

July 2026



**Understanding the Story Your Youth Relationship
Education Data is Trying to Tell You**

Presenters:

**Dr. Kim Gregson, Dr. Stacey M. Kesten, and
Dr. Erin Cooper**
Collaborators Consulting Group

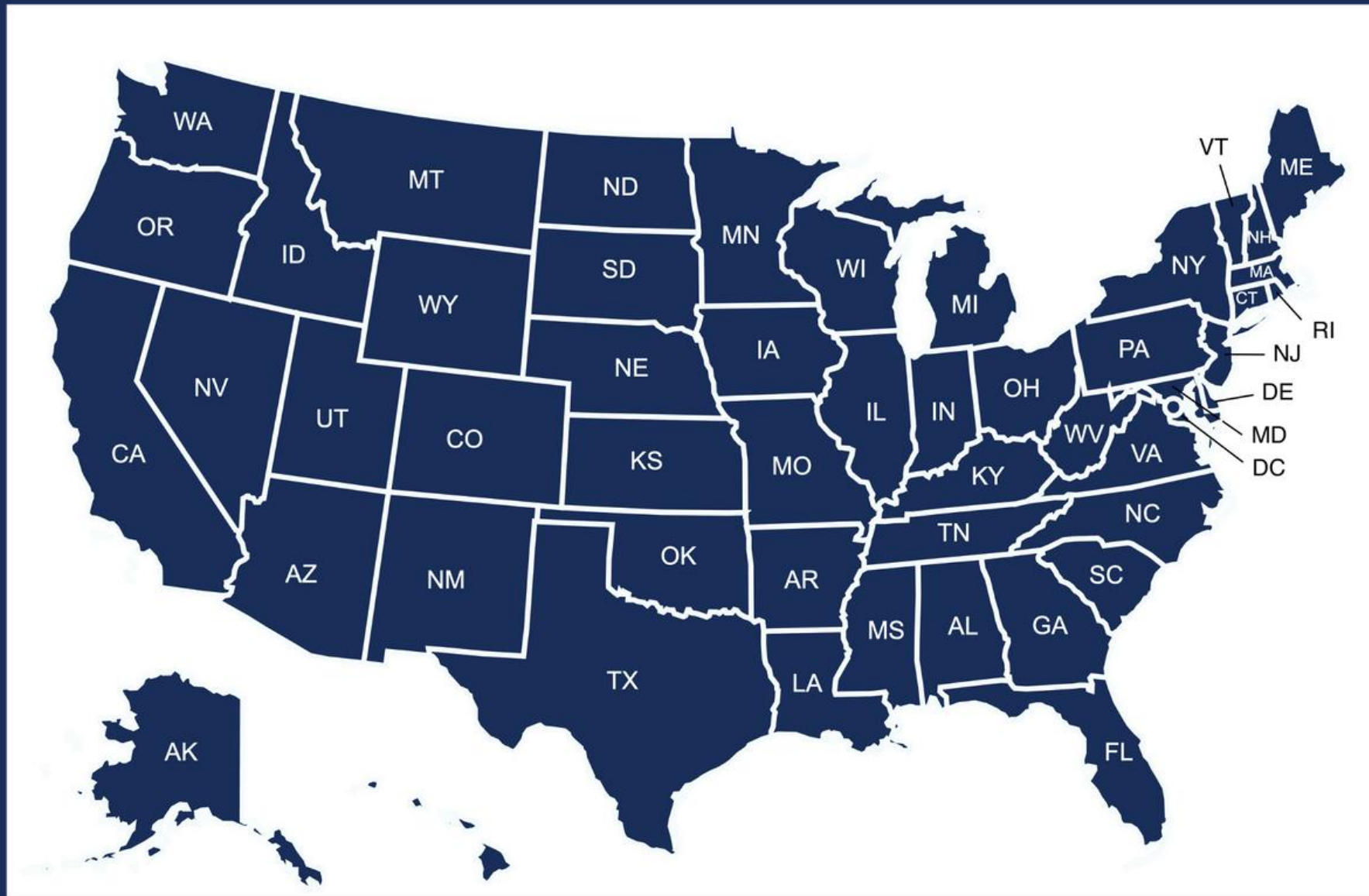
Webinar Resources

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2. We will be putting **“handouts”** in the chat located in the control panel.
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Charlie and Helen Dibble



2023-2024 Clients
served approximately 116,978 youth



The Dibble Institute
is a national,
independent non-
profit organization.

Our Mission

Empowering youth and young adults with skills to build and sustain healthy interpersonal and romantic relationships.



We believe in **research**.



We believe in **stable, safe, and nurturing** families.



We believe that **relationship education** is for **everyone**.



Understanding the
Story Your

YRE Data

Is Trying to Tell You

How Youth-Serving Programs Can Use Evaluation to:

Strengthen Implementation

Tell a Clearer Impact Story

Prepare for Future Funding



**Collaborators
Consulting Group**

Which aspect of evaluation feels most challenging for your organization right now?

YOU SAID...

n = 97



We Heard You.

Here's what you told us you hope to learn today...

““

How to improve programming using effective evaluation

““

What data to collect

““

How to better capture and share our impact

““

How to better understand data to strengthen implementation and delivery of our curriculum

““

How to effectively ask questions to collect data that will be impactful for our storytelling

You're Juggling
So Much!



Today's Objectives

Build the habits of a data-driven IMPACT organization

TOOL: 4 IMPACT Habits

Craft meaningful evaluation questions

TOOL: LEARN Guidelines

Turn data into stories that drive action

TOOL: What, So What, Now What Framework

Meet Your Presenters



Kim Gregson, PhD, LMFT

Senior Evaluator



Stacey M. Kesten, PhD

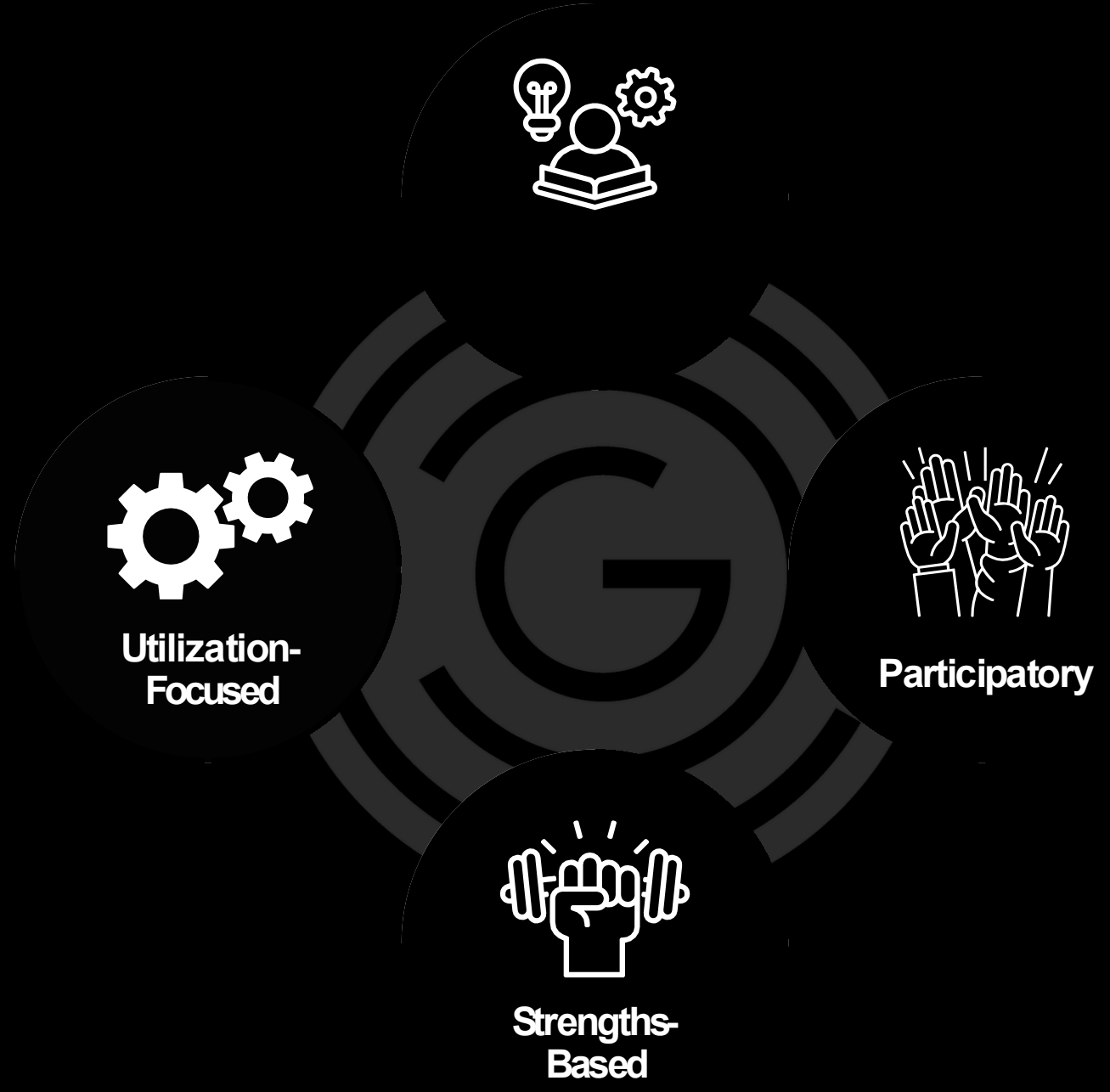
Co-Founder & Principal Consultant

Our Approach



**Collaborators
Consulting Group**

Strategic Learning for Transformative Change



We believe evaluation should strengthen learning, programs, and impact...not simply satisfy requirements.

IMPACT Organizations

I Investigate with curiosity

M Measure intentionally

P Paint their story with evidence

A Act on what they learn

C Create lasting impact

T Thrive together

IMPACT organizations grow the same way healthy relationships do!

Healthy Relationships

Ask meaningful questions

Listen carefully

Reflect together

Communicate honestly

Make repairs

Grow together

IMPACT Organizations

Ask useful questions about your program

Listen to youth, staff & community voices

Reflect on evidence together

Tell your story with data

Make improvements

Grow with each cohort

Four Habits of IMPACT Organizations

1



Begin with Curiosity

2



Be Intentional about Evidence

3



Tell a Compelling Story

4

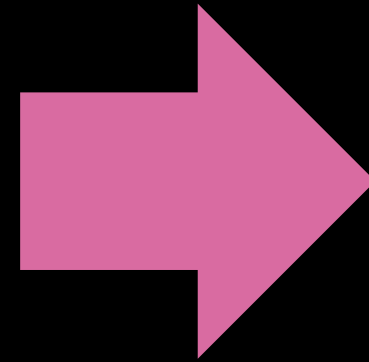


Turn Learning into Action



Habit 1: Begin with Curiosity

1. Begin with Curiosity



Most organizations start here...

What data do we have?

IMPACT organizations start here...

*What do we most want to **LEARN** before
we look at the data?*



Habit 1: Begin with Curiosity

Your Questions

“

Are we making a difference?

How meaningful is the program to students when it isn't voluntary to take?

Are young people actually applying the skills they learn in our program in their everyday relationships after the program ends?

What impact does our programming have on creating safer relationships?

Whether what we're teaching is making a positive difference in students' lives.

”



Habit 1: Begin with Curiosity

Guidelines for Strong Evaluation Questions

L

Linked to your
logic model



E

Easy to understand



A

Actionable



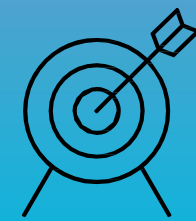
R

Realistic



N

Narrow



YOUR Evaluation Question:

To what extent are young people actually applying the skills they learn in our program in their everyday relationships after the program ends?

What, So What, Now What?

Habit 2:
Be Intentional about
Evidence



WHAT?

Habit 3:
Tell a Compelling Story

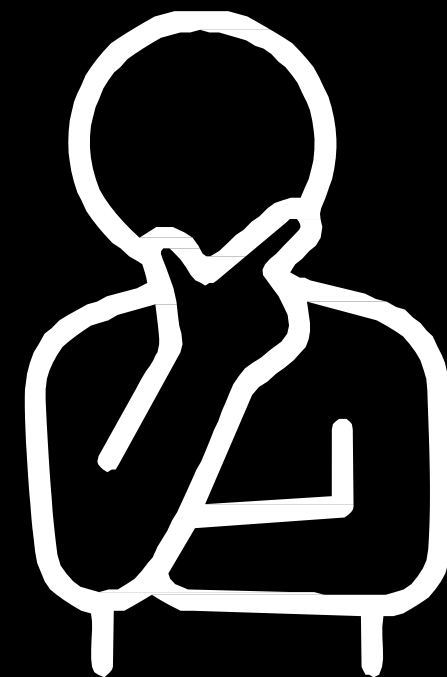


SO WHAT?

Habit 4:
Turn Learnings into
Action



NOW WHAT?

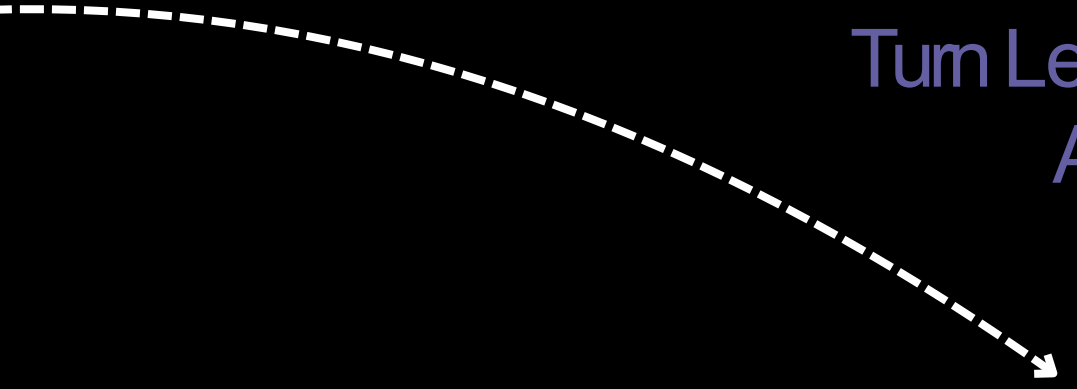
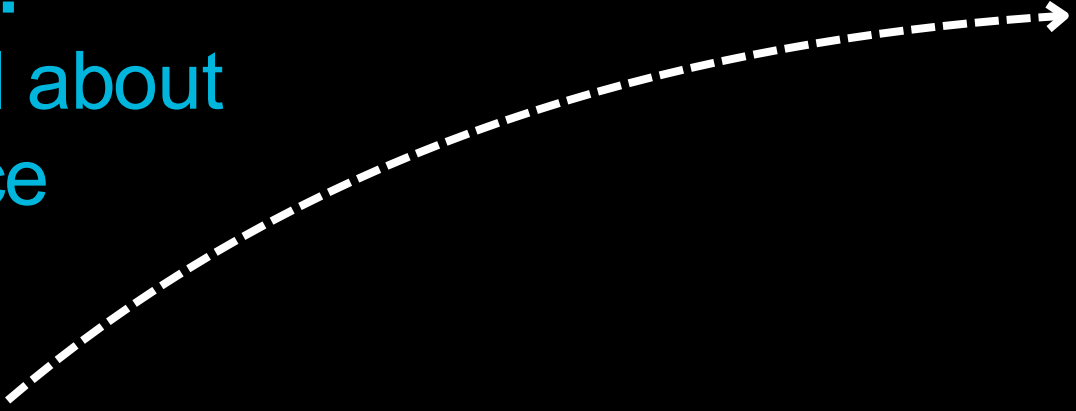
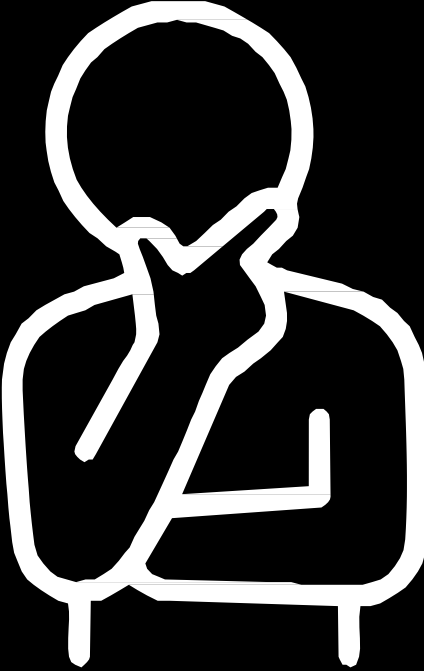


Habit 2

Habit 3:
Tell a Compelling Story

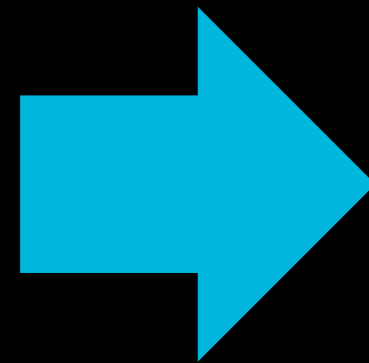
Habit 4:
Turn Learnings into Action

Habit 2:
Be Intentional about Evidence





2. Be Intentional about Evidence



Most organizations think...

We need more data.

IMPACT organizations ask...

*What evidence **BESTANSWERS** our
evaluation question?*



Gather Data That Fits Your Question

Pre-Post
Average
Change

Percentage
Agree

Participation
Counts

Attendance
Trends over
Time

Interview
Themes

Field Notes

Videoed/
recorded
stories

Quotes

Facilitator
Observations

Photos



YRE Example

YOUR Evaluation Question:

To what extent are young people actually applying the skills they learn in our program in their everyday relationships after the program ends?

INTENTIONAL Evidence

(fictitious!)



76% of participants reported using at least one relationship skill in a real-life situation during the past month.



Participants reported using healthy relationship skills significantly more often at the 3-month follow-up than before the program.



“When my boyfriend and I started arguing, I used the Time-Out strategy instead of texting something I'd regret. We ended up talking it through later using the Speaker-Listener Technique.”

Habit 3

Habit 3:
Tell a Compelling Story



SO WHAT?

Habit 4:
Turn Learnings into Action

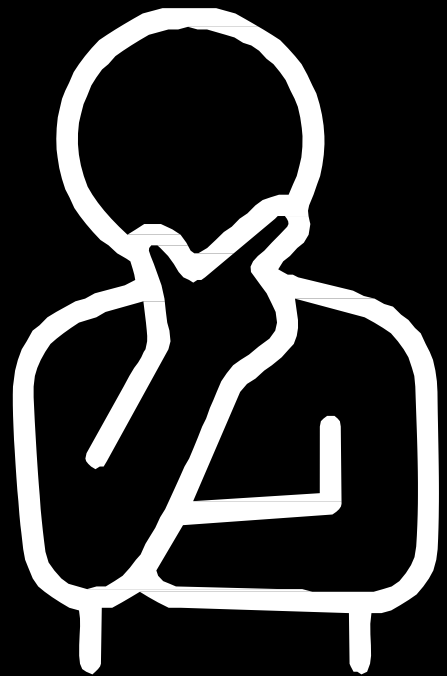


NOW WHAT?

Habit 2:
Be Intentional about Evidence

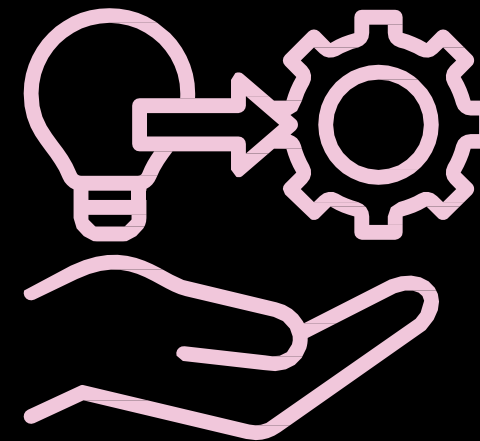
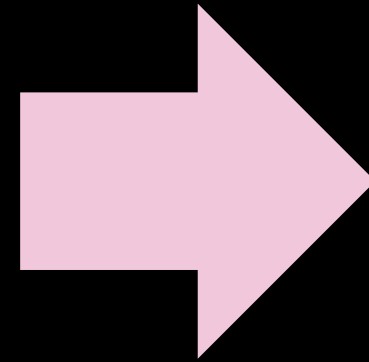
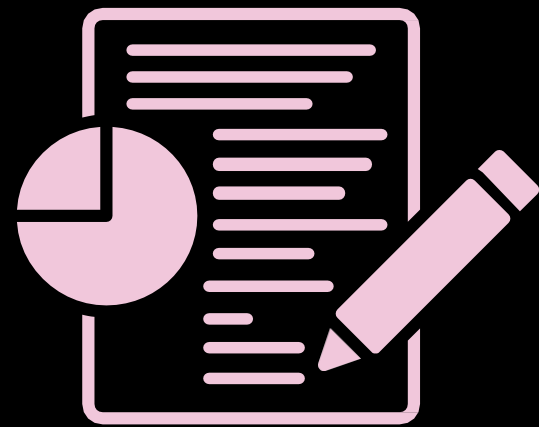


WHAT?





3. Tell a Compelling Story



Most organizations say...

Here's our data.

IMPACT organizations say...

*Here's what our data **MEANS**.*



SO WHAT = What Do the Data Mean?

"This suggests that..."

"We were surprised that..."

"One possible explanation is..."

"This makes us wonder..."

"This matters because..."

"We need more data about..."



YRE Example

YOUR Evaluation Question:

To what extent are young people actually applying the skills they learn in our program in their everyday relationships after the program ends?

*fictitious
evidence*

76% of participants reported using at least one relationship skill in real-life at 3-month follow-up

“When my boyfriend and I started arguing, I used the Time-Out strategy instead of texting something I'd regret. We ended up talking it through later using Speaker-Listener Technique.”

Participants reported using healthy relationship skills significantly more often at 3-month follow-up

Data-Driven Story:

The evidence suggests that many young people aren't just learning relationship skills—they're beginning to use them in real-life situations after the program ends. That's encouraging because lasting impact happens when learning transfers beyond the classroom. It also makes us wonder: What helps these skills stick for some youth more than others, and how can we create even more opportunities for them to practice?

Habit 4

Habit 3:
Tell a Compelling Story



SO WHAT?

Habit 4:
Turn Learnings into Action

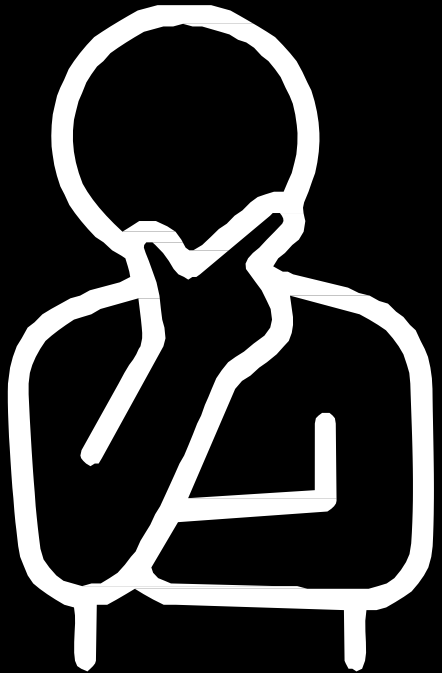


NOW WHAT?

Habit 2:
Be Intentional about Evidence

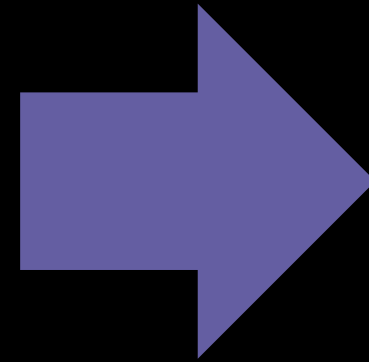


WHAT?





4. Turn Learning into Action



Most organizations...

Finish with the report.

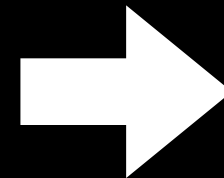
IMPACT organizations...

***BEGIN** with the report.*



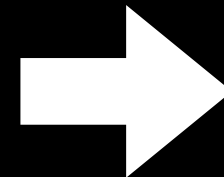
NOW WHAT? Start, Stop, Sustain

What should we **START**?



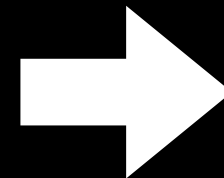
What are some new activities we should implement based on the evidence?

What should we **STOP**?



Which program activities aren't as effective as we thought?

What should we **SUSTAIN**?



Which program activities are working well as is and need to continue?



YOUR Evaluation Question:

Are young people actually applying the skills they learn in our program in their everyday relationships after the program ends?

YRE Example



START

- Create a simple "real-life relationship challenge" after each session that encourages youth to practice one skill before the next meeting.



STOP

- Stop assuming the final survey tells the whole story—supplement with interviews or focus groups to understand how skills are being used.



SUSTAIN

- Continue creating a safe environment where youth feel comfortable sharing honest experiences.

Which of These Habits are You Most Excited to Strengthen in Your Work?

1



Begin with Curiosity

2



Be Intentional about Evidence

3



Tell a Compelling Story

4



Turn Learnings into Action

The Power is in Connecting the Gears

Curiosity starts it. Evidence strengthens it. Storytelling gives it meaning. Action creates impact.



Continue the IMPACT Journey!

Looking for a Learning & Evaluation partner?

Let's keep the conversation going.

Scan the QR code to share your information, and we'll reach out to explore how we might support your work.

Or email directly:

kim@ihearteval.com | stacey@ihearteval.com



Interested in a more structured learning experience? Ask us about

I ♥ EVAL,

Our 6-Session Data-Driven IMPACT
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**Collaborators
Consulting Group**

Strategic Learning for Transformative Change

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Thank you for providing us feedback!

Webinar will be available in 3 days:
<http://www.dibbleinstitute.org/webinar-archives/>

Need a certificate? Kim@Dibbleinstitute.org

Second Wednesday



Webinar
August 12, 2026

**How Teams Get Stuck:
Navigating Relationship Skills and Real-Life**

Meri McCoy- Thompson and Jonelle Zachary
Dovetail Learning and The Dibble Institute