Results

**TIP: Social Math can help make data easier to understand.**

Social Math compares a difficult to understand issue or number to more familiar concepts.

Social math is often used to:

- Connect two or more concepts
- Compare size
- Function as a metaphor

For example—*Between 1971 and 2002, the Trust for Public Land's work in cities resulted in the acquisition of 532 properties totaling 40,754 acres. That's like adding park space equivalent to 326,000 soccer fields.*

(The Frameworks Institute, 2007)

**Strong Example**

The initiative inspired policy change to build an extra 50 minutes of physical activity into the school day at nine schools. This change reaches more than 4,400 elementary school children. In 2011, teachers requested that annual standardized tests not commence until after students take their morning walk. Energized students beamed when asked about the new practice. One student said, “The morning walk gets the stress out of me,” and his classmate added, "I think better."

- Lists specific outcomes
- Shows how many people are reached
- Tells when the initiative showed signs of success
- Incorporates personal stories to help communicate the success

**Weaker Example**

School officials changed school policy to include more physical activity for elementary school children. Morning walks have been organized by several schools in the district. Data will be collected on comparative physical fitness tests from previous years against the current school year results. School children live fit live due to the initiative’s efforts.

- Does not use actual numbers or data
- If data are not yet available, target measures can be shared
- Grammatical errors hurt the story’s credibility and make it harder to read