



SisterWeb Collects Meaningful Data to Promote Accountability and Demonstrate Outcomes

SisterWeb is transforming perinatal care in San Francisco by centering the needs of Black families and providing culturally affirming support. To ensure their work is responsive, effective, and sustainable, they've invested in creating a data collection system. All staff gather meaningful information to strengthen their programs and demonstrate what it takes to make a difference in birthing outcomes.

SisterWeb uses the Results Based Accountability framework to guide their evaluation work. They ask three essential questions to stay focused on accountability and impact:

- How much did we do?
- How well did we do it?
- Is anyone better off?



To answer these questions, real-time data is collected and assessed from doulas, clients, and partner sites. This includes [client satisfaction](#), engagement metrics, health outcomes, and qualitative feedback. Data and [stories](#) are captured regularly with care and used to adjust programming to best meet community needs. These data are also made publicly visible through [scorecards](#) linked to each organizational goal.

“We make our data visible to hold ourselves accountable and see how we are doing in terms of meeting our goals. Our framework not only supports quality improvement, but also makes the invisible, visible by demystifying a profession that doesn’t have a lot of data available. Sharing how much time it takes to provide culturally affirming doula services helps partners and funders understand the effort and resources needed to support safe and healthy birthing.” – Alli Cuentos, Co-Founder & Co-Executive Director, SisterWeb

SisterWeb’s evaluation approach has helped gather the data to make the case for sustained funding, better clinical partnerships, and policy change.

To learn more about SisterWeb’s approach to evaluation and request a consultation to strengthen your capacity for data collection, visit: <https://www.sisterweb.org/our-impact>

