WEBINAR VIDEO TRANSCRIPT

DHHS / Health Resources and Services Administration (HRSA)

Workshop 3
Data Transformation for Storytelling

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SHELLY KOWALCZYK: OK, let's go ahead and get started. So welcome. I am Shelly Kowalczyk from MayaTech. I serve as the project director for the Integrating HIV Innovative Practices Project, or IHIP. So the contents are those of the authors and do not represent a position with respect to HRSA or HHS, and none of our presenters have anything to disclose.

So just quickly before we get started, I want to provide a quick overview of the IHIP project so that you're familiar with our offerings. We do develop implementation tools and resources for selected interventions that have been implemented by Ryan White HIV/AIDS program grant recipients and subrecipients. That includes intervention, implementation guides, fact sheets, video spotlights, pocket guides, and so forth.

We also offer capacity-building technical assistance via webinars. We actually just completed our last TA webinar, but you can find our recordings for those webinars at targethiv.org/ihip. And we also support the development and dissemination of implementation tools and resources, facilitating webinars such as this one today, where we are talking about using data for storytelling. We also offer one-on-one technical assistance. So if there are any resources you want to develop or need some ideas or want to have a discussion about potential tools and resources that may be useful for specific audiences, you can email our help desk at ihiphelpdesk@mayatech.com. So I'm going to turn things over to our presenters today, who are from impact marketing and communications. They serve as our teaming partner on the IHIP project. So I will turn it over to Darrel.

DARREL WALKER: Hi, my name is Darrel Walker. I am the art director at Impact Marketing and have been in that role for about seven years. And I've been doing graphic design and art direction for about 20 years, and that includes everything from all of the little pieces that go into it-- I've done all the little grunt work to get all that stuff done-- and all the way up to the strategy piece of it. So it's nice to meet everyone, and I can't wait to get started. So I'll kick it over to Terry.

TERRY PLATER: Hey, everybody. Terry Plater. I am the assistant art director here at Impact, and that handsome young man in the middle is me. I graduated with a bachelor's in fine arts from Morgan State University. I've been with Impact for about seven years and in the public health space for about 13 years.

But I got my start in about 2007, so altogether, about 17 years of experience. I have experience developing a range of evidence-informed solution materials across web, instructional materials, curriculums, things like that. So I've been hot and heavy in it for a while. But art and design is my passion. And I always said, if I could do one thing with my passion, it'd be to help people that needed it the most. So that's always been my charge. And with that, I'll hand it over to Sonya.

SONYA KHAN: Hey, everyone. I'm Sonya. I use she/her pronouns. I'm the senior communications specialist here at Impact Marketing. I've spent the majority of my time, actually, in local and state health departments, working specifically in STI prevention and HIV prevention. So I am able to use a lot of that knowledge and leverage it as we're building campaigns, visuals in the context of health communications and data visualization. So hopefully, I can provide some insight and connect some of those pieces for you all today. If anyone has any questions, please also feel free-- I think Shelly had mentioned to drop them in the Q&A box as well. Darrel is going to go over our agenda real quick.

DARREL WALKER: So our agenda is focused on transforming data into storytelling. And to do that, we'll cover a few key points, which are understanding your audience, determining what your message is, finding those key points to support the messaging and to help develop a comprehensive and cohesive story or narrative for that audience, and then building meaningful visualizations to support those key points and to support your story in a way that resonates with the audience. You'll see it's all circling back, back and forth because it's all building on itself. And then after you've done all that work, sharing your data story or code word dissemination. So our learning objectives are to be able to describe data storytelling, to understand the primary elements of effective data storytelling, and to demonstrate how to tell a story with data.

SONYA KHAN: So just trying to get a lay of the land. I'd love to hear folks' thoughts in the chat. What is your current level of comfortability manipulating data? As we know from a program perspective or an intervention perspective, we get access to a lot of data. So what is your level compiling that, understanding it? And then part two to that is, what types of data are you able to access, and are you able to shape a meaningful story from what is accessible?

We know sometimes, there's pieces that are missing or sometimes, we are fortunate enough to have a pretty complete data story based on our local area's data stewardship. So I'm curious to hear in the chat what folks' thoughts are. So in the chat, some folks are saying they're very comfortable manipulating data. They're an epidemiologist of 15 years, and they can access Ryan White client-level data and summarize surveillance data. Looks like we have another person who's saying there's plentiful access to data. And someone says, depending on the platform, it depends what data they're able to access.

But it sounds like a number of people are pretty comfortable manipulating the data in the chat. Feel free to go ahead and keep typing those in, and we can circle back to them. So I'm going to give it to Darrel to talk a little bit about data storytelling in general.

DARREL WALKER: So I guess the first thing we want to do is talk about what data storytelling is. It's using data to clearly communicate learned insights from data to inspire action. So the idea is that you are communicating a bunch of information that you've gotten into, and coalescing it into something that is digestible for your target audience to drive a specific action from them. It might be just to inform, but even then, it's to help them do something based on that information that you gave them.

And the key components of data storytelling are data, narrative, visualization, and then finally, dissemination of the data. So the purpose of data storytelling is, like I said before, to demonstrate the components of the intervention, to illustrate the impact of that intervention, to inspire meaningful action and change, and to advocate for policy and funding. So this is a more specific list of some of those things that we're trying to drive, action-wise and some of the goals of capturing that data and being able to explain it in a way that makes sense to people.

The primary elements of data storytelling-- so in crafting your narrative, you want to be able to identify your key, interested parties, primarily your primary audiences, and determine what you want from them, what you want them to take from the information that you're trying to give them, or what action you want them to take. And then you want to level-set or set the stage of what that data-- where it came from and the context around that information. And then you want to define the problem and then be able to propose a solution or use that information to identify some solutions that might work for some of the different audiences that you're identifying.

SONYA KHAN: So I'll be going into a little bit more of transforming complex data into a story. Thank you to all of those who have shared their thoughts on their level of comfortability. So it looks like we're pretty comfortable manipulating data. I did see some comments about, well, how do I turn this into a story. So as we think about this, there are a couple different high-level steps we can follow. And we've actually created an accompanying handout that will frame these steps for you as you're planning your data visualization.

So firstly-- and we'll go through each of these steps as well-- we want to understand our audience, determine our message and our call to action. We want to identify key data points to develop our story around. And then we want to build a narrative, those storytelling details that really bring home the message. And then from that, we're going to build visualizations, so what does that look like when we're trying to paint a picture of where we're at with this information. And then one thing that we may not use commonly at a local or state level is dissemination. So we want to be sharing out this information that we've learned and the impact that we're making with these interventions.

So if you were able to join us for-- this is part three of our webinar series. If you were able to join us in parts one and two, we actually identified intended audience and how to reach them. So as a recap, here are some things to consider. Who do we need to reach with this information? We obviously need to be reaching the priority population who will be the folks that we want enrolled in our intervention, other key interested parties, maybe service providers.

And what motivates them to engage with the information? Do we want to ask them to be engaged in the actual intervention? Do we want to promote these improved health outcomes? What does that look like? And what information is relevant and useful to them? So that's going to vary a little bit based on who we're talking to. And again, if you are able to access sessions one and two, we have a little more information on how to develop that messaging. Part one is actually entirely on developing that messaging.

And where can our audiences be found? They're going to be found in our community, maybe adjacent service providers, maybe other internal departments within our own program. OK, so before we get into very epi type of data, I wanted to use an example that was a little more high-level. And hopefully, folks can relate to this. It is the end of the year. If you use a music streaming service, Apple, Spotify-- we're all really excited about Apple Replay or Spotify-- I'm not a Spotify user. I don't know what it's called. But I use Apple Replay. So I want to just take us through this example of really great data storytelling.

We see here Apple, or whatever music service, taking all of my listening history for the whole year, which are the data points, and then they build an engaging story that's personalized to me. So the takeaway here is that it's personalized, and it engages with the audience, who is me. So I'm going to walk us through a little bit of this process, what this looks like in a higher-level, simpler example.

So if we think about Apple Replay, what information does Apple want to share with me? What data do they need to show me this, and what do they really want me to do with this information? So Apple wants to share a big picture of what my musical history was for the whole year. The data they share, if you're not too familiar, includes things like top songs, top genres, top playlists, maybe my most-played song. So here is my listening history for September. Apparently, I only listened to Chappell Roan for 4,000 and some minutes.

So this is great for this artist because then that gives that artist information on, oh, OK, we can target Sonya to get more listening from her. But it's cool because it makes me feel like, oh, wow, I feel seen. I feel important and relevant. And then it reminds me of, wow, I was driving down the road, and I had this great memory, those feelings that we want to stir up as we're telling stories, which is an important piece of storytelling.

And what does Apple want me to do with this information? Really, they want me to keep using their service. It reminds me of, wow, I was able to listen to this really cool album that was really speaking to me, and that was a great summer for me. Bringing back that example a little bit more specifically to interventions, we can talk about data in qualitative or quantitative sets. So I think a lot of us here are really comfortable manipulating that.

So here's an example from the Blacks Women First SPNS Initiative, where someone shared a testimonial. They say, if it wasn't for them taking their time to help me readjust, I don't know where I would be, "them" meaning the BWF staff. So that's a really impactful piece of information that we can take away regarding the impact of the intervention. So translating that to intervention data, these data points can be quantitative, like those that Apple replay uses, or qualitative, like this testimonial from a participant. And it tells us, really, how the individual benefited. It helps us all to simplify the data, also. And it connects the data points together to help build on our narrative, really simplifying that storyline as well.

I saw some comments in the chat around level of comfortability and where we access data. So some of these might be relevant to you. Some of these data spaces might not be as relevant. But if we're assessing the impact of intervention that we've implemented over the last few months, a good starting place is enrollment data. So a lot of the criteria we want to look at when we are engaging folks in an intervention can be a good measure of the impact that we're having. So, for example, let's say our intervention focuses on Black women aged 18 to 45 with HIV, not currently in HIV primary care. Here, we'd be interested in how many of those women might be linked to care and accessed HIV primary care over a specific reporting period.

We can also look at more complete information to paint our picture. So we might look at maybe CAREWare, eHARS. I saw other surveillance data mentioned. Some places may use some RedCap supplementary databases. And then of course, the qualitative information that we saw previously, like the testimonial. So when we're going back to our Apple example, data sourced comes from my listening history. So let's go back to that.

Now we want to develop our narrative, thinking about, how do we build a story around, what are the key takeaways. So what might be some key takeaways we want folks to walk away with when we are assembling this data story? So is it that we improved linkage to care or maybe engagement in care? Is there an increase in maybe oral health visits? What does that look like? And how does the program specifically contribute to the impact that we're making? That's when we can plug in our data and form our cushion around-- with our data storytelling details.

And finally, why is this information important? If, let's say, for example, we have improved our ability to link folks to care and engage in care, does that result in a reduced incidence of new HIV? What does that look like? What is the key big picture here that we are trying to drive home? Going back to Apple Replay-- by the way, if you're not familiar with Apple Replay, I think it comes in November, I think by the end of this month. So if you have a streaming service, you can poke around and see what your listening history is if you're not familiar with it.

So what Apple does then is, they make this cute little video where it lists all my data points. So it says, you listened to Chappell Roan most through the year. You listened to her this many minutes for the year. My top genre was R&B and soul. And then it'll tell me my top album. And the little dashes above, it's like a little screen video, like if you're on Instagram, you can tap through the stories. But it really ties together that music and data visualization to make me feel really like, wow, I really related to Apple Music. And that's really what we want when we are asking folks-- when we are sharing a data story, we really want people to feel that they can relate to the information being shared.

So here is just a recap on this extended example that we had with the Apple Replay. Here, Apple told me how many minutes of music I listened to. Chappell Roan was my top artist, top album, and apparently pop was my top genre for September. Now, if we wanted to change the story-- and again, this is how we form our data narrative, our story around that-- to Apple asserting that their music is more popular among users aged 30 to 35, more popular than Spotify, they might then show an image of a Spotify list.

Here's a screenshot of my Spotify Warped, which is the Spotify brand of their listening history. For the whole year, I listened to 3,400 minutes on Spotify. So in comparison, we can use these two images in juxtaposition with one another for Apple to say, OK, Apple is more popular among, for example, women aged 30 to 35 when we're talking about streaming services. So again, this is an example just to help us digest how we use these visualizations to tell a story.

Now, if we look at this data individually, it doesn't mean a ton. It doesn't necessarily mean that Apple's more popular than Spotify or that it's accessed more or anything. It just tells us that I, me as a user, prefer Apple. But the point of the data story is to build a narrative that demonstrates what they're trying to drive home. So they may share an anecdotal story centering me as a user persona, I might be more inclined to listen to Apple Music than some other groups that were there accessing the service.

If Spotify wanted to use the same example, though, if they wanted to assert that they're a more popular streaming service, this would not be a great example of data. This doesn't support that point. So Darrel and Terry are going to talk a little bit more about selecting the right data as we're building our visualizations. But just something to think about as we're transitioning into that. So again, this display of data tells us Apple is more popular with me. However, if Spotify wanted to say Spotify is more important or more exciting, this wouldn't work. I'm going to turn it over to Terry. That was a lot. So if there's any questions, please feel free to drop them in the chat as well.

TERRY PLATER: OK, awesome. Thanks. So I am going to talk about data visualization. So I think that we need to remember that data visualization is taking all the data and curating it to comprehensive data points, just to make things clearer for the audience after we've developed the story. We now want to disseminate it. And to do that, we need to juice it up a bit with some visuals.

So just like you're not going to fit 10 people in a four-door sedan, you're not going to fit a 10-page Word document on a one-pager. So we need to cut up our data and put it in bit-sized pieces so that people can get it. So it's always helpful to remember that we want to steer clear from information overload. We

know those documents can be filled with data points, tables, charts, all those things, and we're going to talk about how we can make that a bit easier for whoever is receiving this information to digest it.

What we're going to do here is we're going to start a little bit simple. And we're going to go over how this information is doled out, and what we need to remember as we go to create our documents for the people digesting them. So this is a simple, little breakdown of information. We have our title. We have what we're trying to communicate, which is these self-collected specimen tests. And then we have data points that we want to pull out.

But we want to separate that information a bit because as we go to move forward, we want to remember that we have other tools that we can use to make it look a little better, like information hierarchy. So font choice, font sizing, bolding, italicizing, all that stuff is great to separate ideas. As you can see in this first example, we have a different-colored boldface, nice font for the title. We have our body copy under that, but it's color-blocked and separated from the information under it, which are the benefits of these self-tests.

And also, we use columns to separate information as well. So when people are looking at this visually, they're seeing the striking image, so they know to go to that part first. They see the big letters. They know to start there. And then they can follow from there as the page goes down to other information that they want to digest. So here we used lists, we used columns, we used font choices and things like that. So that's a simpler way of just disseminating your information. And this would be a normal one-pager, almost like a desk flyer. So this information is easily split up.

So let's move on to something a little bit more challenging. This one's a little bit more challenging. As you can see here, we have a bunch of different things we want to communicate. We've added data points, we've added branding, we've added call to actions, and all that stuff has to be split up and still served to you in a way that you're not overwhelmed. So like before, we have our columns, we have our lists, we have our large text, we have our text separation with lead-in text, things like that. But as we move on, we see that we use a bit of iconography visualization when we're representing percentage numbers or population numbers or things like that.

So that breaks up the information a bit for the reader, so they're not overwhelmed as they're reading everything. And then we end all that with a call to action at the bottom, a nice little-- not too flashy, I guess you can call it. Not too flashy. It's just a nice, dark bar. You know that separates that information from the rest of the text. And then we have our branding at the bottom.

So this is an example of when we have more information that we want the reader to digest, we want to make sure that we separate it. Even though there's still a lot of information on this page, it doesn't feel as overwhelming as if it was just end-to-end text. So we always want to keep that in mind as we think about the way that people ingest data. They ingest in small pockets because then I can move my eye from one of these data points to the next. If I don't want to read all of them, I don't have to. If I want to, I can.

But it gives me the choice. And that's always a good thing, is giving the viewer a choice as to how they want to ingest this data and letting them know what-- the most important data at first and going through your story. So this would be more akin to a fact sheet. This would be something that you would send out, and you would have multiple copies of this. This is fact sheets, maybe a infographic, things like that. So these are the tactics you would use for that.

And now we're getting to something a little bit more long-form. So this would be a curriculum. So with this, you have a few other things you've got to think about, like section breaks, lead-in text, body copy, callouts, footnotes, all that good stuff, everything you would find in a nice-sized curriculum. All of these things have different tactics to make them jump out to the reader, I guess you could say.

And with this, we look at how we separate this list on the far right from the rest of the text. We know that's a call-out box. We know that we want the reader to go there at their leisure, but it's not a part of the inline text. If they want to come back to that later, they can. But there are a few other things, like the light-blue call-out text in the middle, that we want to stop the reader to have them read. It's always good to give the reader a pause in between information so that as they're digesting it and as they're taking it in, they don't feel drained as they're doing it.

So as you can see, this uses a lot of those elements. It uses striking photography. It uses iconography. It uses lists. It uses almost everything. Bolded lead-in words, all that good stuff. So this is when you have a lot of information, but you still want the reader to read everything. So as you're telling your story, you have to remember that, leverage these things and think about how your reader or whoever's digesting the information is going to go from 1 to 2 to 3 to 4.

Because at the end of the day, if you have information at the end that the reader needs, if they never get there, it's a problem. So that's the problem we're trying to solve, is trying to make sure that the reader gets to the end and they get all the information they need. We've seen all of these things used in the examples I gave. We saw photography, saw iconography. We saw data maps and things like that. These are things that you can use to fill space as well because another thing is balance, balance of information.

If we have one short paragraph, but we have one long paragraph, and we need those to feel balanced, we put an image on one side, we put the short paragraph on the other side, and that separates it so that the long paragraph coming up after that doesn't look as off-balanced. So we use these things, these additional flairs of design to give balance to the document. Visual balance is also very, very, very important when you're going to tell your story, just using all of these tools to your advantage.

And there are a lot of different websites and things that have free access to things like photography and iconography. I can think of maybe two off the top of my head, like Unsplash and Freepik. Those are pretty good resources for people that just need a quick image or a quick icon or a vector image or whatnot to fill the space. Those are some good resources.

DARREL WALKER: Can I add one thing to that?

TERRY PLATER: Yeah, go ahead.

DARREL WALKER: I would say, on that slide, all of those items have-- so photos have a job. Icons have a job. Diagrams and maps have a job. While we can use them to create balance, they also have a very specific job in reinforcing parts of your narrative. Your photographs might be more of an emotional part of that. And then the charts and diagrams, the charts and graphs and stuff might be more informational. But they would give your user an ability to scan your document, get the information you need, and get out just because people are busy or have short attention spans because of phones and work and this and that.

So the goal of a lot of this stuff is to make sure people can get into your document, get the information they need, and get back out. And these can all be tools to help people navigate, like Terry said, but also make your document scannable in case somebody doesn't have time to read every word of what you put in there. So just to reiterate, these items all have their separate jobs, whether it's to draw attention, create some sort of emotional connection, or to provide reinforcement of an actual key data point or connect all of those things together.

TERRY PLATER: I feel like Darrel was over my shoulder reading off of my notes because I definitely skipped that by accident. But that's definitely correct.

DARREL WALKER: Sorry. I got your back, Terry.

TERRY PLATER: Thank you. So when we go to create some of these things, we want to remember the different tools that we have. Us, as designers, we have these robust Adobe Suites and things like that. And some of you may be familiar with those and can use those to your advantage. But a few other programs you can lean back on are Canva and PowerPoint.

I know Canva has a very robust font collection, vector collection, image collection. They're essentially the designer for non-designers. So I would lean heavily on using a lot of their free resources that they have in their programs. And then they make it very intuitive and easy for you to use. You can change fonts and colors and sizes and things like that as you choose. PowerPoint is kind of the same. They have their little design studio where they can help you as you design your slides to A, make everything a little bit more uniformed and easier for the viewer of whatever dissemination vehicle you need to digest.

So I think that those two are very good starter tools. But if you guys have any type of comfortability with any other more robust tools like that, that would help a lot, and that would be good to-- it might be something you could post in the chat if you're familiar with those programs as well. So with that, I think I'm going to hand this over to Sonya so that she can talk a little bit more about those tools from Canva and PowerPoint and things.

SONYA KHAN: Thanks, Terry. And so yeah, I think Terry had mentioned, if there are other tools that you all are familiar with, please feel free to drop those in the chat, and we can circle back to them in our question and answer period. So I wanted to talk a little bit about adding the real-world information. So we talked about Apple and this more personal data story. We talked a little bit about these really pretty graphics that our designers are able to make. And I want to bring it back down to program-level type of information.

So this is actually a graphic that I made myself in Canva. Like I said, I'm a program person. I came from local programs. And some of you may be familiar with the impact congenital syphilis right now is having in our communities. And I'm not a graphic designer. So what I did here is I used a template for an infographic on Canva, and I plugged in some key information that I wanted to share with some of our adjacent programs, so family planning, the WIC office, and some of our senior leadership, as well as other providers that support needs of pregnant people.

So I used some of these elements that Terry and Darrel were talking about. Again, the goal of this infographic is to describe the impact of Black maternal care on the incidence of congenital syphilis among Black people who can become pregnant. So our data story focuses specifically on the health disparities that contribute to syphilis and congenital syphilis among Black folks who can become pregnant and their babies.

So here at the top, I start with a major data point. Number one, there is a 203% increase in congenital syphilis in the US, adversely impacting Black babies. So this is specific to 2017 to 2021. I think that there's been new data released this week, but this is a little bit older. Other key data points. So here, I have an arrow that's leading us by text block. Let's take a look at some other disparities that happen.

So another key data point. Black birthing persons represented only 31%-- Black birthing persons represented 31% of all reported congenital syphilis but only make up 14% of all live births in the US. A third data point here that we drop down to is the percent of Black women that make up all cases of primary and secondary syphilis. And then number four, we list some of the systemic factors that increase the incidence of syphilis and congenital syphilis.

So these are the four data points that I've identified I wanted to base my data story around. So here, I walk the reader through with some arrows. There's a purple arrow here in the center. On the left side, I blocked some color text over here. There's another arrow that gets cut off here on the bottom left that's in yellow over the purple box. And I've paired it here-- like what Terry was saying, there's a bigger chunk of text.

But I wanted to make sure I included this graphic that displays the number of women who give birth as a whole versus the number of Black mothers who have babies who are born with congenital syphilis. So that's what this graph is. And it might be too small to read, but you can take a look at it in the printed slides.

At the top, over on the top right, we address some more disparities, systemic inequities that exist. And then finally, we list a call to action. So here are six ways that you can support Black birthing persons. And I define my audience here in the box to the left of this title. As community support organizations and other health care providers, we can start by advocating for access to adequate prenatal care.

And then here, we list some items that folks can engage in based on where they fall in terms of our audience. So when we're building data visualizations, we're asking readers, again, to follow a logical hierarchy of information. So again, using the arrows, some color blocking over here-- I think these little clip art images that I've used of these cute little babies, I think, are free also in Canva. And Canva is a super versatile tool.

That being said, it does take a little bit of time, depending on how much you opt to modify that. But using Canva to build a compelling data story can be really effective, and it is really intuitive to use if you're not super familiar with it. And then here's an additional resource that I included if anyone's specifically interested in how nonprofits design their data reports. I think they do have a couple templates as well. And if you click the link, you can navigate to that.

I know sometimes we forego making more in-depth data visuals, given our time limitations. Or maybe we're wearing a bunch of different hats. But just thinking about this previous example of Black maternal care and congenital syphilis, it helps us to identify, where are some gaps that we can address programmatically or intervention-wise that can close some of these gaps.

So the last part of our process is sharing out the data or dissemination. I did see someone drop in the chat about the previous sessions. I'm referencing that here for a reason because essentially, now we're at the beginning of our marketing, our intervention cycle. So disseminating our data is key to building sustainability and maintaining continued buy-in and engagement with our intervention. So the more people are aware of, hey, our intervention is really being impactful to the people that we want it to be

impactful among, it's going to keep that engagement from folks and maybe even garner new engagement and buy-in.

So here are a couple tips on how to disseminate information. And again, if you want more detail on this, you can go back to session one, where we include a communications matrix that helps you identify some of these elements, like key contacts or key parties that we may want to share information with, key audiences, communication channels, how to reach them, and some of those other specifics. And there's a tool that can help you plug and play those things.

So building a resource library to support rapid dissemination. So one of our roles as impact marketing is to support dissemination of materials as well. We do that with a lot of the IHIP materials. And so what we do is we keep a library of, here are all the documents that we have related to IHIP, all of our different projects. And we keep them in a place so that once we're like, OK, World AIDS Day is coming up, what do we need to share out with whom so that we can get engagement with folks to participate in World AIDS day.

And even an example of dissemination is you all receiving this information for the webinar. Also, cool to be able to repurpose material to use across different channels. So you can translate this infographic that we use. Maybe we can put it on Instagram or Facebook. Wherever your key audiences are going to find your information, that's where you want to put that information. Maybe that's an email, newsletters, press releases, again, based on your audience.

And along the same lines, develop multi-use products. For example, this graphic, I not only use to share with senior leadership, I also shared it with the family planning program, WIC. I shared it with state leadership to say, hey, here's some things that we can do to address some of these needs that might be needed in our community. What can we do to provide resources for these needs?

And then also, design easily editable templates. So designing the template is one thing. We can use templates in Canva that already exist. But also, we can build templates into Canva that allows us to share updates on our intervention. And maybe that looks like a monthly update that plugs in a couple numbers to our key interested parties, and we send them an email saying, hey, here's how many new folks we enrolled, here's how many new folks are continued engagement in care, and some of those key data points that might be of interest to folks. Again, if you want to learn more about that, sessions one and two go into that in more detail.

This is the last piece of information we have before we go into Q&A. So what we've done-- we've made a handout that summarizes a lot of this information that we talked about. We gave a number of examples, but here, we've listed some items that will help you consider the process for developing these visuals, and hopefully, that'll be useful in you building data visualization and building your stories for. That should be included with our session materials as well. And that's where we are.

Are there any questions while we wrap up right now on this? Thank you so much, everyone. Shelly or Angel, I don't know if you wanted to add anything as far as Q&A, and then we can read folks' questions? Let me also go through the chat here. Someone says in the chat, Canva has been a game-changer for me. That's really cool that you're able to use Canva for that. Also, I don't know if folks are familiar, but Canva is available for nonprofit entities in the full capacity.

SHELLY KOWALCZYK: Again, you can include questions in the Q&A. Oh, I see a couple more. I can't-- Sonya, are you able to see the Q&A? So it says, what advice would you give for trying to ensure we are

not building a story and cherry-picking data as opposed to looking at the data and allowing it to tell the story?

SONYA KHAN: I think that's a great question. From a program perspective or a local perspective, I think it's important to make sure that we are gathering pertinent information that will give us the answers to questions that we have. In my experience, one of the things that I've seen is that at the program level, we like to gather all the data, and then it's easy for us to become overwhelmed. And then at that point, sometimes, we have to cherry-pick data because we're seeing, OK, maybe there's only a 3% increase in this data point. However, is this data point really necessary, and is it really telling us anything?

So I think one of the things that can help with that is focusing on a couple different data elements that we really want to see a change in. And I think ensuring that we have complete data on those few data elements is going to be able to really tell us-- it's going to be able to speak for itself. I think that's a great question. Darrel or Terry, do you want to add to that?

DARREL WALKER: Yeah, I guess my thoughts on that would be to first and foremost, focus on what the data is telling you. Just like in any sort of endeavor, you wouldn't approach that data with a conclusion, or you would try not to. You would try to remove those biases before you started digging into and analyzing your data or whatever. I think it's important to try to make sure that you're doing that when you are analyzing the data and then figuring out what the data is actually telling you about whatever it's involved with.

And then from that, the job is to communicate what that data is telling you using the parts of that-- at that point, you're sure about what it's telling you, and you're just trying to find ways to communicate that to whoever your audience is. And so that's how I would avoid cherry-picking. And from there, you would probably find the key points that bolster or reinforce what you think the overall messaging is from the data that you've gotten so that you're not cherry-picking or manipulating data to fit a already determined solution, answer, hypothesis, or whatever. So just sticking to what the data is telling you first and then telling that story, as opposed to telling a story and then finding stuff in the data to reinforce the story you want to tell. I don't know if that's helpful or not.

TERRY PLATER: I guess I would say important data isn't always relevant data, is what I'm thinking. You may have a few points that you may want to make but that may need to be reserved for a different type of dissemination avenue. Whereas in you want to focus on homelessness in HIV communities, you're not going to want to list something like, oh, well, the percentage that didn't eat this month or whatnot. Or maybe that's not the important-- maybe what's important is basically making sure the data sticks to the story, even if there's data that may trump it that's more important, and then using that more important data in a different way.

Maybe we tell two stories. So like I said, instead of taking one car, take two cars. I guess that would be my input.

SONYA KHAN: Actually, I like that, take two cars. Yeah, we can tell two-day stories.

SHELLY KOWALCZYK: Sonya, I want to make sure-- some more questions are popping in. So there are several related to Canva. So one says, how can nonprofits access it? And then I think you can see the chat or the rest of them. So if you all can address the Canva questions.

SONYA KHAN: Yeah, I think we can probably find a link for the Canva for nonprofit. But you might be able to find it on Google, just Canva for nonprofit, and there's a certain type of account that you have to register for. And then I'm sure we can go on the back end and find that for folks as well if that's helpful. I see two questions that are interesting. We have a couple of minutes left. I want to make sure we get to both of these questions.

Firstly, what impact does data storytelling have on HIV stigma? I think it's a really interesting question. Darrel, Terry, do you want to take that one? I can preface it by saying I think it's important that we do use language that we use within our own settings, appropriate, inclusive language and also plain language standards. Darrel and Terry, I see you both came off mute.

DARREL WALKER: That's a good question. I think what it does is it allows you to create your own-- I don't want to say narrative, but it lets you create your own parameters by which you would discuss the topic. I'm going to say something kind of trite, but you get to be the change that you want to see. This gives you an opportunity to tell the story in a way that leaves people with the dignity that you think they deserve for the topic. And that includes photography that shows people in a dignified way.

You remove stigmatizing language from the way that you describe all the topics in your data, and you can control and manage the way that you talk about all those things. I think that the larger removal of stigma from HIV-related communication is-- you are contributing to a culture that is trying to do that work. And what you're doing is really controlling and managing the language and adding a voice that removes stigma from that. I'm not sure if you're asking how to do that or how it does do that. But in my opinion, that's how it works, a lot of people attempting to do the same thing by removing stigma from the way they communicate about HIV.

SONYA KHAN: Thanks, Darrel. Terry, you're off mute. Did you want to add something?

TERRY PLATER: Yeah. I like to think that all forms of dissemination are helping to impact the angles. So when I think of this question, I think of just the way that we are careful with our wording, the way that language changes all the time. I can't tell you how many times I've designed a thing, and we were at the end of it, and they said, OK, well, wording changed or some type of stigmatizing language has changed. And we want to tamp that down, so can we add this or can we change this.

And in doing so, that changes the look and the feel. So whereas in we may change one word, that one word will change your whole design. And it's hard to explain what type of impact it actually has. But I can say that I know that from what I see happening in the field, the rehashing of all of these initiatives comes up every year. So I'll hear, oh, well, we did well with this one piece. We want to redo that this year. So I'm assuming it has a pretty heavy impact. And like I said, data storytelling itself is ever-changing, and it is what it is. I'm not sure if that helps, but that's my input.

SONYA KHAN: Well, there was one I just wanted to just touch on, even if you're only able to access it in the recording. Someone asked a question about how you use AI to help analyze your data. Obviously, that is its own universe on its own. But I think it's a really interesting question for us as we talk about building data visualizations and analysis. I think one thing that I would like to just put out there, for the purposes of communicating, is that when we do use AI to analyze some of the data, these are open systems. So we have to be careful of what information we can share to the AI, because oftentimes we're dealing with PHI, we're dealing with raw epi data which is not cleared by the state or whatnot.

So those are just some things if you're putting it into an open-source AI. If you have it built internally into some of your systems, I think that using some of the built-in features within your data softwares to build some visualizations based on information it's able to analyze, I think that that's really cool. For instance, TargetHIV Google Analytics has an AI feature in it, and sometimes I use that to support some of my analysis. And it lets me build a graph, and it says, here's some preliminary data.

So I think just different things to think about. And it's also important for us to note that that's a really quickly evolving space and raises some additional questions about how we communicate information as it relates to HIV intervention and prevention measures when we are using AI. I don't know if either of you wanted to add anything else. But I did want to at least share that thought. And I don't see any other new questions that came in. Terry or Darrel, do you want to add anything to that point about AI?

DARREL WALKER: No, I think you covered it. It's a little bit of a Wild West at the moment, so putting in sensitive information to get answers from it might not be the most secure at the moment. So no, I haven't used it for that.

TERRY PLATER: Agreed.

SONYA KHAN: Well, thank you all so much. Shelly, I'll turn it back to you.

SHELLY KOWALCZYK: Yes, thank you, all of our colleagues at Impact Marketing Communications. We appreciate your time today. And yes, we would love to hear your feedback. Angel posted the link to that survey in the chat. And if there are no further questions, then have a great day, everyone. Thank you so much. Bye.