



## Data Collection: Why It Matters

### Why Partnering Matters

Collecting data at your Walk 'n' Talk For Life events helps us understand how these events are improving mental health and connection in your community. It provides valuable insights that guide how we grow, improve, and secure funding to keep our events free and accessible.

### Why We Collect Data

Here are six key benefits of collecting data at your events:

#### **1 Understanding Impact on Mental Wellbeing**

Pre- and post-event surveys help us measure changes in mood, stress levels, and overall mental wellbeing, demonstrating the positive effects of our events.

#### **2 Tailoring Support & Resources**

Knowing what your community needs means we can design better events and offer targeted support for mental health and connection.

#### **3 Identifying Trends & Patterns**

Tracking responses over time helps us identify patterns and trends, guiding future improvements and targeted initiatives.

#### **4 Enhancing Participant Engagement**

By understanding what attendees find most helpful, we can refine events to increase engagement and participant satisfaction.

#### **5 Measuring Long-Term Benefits**

Long-term data helps us evaluate whether Walk 'n' Talk For Life contributes to lasting improvements in mental health, supporting our mission of reducing isolation and building hope.

#### **6 Increasing Sponsorship & Grant Opportunities**

Data shows our reach and relevance, increasing credibility and demonstrating our impact to potential sponsors and grant providers, helping us secure funding to keep events free.



## **How We Collect Data**

We use simple, quick questionnaires accessed via QR codes displayed at your events.

Both volunteers and participants will be encouraged to complete these surveys.

Participation is voluntary, but we encourage attendees to take part, explaining how their input helps improve services and positively impact lives.

## **Tips for Volunteers**

- Highlight that surveys are **quick and anonymous**.
- Let participants know their feedback **directly improves local walks**.
- Position QR codes in visible locations (registration desk, BBQ area, signs near walking path).
- Consider a friendly reminder at the end of the event:

"If you have a moment, please scan our QR code and complete our quick survey. Your feedback helps us make these walks even better for our community."

## **Example QR Code Flyer (for use at events)**

[Header]

Help Us Improve!

[Body]

Your feedback helps us understand how Walk 'n' Talk For Life supports mental health and connection in your community.



Scan this QR code to complete our quick survey!

Thank you for helping us keep these walks free and impactful.

Make sure that your QR Code is large enough to scan and is placed in a prominent position.

Here is an example of a brochure:



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For more information, [visit our website.](http://walkntalkforlife.org.au)