



Effective Data Storytelling for HIV Service Providers

Impact Marketing + Communications

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Agenda

1. About Integrating HIV Innovative Practices (IHIP)
2. What is data storytelling?
3. Why should you use storytelling to share your data?
4. How can you transform your data into a story?
5. What does data storytelling look like in action?

About the IHIP Project

- **Funded By:** The U.S. Department of Health and Human Services, Health Resources and Services Administration's HIV/AIDS Bureau through RWHAP Part F: Special Projects of National Significance.

Under contract number 75R60219D00015 to The MayaTech Corporation—Subcontractor Impact Marketing + Communications

- **Purpose:** To support the coordination, dissemination, and replication of innovative HIV care strategies in the Ryan White HIV/AIDS Program (RWHAP) through the development and dissemination of implementation tools and resources.

Key Support

- Implementation tools and resources
- Capacity building TA webinars
- Peer-to-peer TA on the featured interventions
- **Support in the development and dissemination of implementation tools and resources**
 - Webinars
 - One-on-one TA
- Helpdesk: ihiphelpdesk@mayatech.com

Learning Objectives

1. Describe data storytelling
2. Describe the primary components of effective data storytelling
3. Demonstrate how to transform data into a story

What is Data Storytelling?

Data storytelling is using data to effectively communicate insights and inspire action.

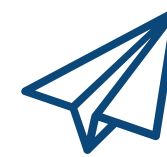
Components of Data Storytelling



Narrative



Visualization



Dissemination

The Purpose of Data Storytelling

- Help people understand your work
- Illustrate the value of your work
- Inspire action and change

Presenting Your Data Isn't Enough (1)

Health literacy is the capacity to:

- Find, process, and understand health information and services.
- Act on health information to make health care decisions.
- Access and navigate the health care system.

When we share health information without providing context and breaking down the importance, **we create a health literacy problem.**

Source: <https://www.ahrq.gov/health-literacy/improve/precautions/1stedition/tool3.html>

Presenting Your Data Isn't Enough (2)

Imagine you are considering taking PrEP. To help you make your decision, you subscribed to your local PrEP clinic's listserv to get more information.

Would you read this email?



PrEP Info

Observational Study: Cross-sectional Survey Shows Sexual Satisfaction Among MSM PrEP...

Nov 15

Presenting Your Data Isn't Enough (3)

Imagine again that you are considering taking PrEP. To help you make your decision, you subscribed to your local PrEP clinic's listserv to get more information.

Would you read this email?



PrEP Info

Have Better Sex: Most Gay and Bisexual Men Who Take PrEP Feel More Satisfied Sexually

Nov 15

How to Turn Your Data Into a Story

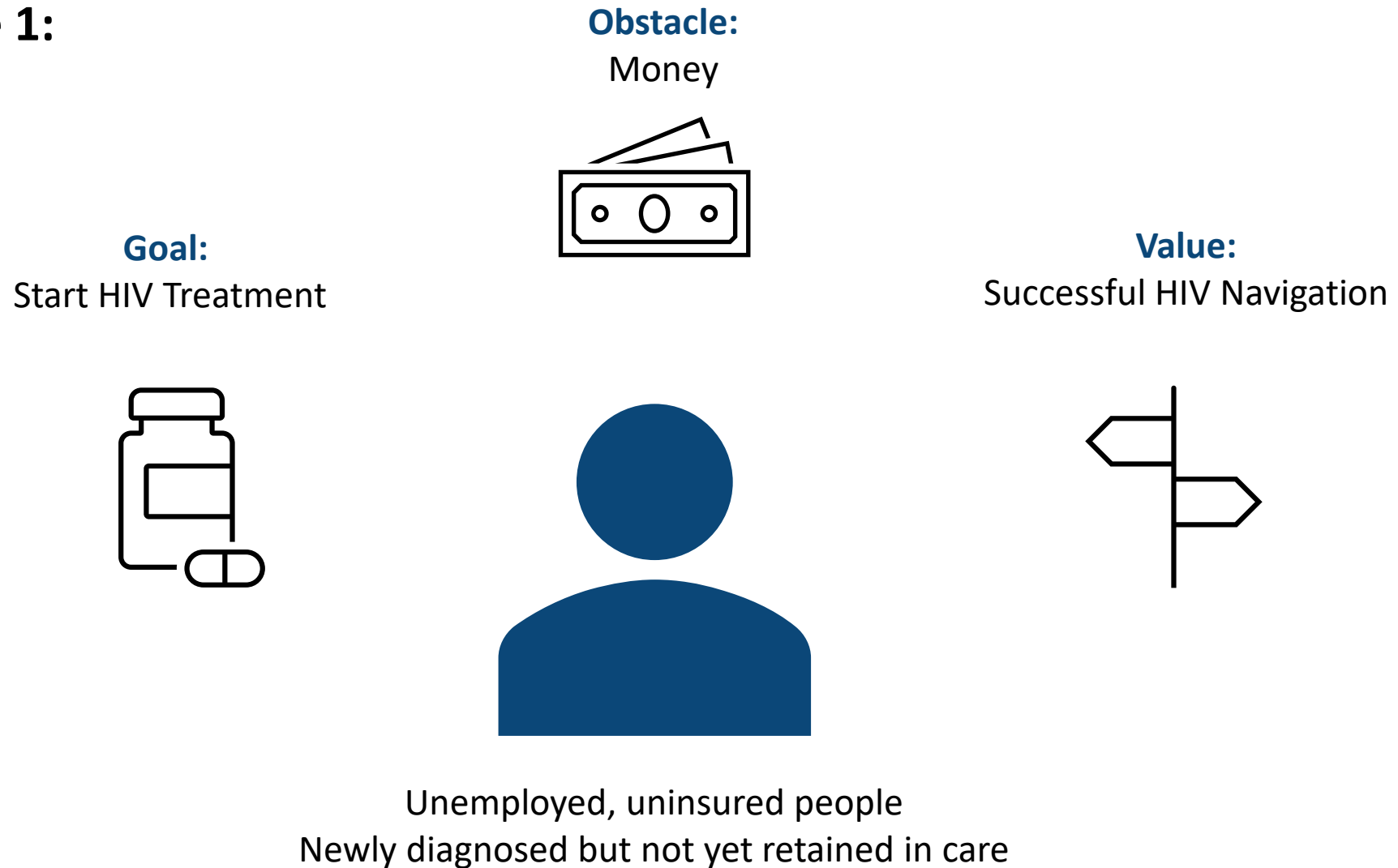
- Understand your audience(s)
- Determine your message and call to action
- Develop your narrative
- Find opportunities for visualization
- Disseminate your content

Understand Your Audience(s) (1)

1. Who do you need to reach?
2. What are their motivations and goals?
3. What are their obstacles and pain points?
4. What information is relevant and useful to them?
(This is valuable content)

Understand Your Audience(s) (2)

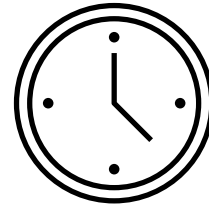
Example 1:



Understand Your Audience(s) (3)

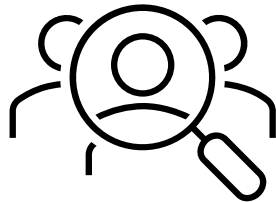
Example 2:

Obstacle:
Time



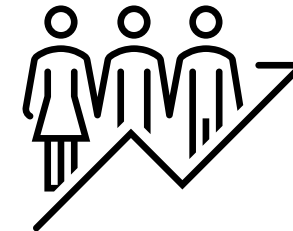
Goal:

Identify Potential Grantees



Value:

Proven Need

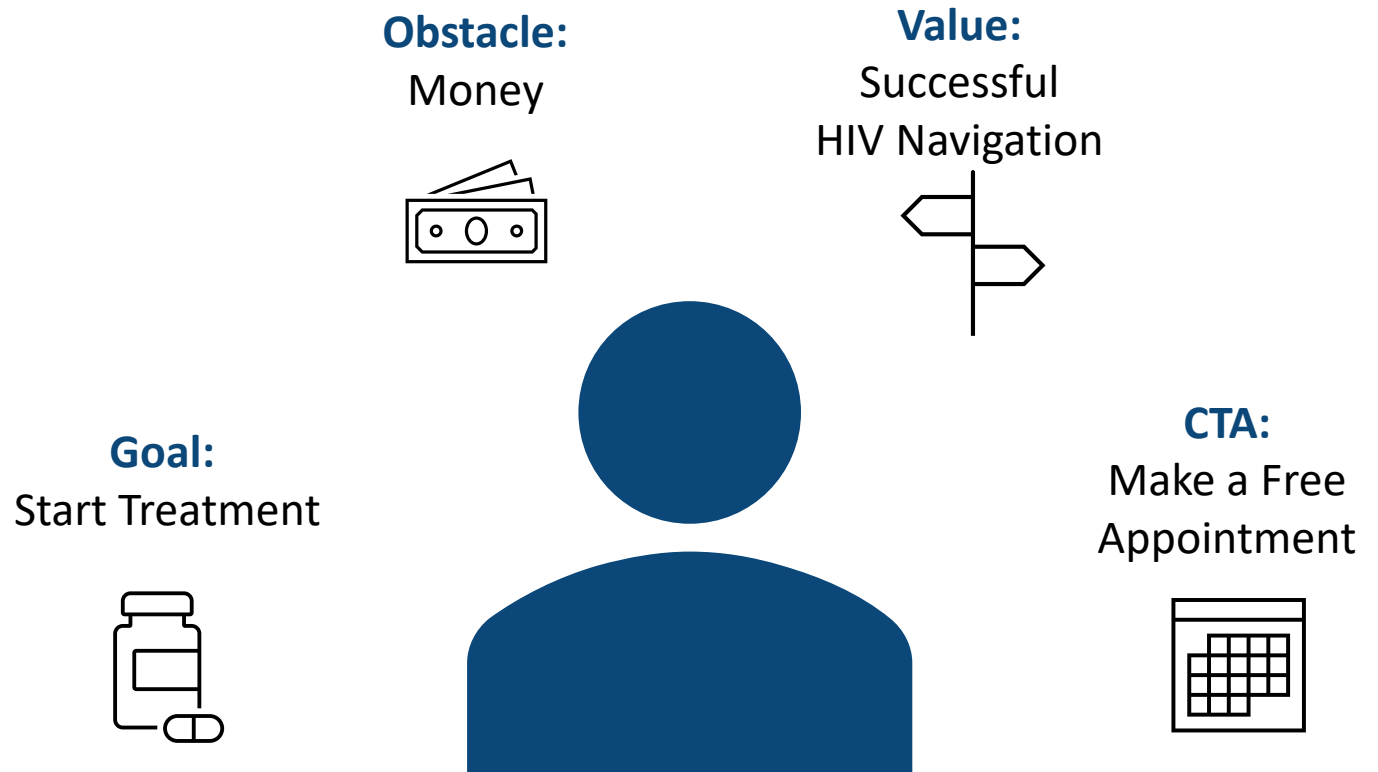


Federal Grant Application Reviewers

Determine Your Message

Determine what you want people to do with the information you have provided them.

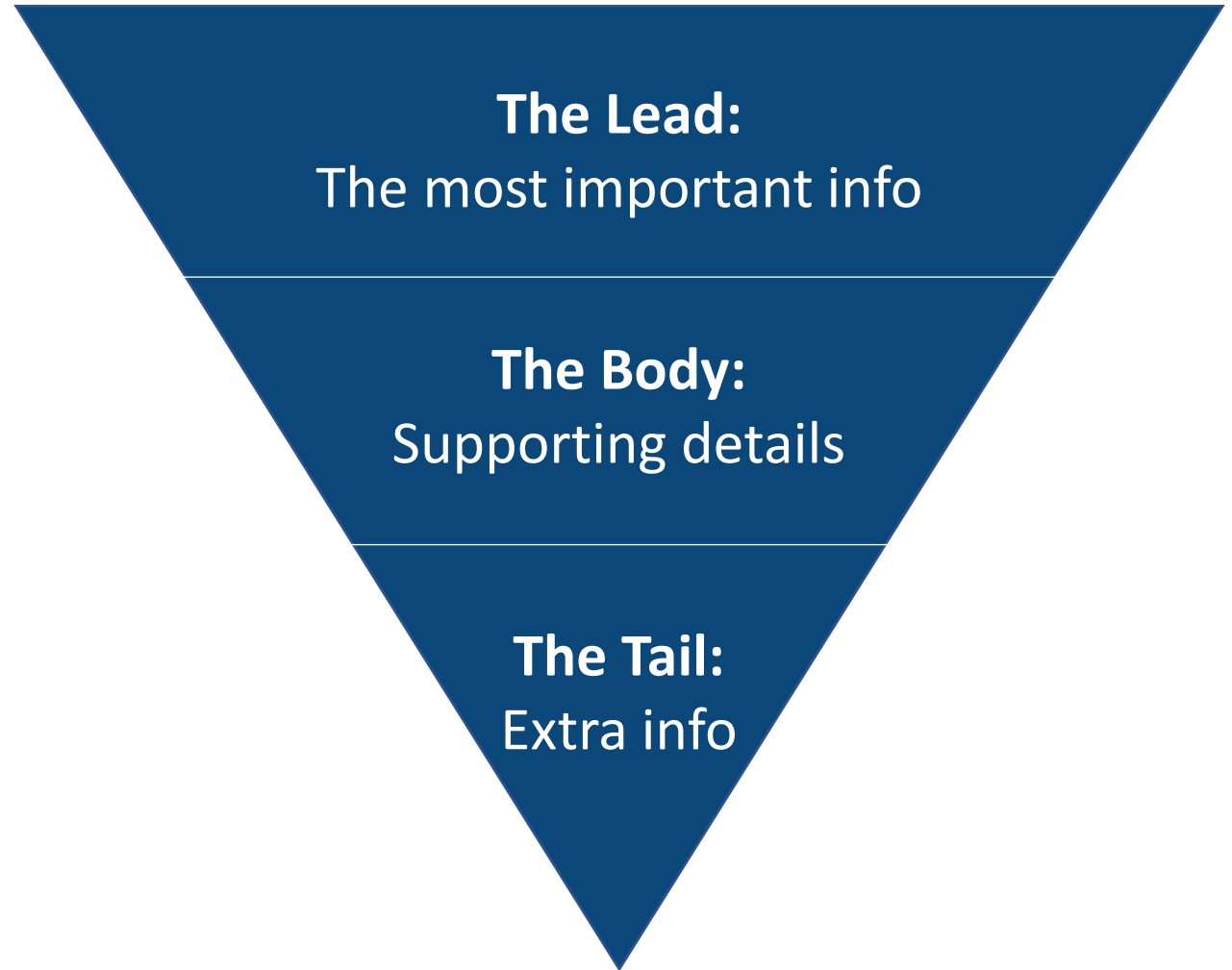
Include a call to action (CTA)



Unemployed, uninsured people
Newly diagnosed but not yet retained in care

Develop Your Narrative

1. Simplify your data by sharing the most important information first
2. Use plain language
3. Make the content scannable by leveraging font sizes and styles, colors, and lists
4. Make it interesting by including real stories and quotes
5. Get feedback from people who are not closely familiar with your research/work



Find Opportunities for Visualization

- **93%** of all human communication is visual
- People process visuals **60,000 times** faster than text
- **81%** of people skim content they read online
- People learn **40%** better when there are visuals

Source: <https://creately.com/blog/visual-communication-marketing/>

Find Opportunities for Visualization (con't)

Making your data visual can help bridge the gap between simply reading information and truly understanding.

1. Photos and illustrations
2. Icons
3. Diagrams and maps
4. Charts, graphs, and tables

Ending
the
HIV
Epidemic

Overall Goal: Increase the estimated percentage of people with indications for PrEP classified as having been prescribed PrEP to at least 50% by 2025 and remain at 50% by 2030.

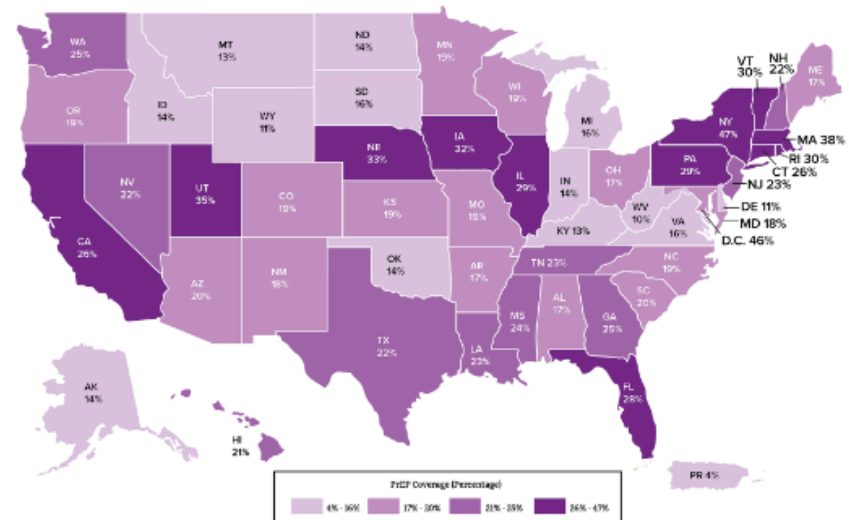


ONLY



Of the 1.2 million people in the United States and Puerto Rico who could benefit from PrEP, only 25% of people were prescribed PrEP in 2020.

PrEP Coverage in the US and Puerto Rico by Area of Residence, 2020*



Data for 2020 should be interpreted with caution due to the impact of the COVID-19 pandemic on access to HIV testing, care-related services, and case surveillance activities in state and local jurisdictions.

Dissemination: Sharing Your Data Story

Where does your audience look for information?

- Website
- Blog
- Email
- Social media
- News media
- Downloadable resources (e.g., reports)
- Print materials (e.g., pamphlets)

People have different expectations for different platforms. You don't need to reinvent the wheel for each platform, but you will need to tweak your content slightly.



Data Storytelling in Action

Share Your Answer in the Chat (1)

Does this social media post communicate data effectively?

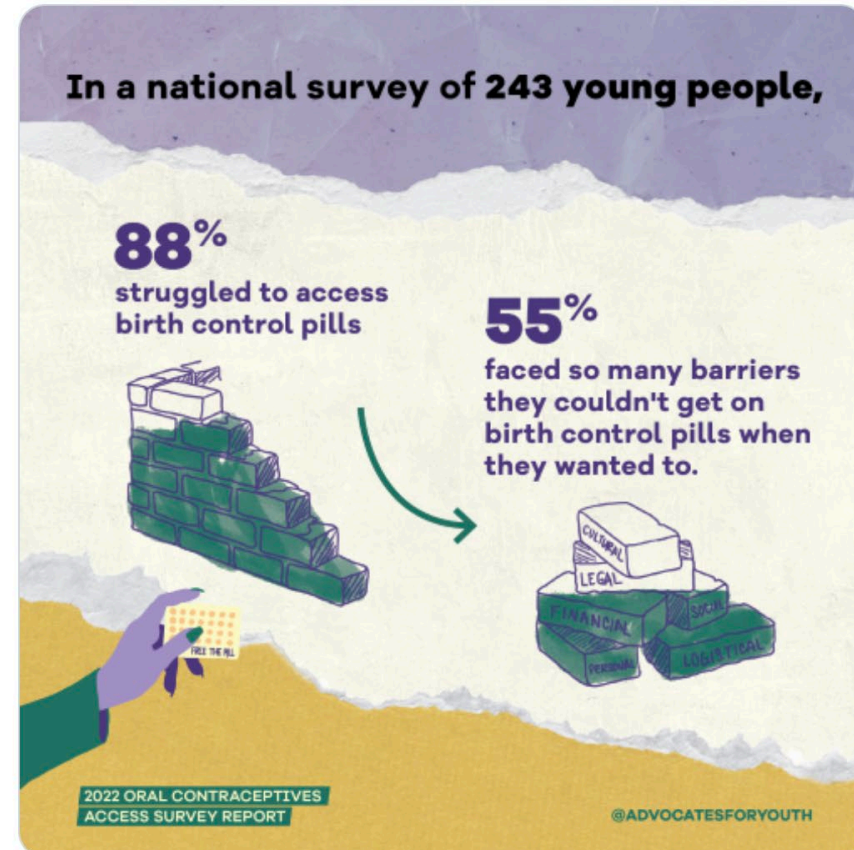
Why or why not?

AfY **Advocates for Youth** ✓ @AdvocatesTweets · Oct 26 ...

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 birth control NOW — with no delays.

advocatesforyouth.org/freethepill/



Poll: Which Blog Post Would You Rather Read?

Blog A

Study Shows, Every Other Month Injection Beats Daily Pill for HIV Prevention

PrEP Defined

Pre-exposure prophylaxis (PrEP) is a medicine that prevents the spread of HIV. It's available as:

- a daily oral pill
- an injection taken every two months

Study Results

A major study shows promising evidence that the PrEP injection prevents more HIV infections than the daily oral pill for cisgender men and transgender women.

Next Steps

More studies are planned to determine if injectable PrEP can work well for cisgender women.

Blog B

Phase 3 Study of Investigational PrEP Injection, Bi-Monthly Dose More Effective

Pre-exposure prophylaxis (PrEP) is medical regimen that prevents the spread of HIV. It's available as a daily pill or an injection taken every two months. Results of a major Phase 3 study reveal that the long-acting injectable drug cabotegravir (CAB-LA) prevented more HIV infections among cisgender men and transgender women than daily oral PrEP with tenofovir/emtricitabine (TDF/FTC).

Additional studies are planned to determine the efficacy of injectable PrEP for HIV Prevention among other priority populations, including cisgender women.

Share Your Answer in the Chat (2)

Fatty Acids Found in Fish Can Help Reduce Migraine Pain

What is done well in this article?



Salmon is one fish high in fatty acids. Claudia Totir/Getty Images

- **Researchers say a diet that contains fatty acids found in certain fish can help reduce the frequency and severity of migraine attacks.**
- **Salmon, tuna, and sardines contain higher levels of these fatty acids.**
- **For people who don't care much for fish, experts recommend adding a little fish to your regular breakfast, lunch, and dinner selections.**

If you're living with migraine, you might want to consider consuming more fatty fish as well as krill oils.

Final Thoughts

- Knowing your audience is the key to success
- Visual content is king
- Find the right platforms to share your story



Follow-up Information

Sign up for the Listserv: www.targetHIV.org/IHIP

CBTA questions, email: IHIPhelpdesk@mayatech.com

Webinar Feedback: <https://www.surveymonkey.com/r/565B9R5>