Data Workshop 3
Using data to tell your story

Tuesday March 19, 2024 | 4.30 PM - 6.00 PM
Agenda

- Introduction to AAHI Mission, Goals and Services (Samila Aryal Bhattarai)
- Using Data to tell your story 101
  - What is Data Storytelling
  - Developing your story
  - Types of stories & storytelling mediums
  - Selecting your data
  - Do’s and Don’ts
  - Examples
Asian American Health Initiative (AAHI) Mission

To improve the health and wellness of Asian American communities in Montgomery County by applying EQUITY, COMMUNITY ENGAGEMENT, and DATA-DRIVEN approaches.
AAHI’s Asian American Center of Excellence (AACE)

- The goal of the AACE is to support Asian American-serving CBOs and FBOs in developing and increasing their capacity to successfully provide health, wellness, and social support programs and services.

- AACE services include:
  - Micro-grants for AAPI-serving organizations to build organizational capacity
  - Bi-weekly curated email digest for AAPI leaders
  - Networking opportunities for leaders of AAPI-serving organizations
  - Data roundtables for AAPI leaders
  - Data collection and analysis workshops
  - One-on-One data strategy consultations
Join the AACE Email Digest!

Link to join: https://lp.constantcontactpages.com/su/1J8XPmW/AACE

Or scan the QR Code!
Introduction

- Overview
- Learning Objectives
  - How to use data to effectively tell the story of your organization or program.
  - Types of stories and messaging.
  - Best data formats to support your narrative.
  - Examples.
Which of the following can be used to tell your story?

- Social Media Posts: 17%
- Face to Face Communication: 15%
- Formal Presentations: 15%
- Newsletters: 15%
- Reports: 15%
- Annual Report: 15%
My organization has one story to tell, it may have several parts, but it's all part of one story.

100%
Yes
Why use data for storytelling

- Data is a powerful tool - it adds weight to your argument or narrative.
- Visuals are more memorable than text.
- Best tool for showing scale of impact.
- Visual data can enable your story to be accessible to a wider audience, with different levels of understanding.
- Human brain processes visual information faster than text.
Poll 3

Which comes first the data or the story?

80%
The story - the data helps to illustrate the story

10%
The data - it is the data.

10%
Not sure
Moving from Data to Storytelling

“Data storytelling is the skill to craft the narrative by leveraging data, which is then contextualized, and finally presented to an audience.” Ryan Mattison

- Data as illustrator.
- The story structures the narrative with the data supporting the story.
- Different to monitoring or compliance reporting.
- Principles are the same regardless of type of story and audience.
Before you get started

- Simple - Simple stories with a clear message have the greatest impact.
- Engaging - You want your audience to read your story.
- Relatable - Your audience needs to be able to connect to the story.
- Ask - What do you want your audience to know/do/learn as a result of engaging with your story.
- Honest - You want to tell your story in a positive light, but don’t mislead. The data must be presented objectively to resonate honestly with your audience.
- Visually Accessible - Visuals should make your story clearer not more complex.
  - Illustrations should back up key points.
Developing your story

1. Audience
2. Message
3. Type
4. Take Away
5. Medium
6. Evidence
Audience

- Who is your audience?
- How well do they know the information being provided?
- What is their role in your story?
- How much time/interest do you anticipate they have to interact with your story?
- How will you be engaging with them (in person, social media, mailing, etc)?
- What motivates them?
The most powerful stories have an overarching message with a number of key points.

The data you use for your story should be in synergy with your message.

Your key take aways will be best remembered when presented both in the narrative and visually.

<table>
<thead>
<tr>
<th>Due Date</th>
<th>Responsible Party</th>
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<table>
<thead>
<tr>
<th>Audience</th>
<th>Length</th>
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<table>
<thead>
<tr>
<th>Medium</th>
<th>Other Limitations (eg format)</th>
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<tbody>
<tr>
<td>□ Social Media □ Elevator Pitch □ Presentation □ Newsletter □ Report □ Annual Report □ Video □ Other:</td>
<td></td>
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<table>
<thead>
<tr>
<th>What is the purpose of this story?</th>
<th>What are the main take away points?</th>
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**Why are you sharing this story now?**

**What do you want the audience to know or do as a result?**
Types of Stories

- **Organizational story** - typically through something like an annual report or interview, or a condensed version such as an elevator pitch.
- **Success story** - generally focused on a single program or outcome.
- **Advocacy story** - makes a demand for action/change on the audience.
- **Informative story** - imparts knowledge to the audience.
Purpose: Your organization has now been open for 10 years and has had a good deal of success and you want to share this with the community.

Take-away: You want the audience to understand the impact on the community and encourage them to continue to support your organization.
What 2 main data points would you use to support your story

- Total people who have used your services: 22%
- Percentage of community members who use your services: 22%
- Growth in staff numbers from opening: 15%
- Percentage of teens in your tutoring program graduating high school: 4%
- Total volunteers from community: 0%
- Percentage of programs meeting or exceeding goals: 35%
Different mediums are best suited to different types of stories. The data will need to be presented differently for the different mediums.

<table>
<thead>
<tr>
<th>Organizational Story</th>
<th>Success Story</th>
<th>Advocacy Story</th>
<th>Informative Story</th>
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<tbody>
<tr>
<td>Interview</td>
<td>Social Media</td>
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<td>Presentation</td>
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Infographics

- Infographics are useful tools for INDIRECT communication.
- Well suited to fliers and social media posts.
- Should entirely stand alone with no additional explanation.

Read full blog post: https://venngage.com/blog/good-infographics/
Selecting your data - What do you have available?

- Inventory your data
  - What data are you collecting?
  - What time frames do you have available?
  - What data is positive?
  - What data indicates challenges?
  - Do you have any benchmarking data?
    - Baselines
    - External comparison data (e.g., county or national)
Selecting your data - Match it to your narrative & medium

- Choose 1 to 2 key data points for each main point of your story.
  - Should be directly related to the point you are making.
  - Timing - visuals are processed faster by the brain than narrative.

<table>
<thead>
<tr>
<th>No data visuals, 2-3 clear data points</th>
<th>Very Simple graphics, no to limited text and numbers</th>
<th>Simple graphics with a moderate amount of text or numbers</th>
<th>More complex graphics or composite charts</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Interview</td>
<td>• Social Media</td>
<td>• Newsletter</td>
<td>• Presentation</td>
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Primary care coalition
Selecting your data - Other illustrations

- Pair or contrast with non-data illustrations where appropriate
  - Photos
  - Client stories
  - Staff stories

Note: Appropriate permissions need to be gathered before including client stories. When pairing client stories with data it is worth including a disclaimer that the data is deidentified.
Presenting your data

- Choose your visualization type carefully.
  - How are people going to be accessing your story?
- Match your visualization type to your narrative.
  - Use maps for geographic data.
  - Use line graphs for trending.
- Colour is important.
  - Green is generally associated with positive and red with negative - use this to your advantage.
  - Keep colors consistent across your story.
  - Use textures and patterns if your color options are limited.
Best ways to present your data

Examples of data visualization

- Funnel: Best for measuring a set of activities.
- Pie chart: Best for comparing activities and their attributes.
- Line graph: Best for plotting activities or attributes over time.
- Area chart: Best for plotting activities or attributes over time.
- Progress dial: Best for measuring a single metric or attribute value.
- Column chart: Best for plotting activities or attributes over time.
- Table: Best for viewing and comparing activities and their attributes.
- Geo chart: Best for plotting activities by their location on a map.

Image Source: https://ortto.com/learn/data-storytelling/
Single pieces of data

- When your narrative needs just a single data point to support its point:
  - Simple number button
  - Donut Chart
  - Pictogram

**Total Services Provided**

35,000

35 K services
Comparing data

- If your supporting data makes a comparison between groups or categories, or your data is composed of several groups.
  - Bar Chart (regular or stacked).
  - Bubble Chart or Bubble Cloud.
  - Pie Chart.
  - Treemap.
  - Map.
Showing Change

- Best ways to show data over time or a progression:
  - Line or Area Chart
  - Annotated Timeline
Geographic data

- Clear presentation of geographic data.
- Use color blocks or shapes to illustrate your data.
- Ensure the geography is labelled unless easily recognized.
Venn Diagrams

All Eligible Children
- With Pre-K Space

Balanced Diet
- Good Diet
- Good Exercise
- Poor Sleep

Optimal Wellbeing
- Good Exercise
- Good Sleep
- Poor Exercise

Quality Sleep
- Good Exercise
- Good Sleep
- Poor Diet

Regular Exercise
Example

Story: Children are starting school unprepared due to a lack of early childhood education opportunities.

Takeaway: To understand the lack of pre-K school places and want to support efforts to increase resources.

Point: Insufficient capacity to enable all children to go to pre-K.

- Easy to interpret.
- Clearly display information that is proportionate.
- Visually memorable.
Similar data in each visual. Which do you think is most effective?
Pictograms

Source: https://my.visme.co/templates/RXhRY2NRCGrTktiWwxdTIEdkIkJ090jpNSTBhVVVQ52VZbi2MTRsbjIRchRnP0=/createProject#/charts/pictograms
Do’s and Don’ts of using data to tell your story

- Do be mindful of your audience.
  - How familiar is your audience with your story?
    - what will be most meaningful to them
    - Is the data clear
    - Data visualizations can overcome language barriers - use this to your advantage
Do’s and Don’ts

- Do use clear, concise, limited language

Percentage of people reporting exercising for 30 minutes each week

Improvement in People exercising 30 minutes per week

Beginning of year

End of year
Do’s and Don’ts

- Do make your point - highlight the conclusion you want them to understand

**Scenario:**

- You have a tutoring program for teenagers after discovering low high school graduation rates in your community. This year 50 teens in your program graduated from high school compared to 2000 in the community. Does this show the impact of your program?

*Is this the best way to show your success?*

- You have a point of comparison here
- Data is accurate
- Colors are contrasting
Do’s and Don’ts of using data to tell your story

- Use the correct comparisons
  - Likely the teens in your program are significantly fewer than in the community, so comparing real numbers doesn’t show the IMPACT of your work.
  - Change that into a RATE and supply a BASELINE and you are clearly supporting a narrative that your program has had a significant impact on the educational success of your participants.
Do’s and Don’ts of using data to tell your story

- Choose your colors carefully
- Colors should make the chart EASIER to read
- Text colors should not match chart colors unless they are related

Source: Good Charts by Harvard Business Review Press
Do’s and Don’ts of using data to tell your story

- Don’t manipulate scales to overstate your data
- Include data points equally if you are drawing comparisons
Do’s and Don’ts of using data to tell your story

- Do set your data in context - trend over time, comparisons, geography
- Do reduce visual clutter - remove unnecessary elements
- Place data visuals strategically
- Use consistent colors
- Use familiar objects in pictograms

- Don’t be selective with your data - it needs context.
- Don’t use only 1 data visual type (if using more than 1) - changing visuals helps each data point be more memorable
- Don’t have too many categories when using line, bar or pie charts
Some good examples:

- Informs reader.
- Eye catching.
- Three simple data points supporting their message.
- Data combined with pictures to aid visual memory.

Our remarkable progress shows that we can win the fight against tobacco. The Campaign for Tobacco-Free Kids is unyielding in our resolve and committed to finishing the job.

**LEARN MORE ABOUT OUR IMPACT**

**IN THE U.S. PROGRESS HAS PUT VICTORY WITHIN REACH.**

Since 1996, our work has contributed to:

- 89% decrease in youth smoking
- 49% decrease in adult smoking
- 199 million Americans protected from secondhand smoke
- Millions of lives saved by reducing cancer, heart disease and other tobacco-related conditions

**GLOBALLY, WE'RE MAKING BIG STRIDES REDUCING TOBACCO USE.**

As part of the Bloomberg Initiative to Reduce Tobacco Use, we have helped:

- Pass new tobacco control laws in 59 countries since 2007
- Save 30 million lives in low- and middle-income countries
- Reverse the steep growth in cigarette sales worldwide

Source: https://www.tobaccofreekids.org/about
Pictograms visually connects data to the subject.

Paired data boxed to cognitively connect data points.

Reversed color scheme to draw eye to key data point.

Care for Kids

In Fiscal Year 2019:

- 5,600 children served
- 6,000 primary care visits
- 390 children had eye exams
- 370 received glasses
- 96% identified Spanish as their primary language
- 1,400 children received case management for complex medical needs
- 81% of newly enrolled children had recently arrived in our community as unaccompanied minors.
- 63% of these children had been in the country for 6 months or less.

Some less good examples

- Dense data embedded in text.
- Main message is promotion of travel by safe and active methods - only 3 of 5 data points related to the message.
- No data points refer to a change in travel method.
Just because you can, doesn’t mean you should!

Infographics should stand alone - the narrative should be clear to the audience without additional input.

Colors are arbitrary - overlap in colors where there is no relationship in the data.
In summary

- Using data to tell your story can build compelling and persuasive stories.
- Simple visual data tools help embed key points into the readers memory.
- Data should be used to reinforce your key messages, not to overwhelm it.
- Simple and bold is best.
Resources

- Nonprofit Storytelling Toolkit: [https://www.keela.co/blog/nonprofit-resources/nonprofit-storytelling](https://www.keela.co/blog/nonprofit-resources/nonprofit-storytelling)
- Free Infographic Tools
  - [https://www.visme.co/make-infographics/](https://www.visme.co/make-infographics/)
  - [https://venngage.com/](https://venngage.com/)
- Readability Tools
  - [https://newcastlerse.github.io/nhs_readability_react/](https://newcastlerse.github.io/nhs_readability_react/)
AACE 4th Data Workshop- Save the Date

- Date: Thursday, April 18, 2024
- Time: 4:30-6:00 PM

Stay Tuned-Join the AACE Email Digest!

Link to join: https://lp.constantcontactpages.com/su/1J8XPmW/AACE

Or scan the QR Code!
Workshop Evaluation

Please be sure to complete the program evaluation!

Link to evaluation: https://forms.office.com/g/b5dAwBZRmq

Or scan the QR Code!
Thank you!

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