WEBINAR VIDEO TRANSCRIPT

DHHS / Health Resources and Services Administration (HRSA)

Effective Data Storytelling for HIV Service Providers

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SHELLY KOWALCZYK: Good afternoon, or perhaps, morning to some of you. Thanks so much for joining our webinar today on effective data storytelling for HIV service providers. Today's presentation will be facilitated by impact marketing communications Bria Mirante and Darrell Walker. So in terms of webinar logistics, just note that the webinar is being recorded. All participant microphones are muted and then we will conduct a Q&A session at the end of the presentation.

So for today's agenda, I am going to be, I'm Shelly Kowalczyk. I'm the project director for integrating HIV innovative practices. So I'm going to provide just a brief overview of the project, and then Bria and Darrell will get into describing what is data storytelling, why should you use it to share your data, how you can transform your data into a story, and then what data storytelling looks like in action.

So just quickly again, integrating HIV innovative practices is funded through the HIV/AIDS Bureau Special Projects of National Significance. So through this project, MayaTech and our teaming partner Impact Marketing and Communications supports the coordination dissemination replication of innovative HIV care strategies in the Ryan White HIV/AIDS program.

So key support that we offer includes the development and dissemination of tools and resources for the interventions that we feature. This project has expanded to include not only spins interventions but interventions that are implemented by other Ryan White grant recipients and subrecipients. And that could include evidence based as well as evidence informed interventions and emerging strategies.

So we develop tools and resources, including implementation manuals, fact sheets. We have some FAQ documents that we're developing as well as some video spotlights for some of the interventions. And once they are cleared by HRSA, we post them to the target HIV website. We offer capacity building technical assistance, offering continuing education credits for those particular webinars. We just facilitated one yesterday. There'll be another one in February.

And we also offer peer to peer to on the featured interventions. So if any of the interventions we're featuring through this project this year, if you're interested in implementing them learning more about them, you can send us a request for some technical assistance from the actual interventionists. Today's webinar is part of an activity that we're conducting to assist in supporting the development and dissemination of your own tools and resources.

So not only are we facilitating these webinars, but again, if you're interested in some more one on one technical assistance, we can match you up with some subject matter experts to help you develop those tools and resources. So if you have questions about if you are interested in requesting any of the technical assistance that I mentioned, you can email our help desk, ihiphelpdesk@mayatech.com. And I'm going to turn things over to Bria.

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BRIA MIRANTE: OK. Hi, everyone. Thank you for joining us today. As Shelly said, my name is Bria Mirante. I'm a senior health communication and digital marketing specialist here at Impact Marketing and Communications. I am joined today by my colleague Darrell Walker, art director at Impact Marketing and Communications. And we are going to provide you with an introduction to data storytelling from an HIV service HIV programs lens.

And so I do want to preface the webinar by saying that the information that we're going to share today is not exhaustive. But we do hope you take away some information like how to describe data storytelling, how to describe the primary components of effective data story telling, and then how to demonstrate how to transform data into a story. I also want to say that I am going to repeat the words story and storytelling over and over and over again. I apologize in advance but that is just the way that this is going to go.

All right, so what is data storytelling? It's using data to effectively communicate insights and inspire action. And some people who look at data don't always understand what they're seeing. And so data storytelling is a tool to bring your data to life by making it more meaningful and accessible to the people who could benefit from it. There are three components for effective data storytelling. That's a narrative component, visualization, and dissemination.

And so your narrative it can be long, or short, verbal, or written. It's really the message that you want to convey and the data that supports that message. Visualization means that you're not just telling people about your research but you're showing them using things like charts, diagrams, pictures, videos, and icons to illustrate your data and reinforce your message. People retain information better when they see visual reinforcement. So leveraging visuals is particularly important for key messages and data points.

And so remember also that some designs like infographics are visual narratives. And in and of themselves they should be ordered and show a flow so that your designs follow a logical narrative structure, and ensure that people can easily follow along with maybe the complex information that you might be sharing. And then with regards to dissemination, that means you're using the appropriate outlets to share your data story, and to ensure that your message is going to be reached and received by the people who are meant to see it.

Part of that is also ensuring that it's accessible to them. So what's the purpose? Telling a story with your data can help people in a couple of ways. It can make sure that they understand the work that you're doing. It can illustrate the value of your work. And it can inspire action and change. And so how you talk about your data can be important from everything from writing successful grant applications to conducting outreach on social media.

And it's really important to understand also that just simply presenting your data isn't enough. There's some more stuff that we have to do to make sure that people can understand what you're talking about. And so when we think about that, we have to also consider health literacy. And health literacy is our capacity to find and understand health information and services to act on the information that we receive and to find our way through our very complex health care system.

And even people who read well and are comfortable with using numbers have difficulty understanding health information, especially when they aren't familiar with complex terminology that's being used or they are being asked to interpret statistics that could affect their health. And so when we share health information without providing context and breaking down its importance, we cause a health literacy problem.

When we expect people to figure out health services with many unfamiliar confusing or conflicting steps, we also cause a health literacy problem. And so hopefully as we go on this journey of learning how to tell a story with our data, we can start to resolve that health literacy problem. So let's kind of start us off with a pretty simple example. Imagine that you are considering taking PrEP.

And to help you make your decision, you subscribe to your local clinics listserv that's all about PrEP to get more information. And in your email inbox you get this subject line. I want to know would you or would you not read this email if it came up in your inbox. The subject line says "Observational Study: Cross-sectional Survey Shows Sexual Satisfaction Among MSM PrEP". In the chat let me know would you read this email if this popped up and all you wanted was more information about PrEP to make your decision.

Yeah I know. Is there any reason why you might not read that email? Can you think of anything that you're seeing that you're like this is why I would not click Open? Yeah the word cross sectional. There's a lot of jargon in there. I'm seeing people say jargon in the chat. I totally agree. Complex words. MSM, we might not know what that means. Yeah, I agree with you. When I look at this email subject line, I'm thinking there's a long complex words, there's a lot of jargon that I don't understand.

It feels overwhelming and intimidating. It's confusing, it's unclear, and it's very scientific. It's not necessarily telling me what I was hoping to hear, to learn when I signed up for this PrEP listserv. Thank you so much, OK. So now we've got another example of an email subject line and it reads "Have Better Sex: Most Gay and Bisexual Men Who Take PrEP Feel More Sexually Satisfied". Would you read this email? Yes. We're much more likely to read this one.

Great, yeah. Is there any reason why you might be more likely to read this one? I see someone says great catch line. I want to have better sex. Yep. Catchy subject line. Nice. Yeah there's less jargon here. We're getting straight to the point. It's much more interesting. It's sex positive, thank you Andrea. And it's more relatable. Yeah, we love the positive messaging. And we're not bogged down by kind of complex terms that we don't understand.

So thank you so much for interacting with those two examples. Yeah I see that some worry that it might be spam. But you're more likely to check and see if it is spam. So that's a really great point Aubrey. So we've set the stage for why it's useful to apply communications best practices like storytelling to your plans for sharing your data. And so now we want to how do we go about turning our data into a story.

And so there's a couple of steps for that. The first staff that you want to take is to make sure that you understand your audience or audiences. And then you want to decide on what your message is and what you want people to do after they receive your message. After that you can work on developing a narrative around your data. And then once your narrative is developed, can start thinking about opportunities to help people visualize your data.

And then finally it's time to share your content share your story with the world, or with your target audiences I should say. So we're going to talk about each of these steps in more detail, starting with understanding your audience. Understanding your audience is the starting point for developing and disseminating any information, especially health information.

It's very important for communicating HIV related information because audiences who engage with this content have unique needs, motivations, obstacles, and understandings of HIV and the broader health landscape. And so to understand your audience, we have to consider some questions. So the first

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question that we might consider is who do you need that information to reach? What motivates them? What are their goals? What obstacles do they face? And what are their pain points in receiving health information?

And then what information do you have that would be relevant or useful for them? And number 4 is really important, because that's like the golden key right there is what information you have that they're going to find most relevant. That's your valuable content. That's where you want to really lean in. So we've got our first example here. So I'm going to walk you all through this.

Let's imagine that your organization reviewed client level data and you found that your patient navigators are doing a great job helping employed people who are not insured yet find health insurance. But when you look deeper at your data, you see that clients who are unemployed and uninsured at the time that they receive an HIV diagnosis are much more likely to miss their first appointment.

So using the example on screen, the audience that we want to reach now is our unemployed, uninsured people who are diagnosed with HIV but are not yet retained in care. And the goal for this client might be starting HIV treatment. But an obstacle that they face is that they're uninsured and they think they can't afford it. The value that your organization can provide is to help them have your HIV navigators help them with the knowledge that they have about insurance and the insurance landscape.

So knowing these things about your audience will help you craft a message that speaks directly to them and guides them to where they need to go. And you can see now you use that client level data to make insights about who your audience is, what their needs are, what's working, and what's not working for them, and where you can provide value. Let's go to the next slide for another example.

So let's say in this example, your organization has conducted a needs assessment in your community. And you've found that there's a significant need for some type of service, but you don't have the funds to adequately meet that need. You've identified a federal grant that aligns with that need. But one thing we all know is that grant reviewers have sometimes dozens of applications to go through and a very limited time to go through them.

Because your organization has data from a needs assessment, you are very well positioned to make the case that that grant funding would go a long way in your community. Now, it's just a matter of translating that data from your needs assessment into a very clear, compelling story that will convince grant application reviewers to choose your organization.

So we know your audience for your grant are those federal grant reviewers. Your goal, their goal, is to identify potential grantees but they're limited by time and maybe the number of applications that they have. And the value that you can provide them is that you can demonstrate right away that there is a need in your community that this money would help address.

After these two examples and we can answer those questions about our audience, and their goals, and their pain points, it's time to decide on a message and in a grant application. The message of the call to action is very obvious. It's please give us funding. In other cases, your audience is going to rely more heavily on you to tell them what to do next. And so once you've identified the value that your data can provide them, it's time to think through the action that you want to inspire.

If we look back at example number one about telling folks that you have HIV navigators that can help them if they're worried about not having insurance, we know that value is there. The call to action then

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is to make sure that people are then interacting with your navigators, right? And so maybe the next step for them is to make a free appointment to talk with a navigator. OK so let's talk now about how we develop that narrative.

So there's a few key things to consider as you develop your narrative, and that means the content that you're going to share with your audience. You may have heard the phrase don't bury the lede before. The lede is the most important information that you have to share. It's the main takeaway. And academic articles and research papers typically share all of the background information first.

And the order is usually something like introduction, then methods, then results, then the discussion, and then the conclusion. The key takeaways are always revealed at the end of the paper. But in data storytelling, you want to reverse that structure like you see in this inverted pyramid on the screen so that the conclusions come before all of the nitty gritty details.

Another important consideration is using plain language. Plain language writing ensures that the reader can easily, quickly, and completely understand what they're reading. So we want to avoid using jargon and complex terms and phrases. But if you do need to use complex language, we have to make sure that we're including definitions immediately after we use those terms or phrases.

While you write or when you're reviewing your writing, do what you can to make that content scannable. So that means including headings that are set apart from your body text. It means providing so that you can provide a preview of the information that's to come. And it also means using things like numbered lists or bullets to break up long sentences and help readers kind of move through your information more easily.

If it's appropriate, you can consider including real stories and quotes that reinforce the information that you're sharing. So using real life examples oftentimes can help the reader draw that direct line between their experience and the data and the information that you're sharing. And after you've addressed all of these things, ask someone to proofread your work.

Finding someone who is not closely familiar with your research or your work to read what you've just written or whatever content you've just produced will help you identify gaps in information, and ensure that your desired outcome is clearly communicated. So over the next couple of slides, I'm going to turn it over to Darrell and he's going to walk us through tips for visualization.

DARRELL WALKER: Sure. So real quick, just to bookend or to connect to what Bria was just saying about that narrative process, part of that process is finding opportunities to insert visualization. What we want to consider is that the world is way more visual than it has ever been and people are starting to process information different than they used to. It's changing more and more every day.

And some of the steps that would help us reinforce that idea are some that support this idea is that 93% of all human communication is visual people process visuals 60,000 times faster than text. She kind of mentioned scanning before. So like the way she was talking about building text organizing text all those things lead to scanability, and adding visuals help to reinforce that scanability of your documents.

81% of people only skim content that they read online. So nobody's really digging super I mean they will eventually if they find that lead is very enticing. But generally people are really skimming that content to find the information that they need. So if there's a ton of extraneous information in the document that

you're producing or a copy that you're producing, you could find it they might miss your content because it is buried, you buried the lede so to speak to bring up an old point.

And one of the things to consider is that people learn 40% faster when there are visuals. And we'll talk a little bit about that in the next slide. Like the rap with this idea is that we are competing for people's attention. And that competition is stiffer than ever with your phones, with so many distractions, with all the pings, all the YouTubes. And all of those interfaces are very visual and very reinforcing. So reinforcing that sort of response to constantly check constantly look and it's forcing people to skim information a lot faster to get what they need to get on to the next thing.

So in making your data visual, you can help bridge that gap between something like reading information or skimming it, as I said before, to truly like understanding what you want your user or reader to get from that document. So not only will they maybe understand it faster, they'll understand it more thoroughly. So that's something to consider. And some of the things that we use to do that are photos and illustrations.

Photos and illustrations can make the abstracts tangible. We can sort of organize the ideas that you wrote into text into something that seems real and relatable, and that can happen very quickly by using photographs. Photos are best for sharing real world examples of illustrations that are best when you want to light up readers imagination. Icons. Icons are great for creating symbols or graphics that help users know what to click on, how to efficiently navigate a page, and how to engage it.

Again, they can also reinforce an idea that text is trying to communicate. So that's another use for iconography. If a photograph isn't quite nailing it, then you get some customization there that you can edit. You have diagrams and maps. Diagrams and maps that are meant to help the reader understand concepts like position, length, distance, structure, and intensity.

And then there's charts, graphs, and tables. Use charts and graphs and tables when you want to compare different ideas and trends, or help a reader understand how parts impact the whole. And you can kind of see that all of these items are in play with this graphic to the left. There's a use of color. There's even some type of graphic hierarchy. There's icons. There's a map that really kind of help guide a user through all the different amounts of content that we wanted to have in here.

In this tight space, it's relatively dense but we managed to get all these things in here and have some hierarchy amongst them.

BRIA MIRANTE: Thanks Darrell. So you've done your audience analysis, you've come up with your narrative, you've done some visualization. Hopefully you've done some proofreading after that and testing your message after that. And now it's time to share your story. This is kind of the last step in your data storytelling journey. But it's one you should probably think about throughout.

So the content that you develop will need to be written with your dissemination plans in mind. So even before you start writing, ask yourself, where does my audience look for information? Your audience is probably looking to your website, to blog posts, to email, social media. Maybe they're looking in the news or in downloadable materials like reports or even in printed materials like pamphlets. All of that is going to depend on the people that you're trying to reach and what you know about them.

People often look for information in a combination of these platforms. But it's important to know that they have different expectations for each of these platforms. And so while you don't need to reinvent

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the wheel to write for a website, or blog, and email, and all of that. You will need to tweak your content slightly. So for example, social media, people are looking for information that is short and sweet on web pages, emails, and blog posts that can be slightly longer. And then in news articles, reports briefs and things like that can be much longer and much more detailed.

So as promised, we're going to do some practice and we're going to look at some data storytelling in action over the next couple of slides. And I'll ask for some of them that you share your thoughts and feedback in the chat and we have one pulse. So let's start on the next slide with an opportunity to share in the chat. OK. So there's a social media post on your screen.

I'm wondering, do you think that this social media post is effectively communicating data? Why or why not? You can share your answer in the chat. I will be on the lookout for it. I'll also read the message out loud to you just in case you can't see it. It says our recent survey showed that the majority of young people around the country face barriers to accessing birth control, often resulting in delayed doses, side effects, and more.

Hey, FDA we need over-the-counter counter birth control now with. No delays and then there's an image that says in a national survey of 243 young people, 88% struggle to access birth control pills, 55% face so many barriers that they couldn't get on birth control pills when they wanted to. And there's two kind of graphics there. One of bricks being built and one of bricks laying on the ground.

Let's see. So we have some folks saying no the graphics are hard to understand it's visualized the takeaway message is small. Hey FDA. And someone else thinks it's effective. Any other thoughts on this one? I think it would be more effective to show the 12% who could access birth control. Good point. Effective for "readers" where can they find help? Yeah these are great points. Great points.

So I think that there are some things that are going really well and there are some things that maybe could be improved on. And so some of the things that I think are going well is that this social media copy is punchy. It's giving a message. We know that this is coming from the voice of an advocate. There is a call to action. There is a link. Maybe it's not as emphasized as we might like to see it be maybe we don't know exactly what we're going to get when we click that link.

Those are some things I might change. With regards to the graphic, they're using typography to really draw our eyes to some of the important information. So we at the top, we've got a survey of 243 young people. And then we can see those stats really bold and in our face and reinforced by these images. I do agree with you. I had a hard time understanding what the bricks were supposed to tell me. But I knew that they were telling me something.

And I think Sarah in the chat makes a great point that it might have been more effective to show that only 12% could access birth control versus the 88% who struggled. So those are things to consider as you think about what is my data saying and which numbers are really going to grab people's attention. Yeah someone says, yeah, I was wondering why bricks too then I figured out barriers. Yeah. But it's a little distracting. Yeah, great point.

So we're going to have a poll come up on the screen in a second. And I want to know which of these blog posts would you read. Take a second to look at your screen. And if you need me to read them out loud please just let me in the chat and I will read them out loud. OK great. I think we can show our poll results. Yeah. 92% said Blog A and 2 and 8% said Blog B. So thank you so much for responding to the poll.

I would love to hear why so many folks picked Blog A. What about Blog B? For those 8% who did pick Blog B, what stood out to you? Norma says Blog A is easier to read. I would agree from my perspective. Norma as a layperson and not a scientist, I would definitely agree that one is easier for me to read. Blog A has friendlier diction. Blog A uses more plain language principles and thus it's easier to read. Blog A's headline was easier to understand,

Julia says Blog A had defined headers and friendly, approachable language. Bullet points are always more digestible. Yeah so you all are pointing out really, really great things. You're right. What we see in Blog A is this idea of chunking information. And so things are chunked under clearly defined headers. We've got bullet points to help break up a long sentence. And we've got much friendlier language that's more plain and easy to understand for a layperson.

In Blog B, If you are a scientist, or a doctor, or a researcher, this might stand out to you more because it's got terms that you might recognize. But if you are someone who does not recognize what a phase III study is, you might be lost within those first three words and completely turned off from engaging with this blog post. So this is just an example of how we need to really pay attention to who our audience is and what they're going to engage with.

And if you're speaking to people who are not scientists and not researchers, we really want to make sure that language is friendly, it's engaging, and it's approachable. And that the way we've structured our information helps us know exactly where to look to find what we're looking for. So this is another opportunity to share your answer in the chat. What do you think this article is doing well? The headline is "Fatty Acids Found in Fish Can Help Reduce Migraine Pain."

And there's a couple of bullet points there and a little bit of text at the bottom. What do you think is happening really well with this article? Yummy picture? Marrying words and images. Nice Julia. Informative at a glance with an enticing visual. Thanks Kat. Any other thoughts? Bullet points again. A great photo and a bulleted list. Yep, bullet points. Everybody loves bullet points I have to say, even me, nice. Thank you all so much.

So yeah you've said it right there's a caption absolutely. We know what we're looking at. That picture is very enticing and it lines up very nicely with the title of the article. So we know exactly what we're seeing. We get the key information that we need right in those bolded bullet points and we know what our next step is and that last line. If you're living with migraines you might want to consider consuming more fatty fish as well as Krill oils. We've got our next step right there.

And so this like there was of course, underneath this article paragraphs and paragraphs of information, but they did a really great job of putting those takeaway points right at the top for us to find without necessarily needing to scroll unless we needed all of that extra information. So I agree. I think there's some really good stuff happening here. So thank you all so much. Those were our examples of data storytelling and action. Let's go on to the next slide.

So I've got some final thoughts. One, I hope we've learned that knowing your audience is a key to success. Two, that visual content really is king now in this day and age. And three, that it's really important to find the right platforms to share your data. And now I'm going to open it up to questions. So if you have questions for myself or Darrell, please feel free to use the Q&A function or the chat.

SHELLY KOWALCZYK: And quickly while you're all typing in questions or raising your hand, if you could go to the next slide. Bria and Darrell you did a wonderful job today. Thank you so much for all the useful

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information. And we would truly appreciate your feedback. So I am going to put the link to our participant survey in the chat. So hopefully you will provide your feedback. Thank you. Bria there was one already in the Q&A. Did you see that? Are you able to see it?

BRIA MIRANTE: Yeah I see it so. Marina's asked what platform do you use to create infographics? Darrell I wonder if you have advice about creating infographics?

DARRELL WALKER: Yeah I mean so we typically use the Adobe Suite just because we are designers and use design tools to create those things. There may be some I might have to take a look around and see if there's something that you could use to help you create those things. Canva might be one good place to go. Oh I see some people mentioning that in the chat. Everybody seems to love Canva.

Canva was one direction you could go to use to create infographics. And it'll have a lot of pieces and a lot of layers possibly. But it is a good place to go and there may be some other places with just like a simple Google search that will help you find some of the tools that you need to help create infographics and organize them the way that you want them to work. So but yeah if you're feeling industrious, Canva was a good place to start for sure.

BRIA MIRANTE: Nice. Thanks Darrell. I see Julia also said with me I haven't I heard of that one but I'm going to check it out. I'm not a designer. And so when I have a need to create things outside of work, I use Canva also. Amanda recently started using PictoChart, that's cool. Are there any more questions for you from the group. Otherwise if not, I have a question for you all.

So I'll ask you to use the chat one more time. Was there anything that you heard during this presentation that you want to learn more about that you think you could practice more in the work that you do or anything that you did not know before you joined us today? How not to repeat the same phrases in different posts. Yeah, like tailoring the words that you use to the audience that you're trying to reach. Can't wait for more trainings. That's great.

I love the emphasis on developing the narrative. Great job. Thank you. And presenting in a very succinct way, that's something many of us can learn to do a little better. Does take practice. Using this approach with grant writing. Absolutely. Pretty great. Well thank you all so much. OK. Sign up for the IHIP listserv if you have not already. To sign up, you can visit targetHIV.org/IHIP.

For those of you who said you're looking forward to more trainings, that is where you need to sign up in order to hear about those trainings. And we hope to see you there.

SHELLY KOWALCZYK: I want to do one more reminder I think side after it. Again, if you're interested in any one on one technical assistance perhaps from Bria, Darrelle, or our other subject matter experts helping you in developing these tools and reset resources and/or disseminating them, you can send an email to IHIPhelpdesk@mayatech.com and we'd love to connect you with those experts.

BRIA MIRANTE: Yeah, I'm here to help. Thank you.

DARRELL WALKER: Thank you so much.

BRIA MIRANTE: Don't forget to click that survey link.

SHELLY KOWALCZYK: Have a great day everyone.

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