



**databoom<sup>®</sup>**

**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.**

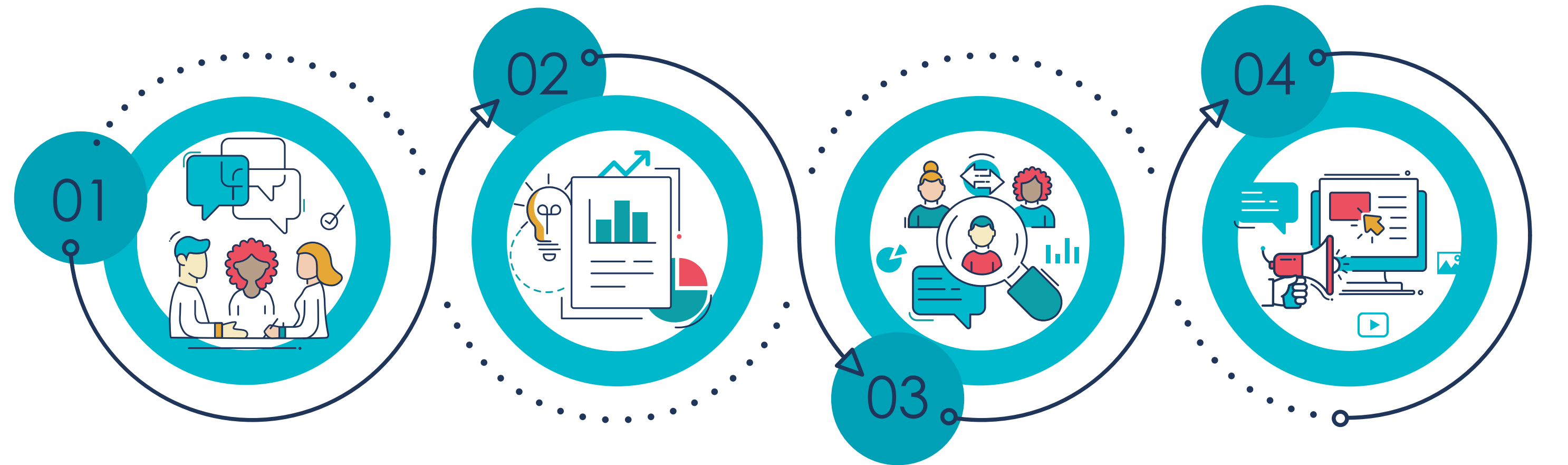
**We're a research and communication agency working to help our clients achieve their goals, with sound process and evidence.**

**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

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



## Listen and Discover

We start by listening to our clients to understand where you want to go and what you want to do

## Uncover Insights

We combine rigorous research and pragmatism to uncover insight that will distinguish your work

## Connect the Dots

We link insights to the bigger picture and support you as you move from breakthroughs to action

## Communicate and Share

We support you to tell your story, push development boundaries, and 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



# databoom

Measuring the Road to 100M



ChildFund<sup>®</sup>  
International

## 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

# databoom

## Boiling Down a Foundation's Safe Water Strategy

Communication tools and plans to help the Conrad N. Hilton Foundation capture and share its grantmaking approach



Tirumar Menber at her community water point in Dera District, Ethiopia.



### The problem

The Hilton Foundation wanted to capture its Safe Water Initiative's grantmaking approach and set up a process by which learning could be shared over time and incorporated into a larger communications and advocacy strategy. "A lot has happened in the last two years," explained the program's director. "Peer donors want to understand our story and get involved. They could leverage our efforts to maximize success."

### The solution

The Conrad N. Hilton Foundation hired Databoom to capture its Safe Water Initiative's grantmaking approach and set up a process by which learning could be shared over time and incorporated into a larger communications and advocacy strategy. Databoom used design thinking to focus on the information that peer donors would value most. We combined rigorous qualitative and quantitative analysis with thoughtful design to produce three country profiles that are evidence-based, accurate, and honest. We also introduced a planning tool to maximize stakeholder engagement.

### Services used

Storytelling | Strategic Measurement | Stakeholder Engagement



# databoom

## Optimizing Dashboards for Tech Decision-Makers

An action plan to address data integrity and the user experience



### The problem

Following a period of rapid growth, Tiko wanted to optimize its dashboards to ensure they were of the highest integrity and delivering on their brand promise to clients to make data and technology central to their operating model. “Dashboards are becoming a part of our strategy,” noted Pedro Pires, a Data Architect at Tiko. “We want to become a thought leader in this space.”

### The solution

Databoom used mixed research methods to evaluate the dashboard development process, data integrity, data visualizations, and user experience. We identified the root cause for each issue, brainstormed and shared practical solutions, and developed resources to help Tiko optimize its data for decision making. We also worked in partnership with the organization to understand its strategic priorities and to identify the most appropriate solutions to support their evolving business needs.

### Services used

Measurement & Resource Planning | Tool Development | Capacity Building





## 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.



## Program and Advocacy Evaluation

Intuitive tools, like measurement frameworks, to support clients evaluate their programmatic and advocacy efforts.



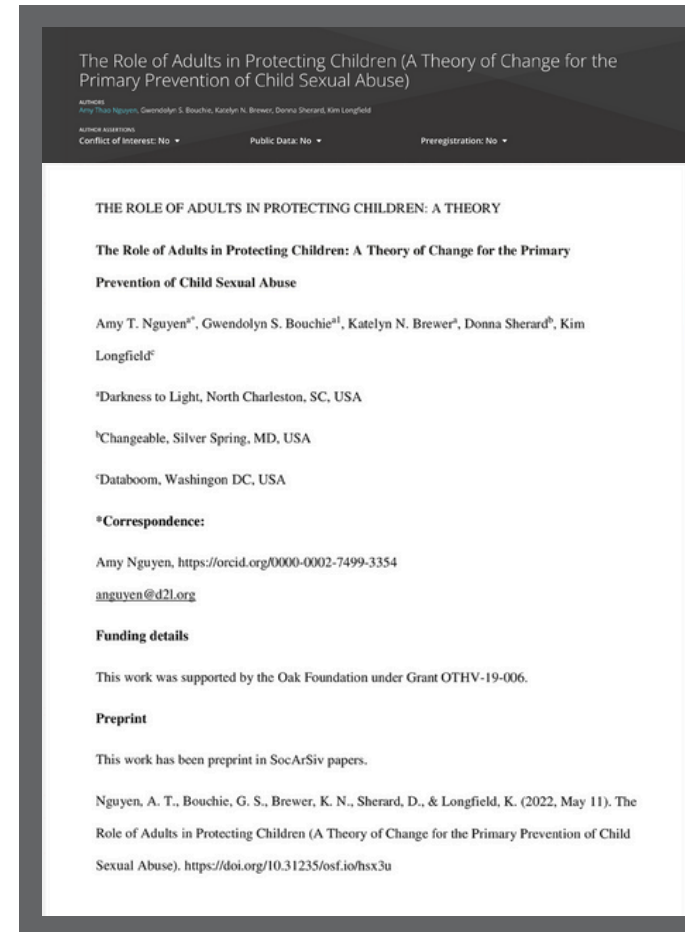
# Peer-reviewed publications & commentary



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

Published: August 3, 2022

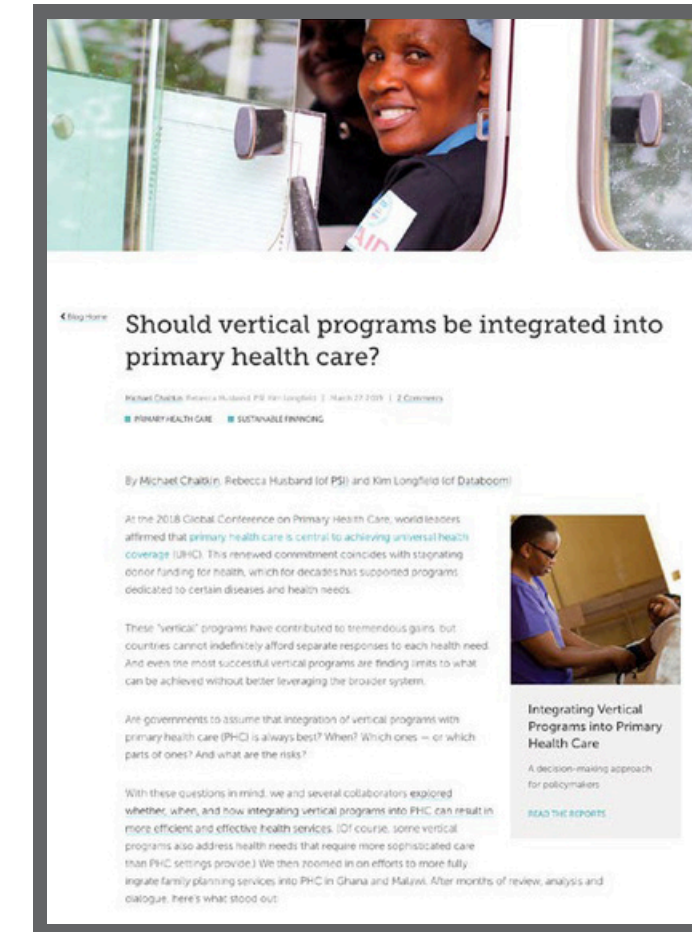
Harris, D.M., A. Dam, K. Morrison, C. Mann, A. Jackson, S. Bledsoe, A. Rowan, K. Longfield. Studies in Family Planning, August 3, 2022. <https://doi.org/10.1111/sifp.12209>



## 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/>



## 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/>

# 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:

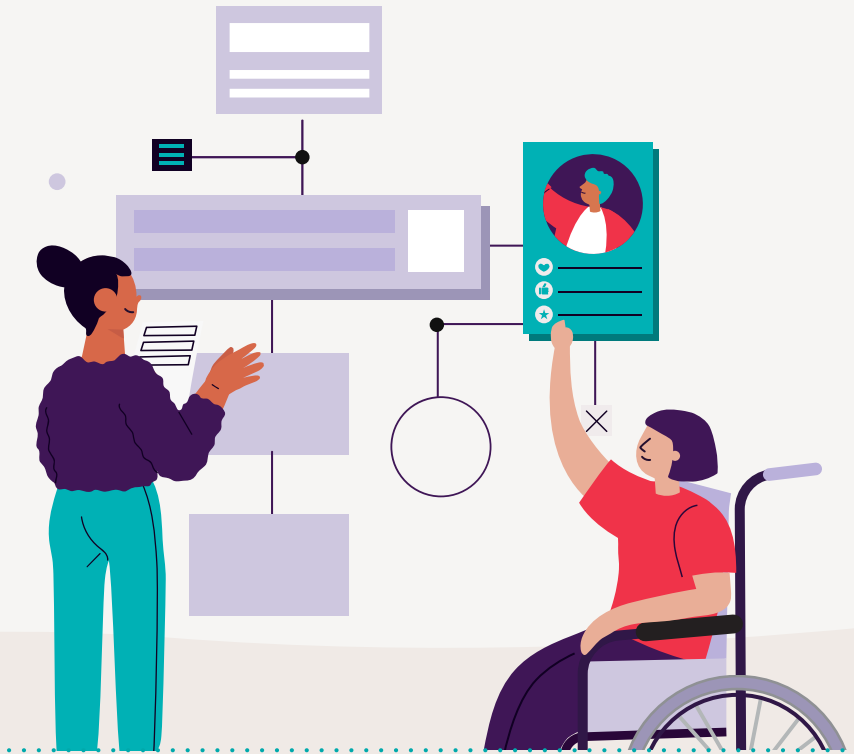
<https://datboom.us/upfront-thinking/>

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.



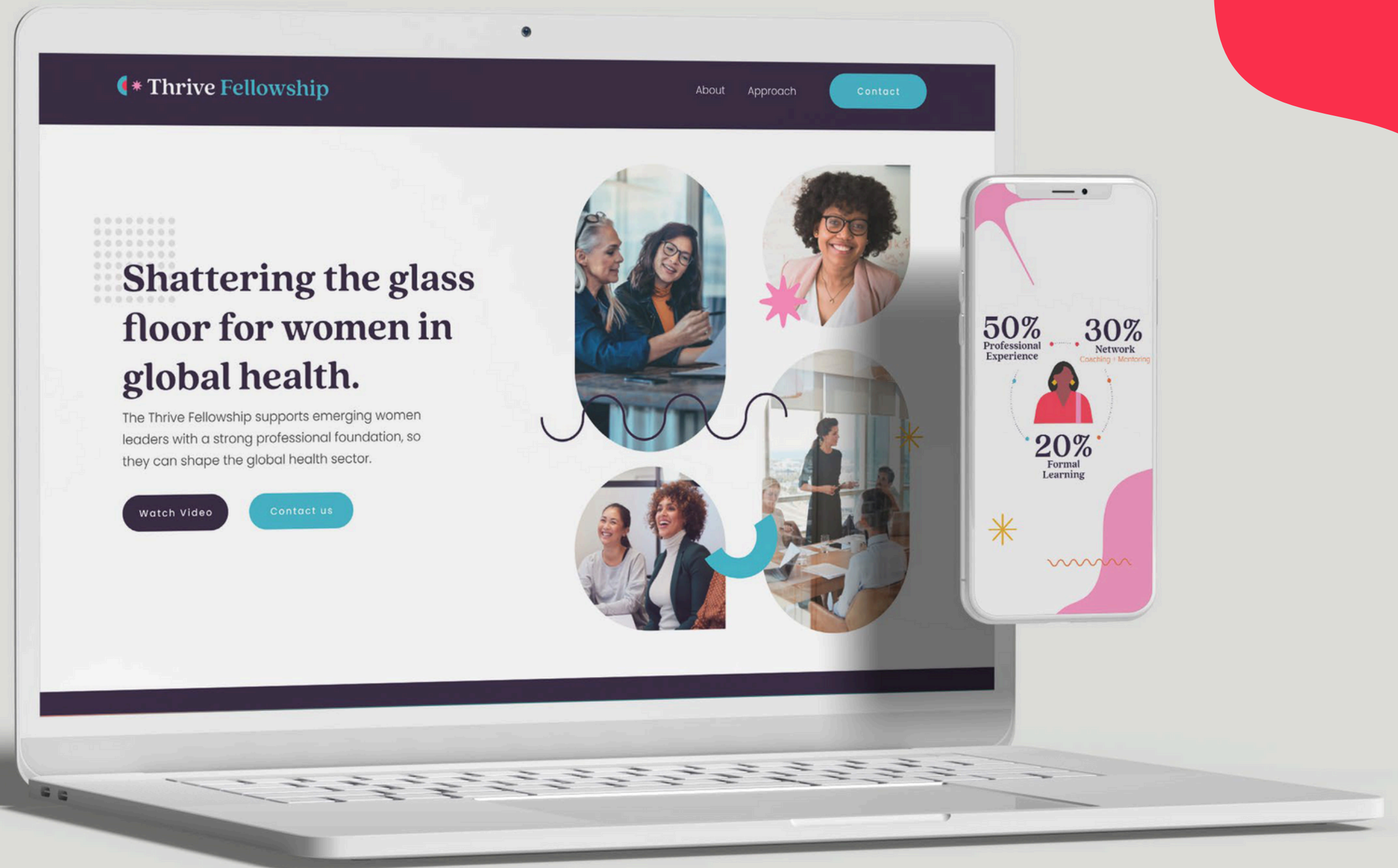
## Thrive Fellowship

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)



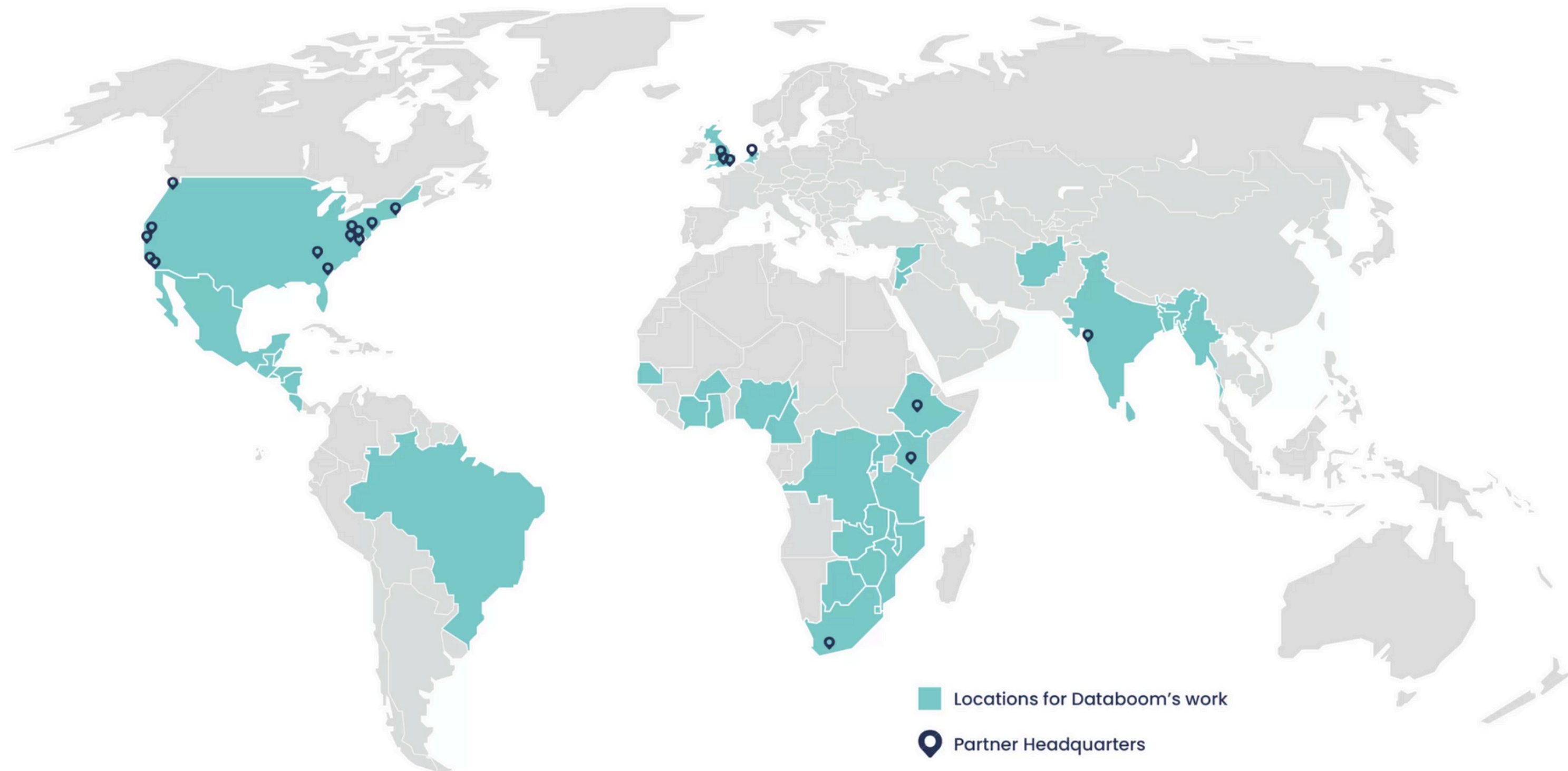
# We keep good company

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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.



# What they say about us

“

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



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

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Our experience with Databoom was one of the most professional assignments and consultancies that we've ever had. The team really brought their knowledge and expertise, and developed an internal passion for the work that we are doing. It has been amazing to see the deliverables come together.



*Joshua Mwangi, Chief Operating Officer at ASLM*

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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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## OUR OFFICE

700 Pennsylvania Avenue SE, Suite 2064  
Washington DC 20003  
United States

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