentary



## Should Vertical Programs Be Integrated Into Primary Health Care?

Published on R4D.org -  
March 27, 2019

<https://r4d.org/blog/should-vertical-programs-be-integrated-into-primary-health-care/>



## The Role of Adults in Protecting Children: A Theory of Change for the Primary Prevention of Child Sexual Abuse

Published: June, 2022

Nguyen, A.T., G.S. Bouchie, K.N. Brewer,  
D. Sherard, K. Longfield.

<https://osf.io/preprints/socarxiv/hsx3u/>



## Barriers and Enablers Influencing Women's Adoption and Continuation of Vaginally Inserted Contraceptive Methods: A Literature Review

Published: August 3, 2022

Harris, D.M., A. Dam, K. Morrison, C. Mann, A.  
Jackson, S. Bledsoe, A. Rowan, K. Longfield.  
Studies in Family Planning, August 3, 2022.

<https://doi.org/10.1111/sifp.12209>

# Upfront Thinking

Everything starts with strategy. Our Upfront Thinking process starts by asking three key questions:

- 1 What's the problem you're trying to solve?
- 2 What's your role in the solution?
- 3 How will you know when you're making progress?

## 1 THEORY OF CHANGE



### Identify the big problem and potential solutions to solve it

A ToC shows how a desired change is expected, with all of the possible pathways leading to change, and why you think they lead to change. When planning an intervention, theory can guide decisions about design and set up hypotheses to test over time.

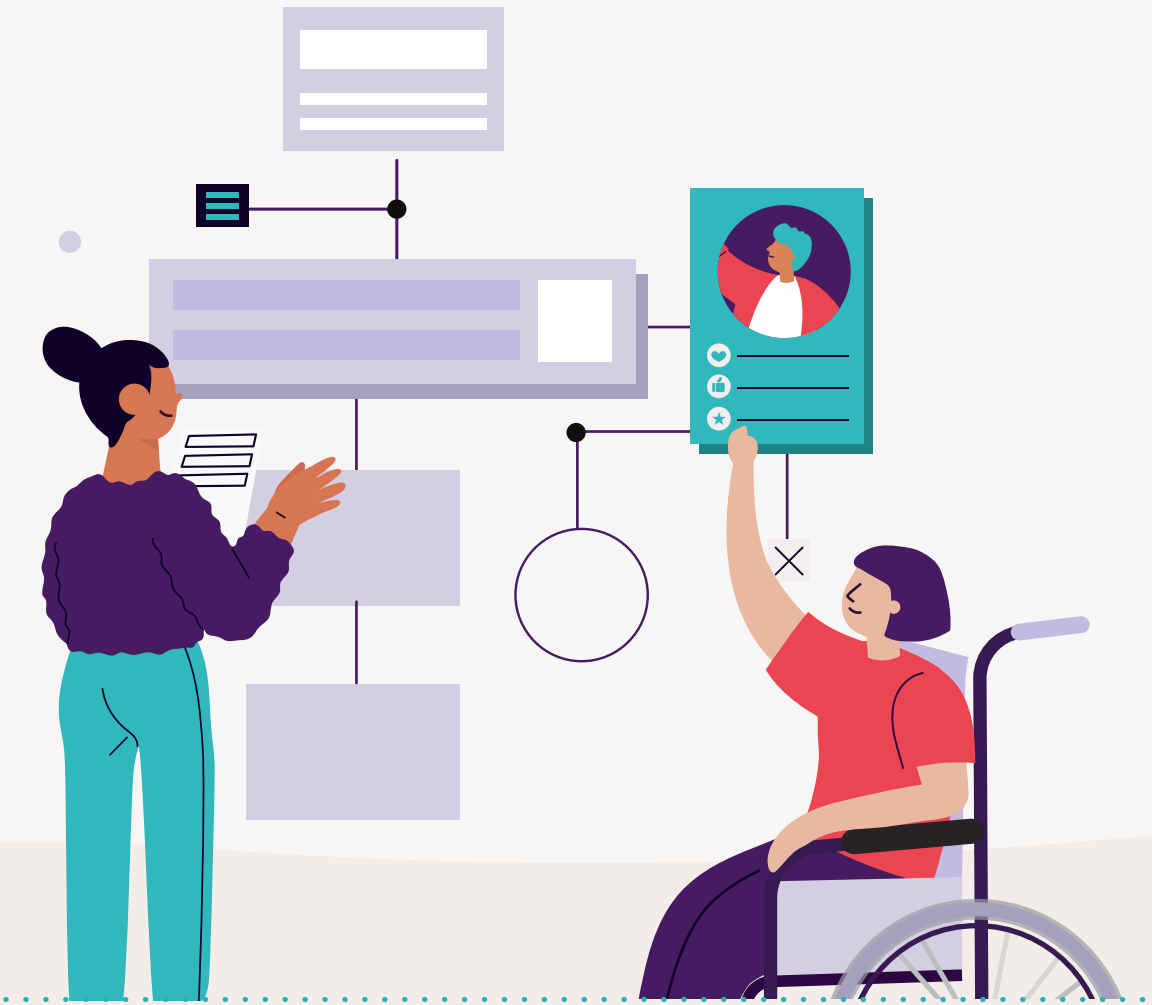
For more information on Upfront Thinking visit:  
<https://www.databoom.us/2021/05/18/the-power-of-upfront-thinking/>

## 2

## LOGIC MODEL

### Identify your role in the solution and what you'll do

A Logic Model zooms in on the specific pathway that your program will tackle. A logic model portrays a neat, orderly structure for a particular pathway of change, which makes it easier to monitor program implementation.



## 3

## LOGFRAME

### Identify what you'll measure with the resources you have and how you'll monitor and evaluate success.

A Results Framework provides an overview of a project's goal, activities, anticipated results, and assumptions. It specifies the components of a project and its activities and how they relate to one another. It also identifies the measures by which the project's anticipated results will be monitored.



# Thrive Fellowship

We believe that women from under-represented groups have power, and this power can be leveraged and grown.

To improve global health systems and practices, it will take a network of diverse and emerging women leaders who can change the world. They'll need stronger connections, genuine mentorship, coaching, hard skills, and applied experience.

We've created **The Thrive Fellowship** to support emerging leaders with a strong professional foundation, so they can shape the global health sector.

Learn more at: [www.thrivefellowship.us](http://www.thrivefellowship.us)



## Clients

We keep good company

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# A growing global network of delivery partners

We work with carefully-chosen partner organizations who share our passion for creating powerful insights to shape the world.

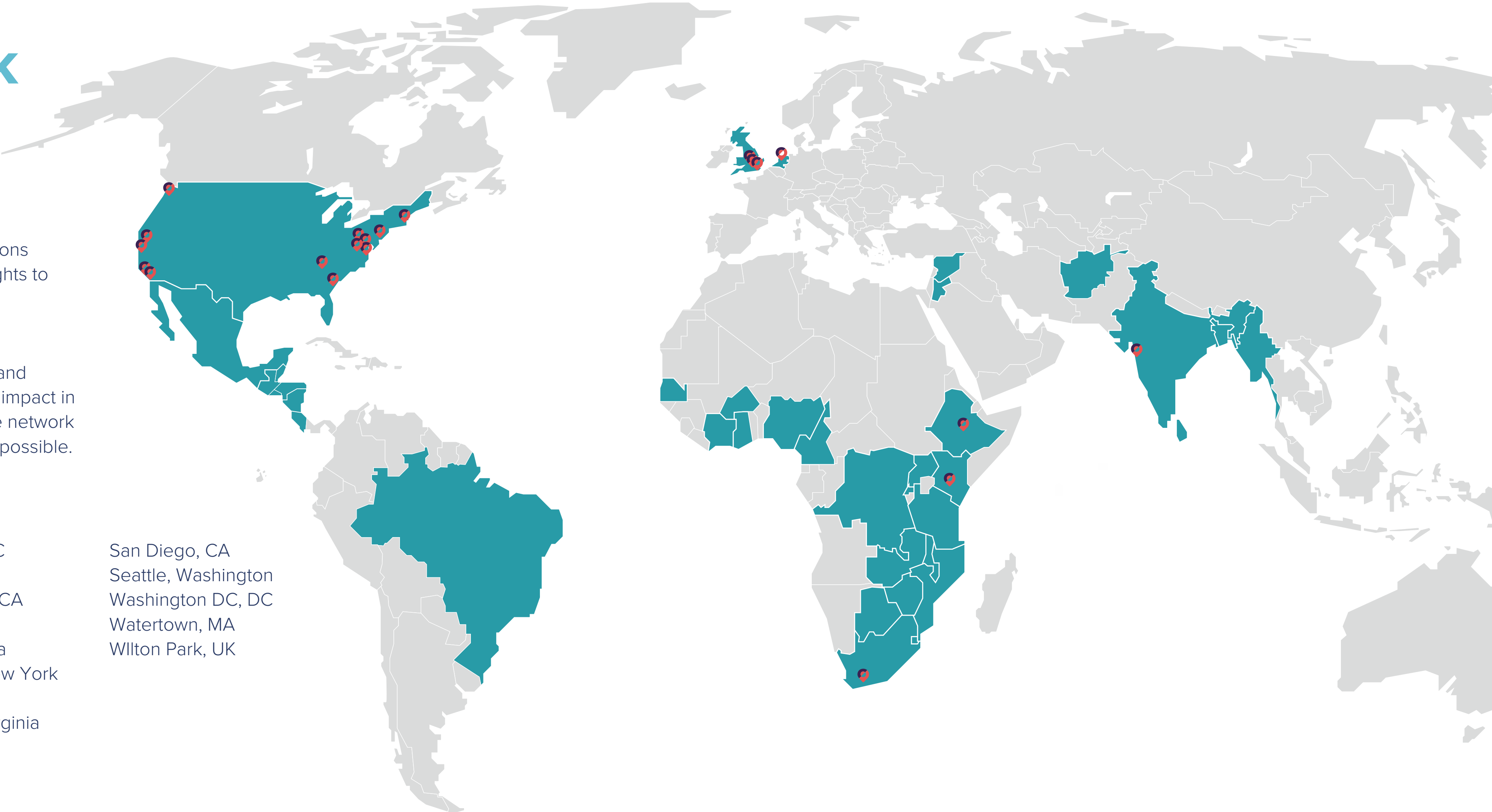
Fundamentally, we believe that investing in local communities, leaders, entrepreneurs, nonprofits and governments is the best way to create long-term impact in the countries we work. We're grateful to our wide network of dedicated global partners that make our work possible.

### Partners' HQ

- Addis Ababa, Ethiopia
- Amsterdam, The Netherlands
- Arlington, Virginia
- Baltimore, MD
- Berkeley, CA
- Brighton, UK
- Cape Town, South Africa
- Charleston, SC
- Columbus, NC
- London, UK
- Los Angeles, CA
- Mumbai, India
- Nairobi, Kenya
- New York, New York
- Oakland, CA
- Richmond, Virginia

### Locations for Databoom's work

- Belize
- Botswana
- Brazil
- Burkina Faso
- Burma
- Costa Rica
- Côte d'Ivoire
- DRC
- El Salvador
- Ethiopia
- Ghana
- Guatemala
- Honduras
- India
- Jordan
- Kenya
- Malawi
- Mexico
- Mozambique
- Nicaragua
- Nigeria
- Rwanda
- Senegal
- South Africa
- Sri Lanka
- Swaziland
- Syria
- Tanzania
- The Netherlands
- Uganda
- United Kingdom
- United States
- Zimbabwe



- Locations for Databoom's work
- Partner Headquarters

# What they say about us

“

Working with Databoom is invaluable. The collaboration ignites my enthusiasm, and I'm always left feeling satisfied.

ChildFund

*- Saranga Jayarathne, Country Office Advisor for Advocacy at ChildFund International*

“

Having Databoom by our side to operationalize our MEL Framework has brought us unmatched clarity. Databoom pushed our team to think about, and question our decisions which was very needed.



*-Nandika Kumari, Associate Director at Dasra*

“

Databoom can easily switch between thought leadership and practical advice for clients on how to use evidence for decision-making. They push us to approach problems from new angles and fresh perspectives, while adhering to best practices in the field.



Mann Global Health

*- Nora Miller, Director of Operations at Mann Global Health*

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[researchgate.net/profile/Kim\\_Longfield](https://researchgate.net/profile/Kim_Longfield)

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