



Data Transformation for Storytelling

Impact Marketing + Communications

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Disclaimer

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Integrating HIV Innovative Practices (IHIP)

Implementation tools and resources

- Featuring interventions implemented by RWHAP grant recipients/subrecipients

Capacity building TA (CBTA) on featured interventions

- CBTA webinars
- Peer-to-peer TA

Support in the development and dissemination of implementation tools and resources

- Webinars
- One-on-one TA

Visit <https://targethiv.org/ihip> for more information
(or email ihiphelpdesk@mayatech.com)



Meet the Team



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Terry Plater
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Agenda

About Data Storytelling

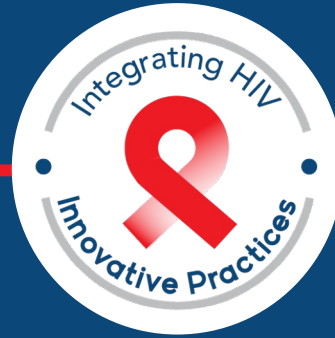
Transforming Data into a Story

- 1 - Understanding Your Audience
- 2 - Determining Your Message
- 3 - Key Data Points
- 4 - Developing Your Story
- 5 - Building Meaningful Visualizations
- 6 - Sharing Your Data Story



Learning Objectives

- Describe data storytelling
- Understand the primary elements of effective data storytelling
- Demonstrate how to tell a story with data



Data Storytelling



What is Data Storytelling?

Using data to clearly communicate learned insights from a dataset and inspire action.



What is the Purpose of Data Storytelling?

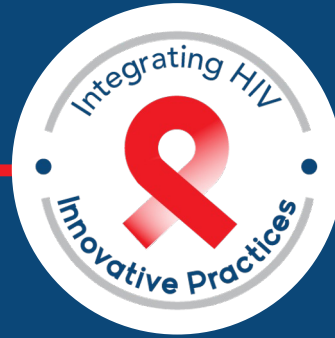
We use data to build a story for a few reasons:

1. **Demonstrate** the components of the intervention
2. **Illustrate** the IMPACT of the intervention
3. **Inspire** meaningful action and change
4. **Advocate** for policy and funding



Primary Elements of Data Storytelling - Crafting Your Narrative

1. Identify the key interested parties - priority populations and audiences.
2. Set the stage.
3. Define the problem.
4. Propose the solution.



Transforming Complex Data into a Story



How Do We Turn Data Into a Story?

1. Understand your audience(s).
2. Determine your message and call to action.
3. Identify key data points to develop your story around.
4. Develop your narrative.
5. Build data visualizations.
6. Disseminate (share out) your data story.



1

Understand Your Audience

In workshop #2 of the series, we identified intended audiences and how to reach them. As a recap, here are some considerations:

- **Who** do you need to reach?
- What are their **motivations and goals**?
- What information is **relevant** and useful to them?
- **Where** can they be found?

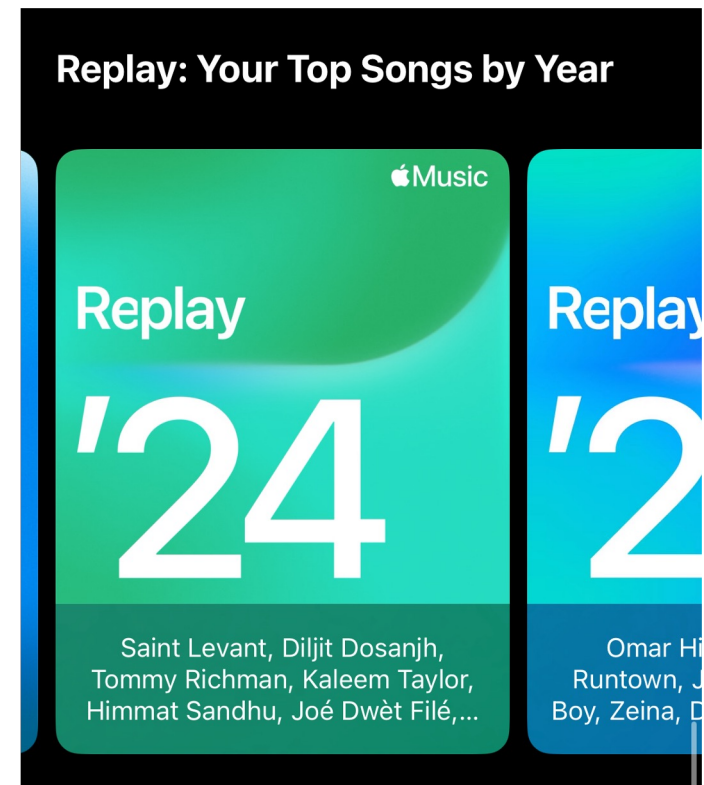




Let's Follow an Example of Great Data Storytelling

Apple Replay!

Apple **gathers information** on music you listen to as a user (the data points) and builds an **engaging story** that is **personalized** to you!



2

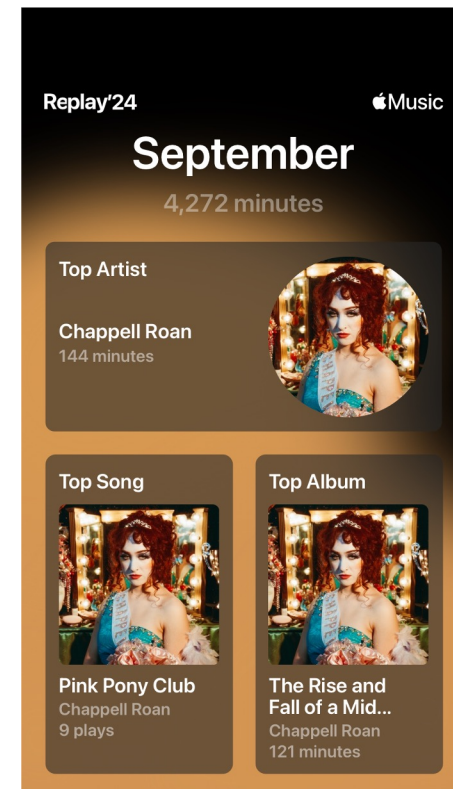
Determine Your Message

What **information** do you need to share with your audience(s)?

What **data** do you need to support this information?

What do you **want people to do** with the story and information you share?

What is your **call to action** (CTA)?



3

Identify Key Data Points



Impact

“After spending 15 years in prison, I was finally released with nowhere to go. But thanks to my Peer Navigator and Corrections Case Manager ...I now have a job, temporary housing, a cellphone, and my license to drive. If it was not for them taking their time to help me re-adjust, I do not know where I would be.”

—Women Evolving Program Client

Identify key data points to develop your story around. These data will provide support for your message and will move your story forward.

- Use data you can access - this can be qualitative or quantitative
- Simplify data
- Connect the data points together to build on your narrative



Sourcing Data



Where do we find data to build our story around? Some considerations:

- Enrollment criteria for the intervention
- CAREWare/eHARS/etc.
- Surveillance and RedCap data
- Other qualitative information shared by participants (e.g., testimonials, etc.)

4

Develop Your Narrative!

- What do we want people to know from this data?
- What impact are we making with program efforts?
- Why is this information important?

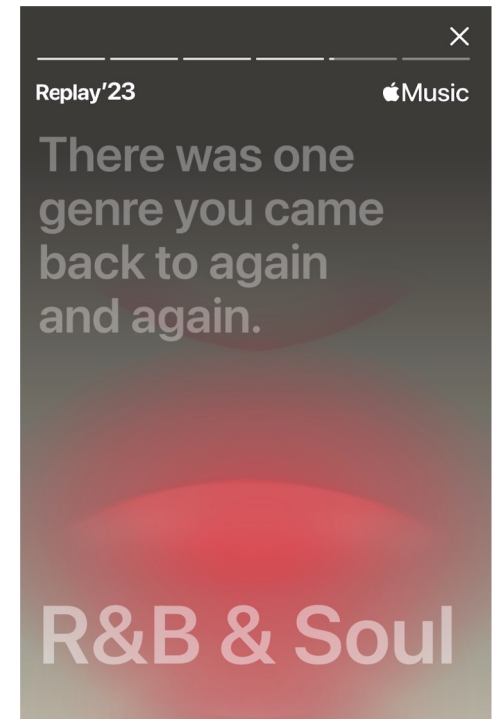
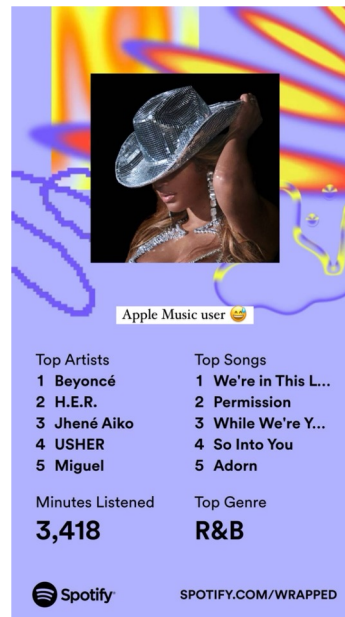
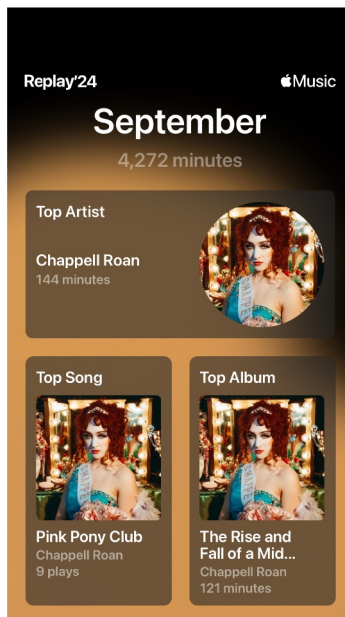




Apple Replay '23

A data story and visualization!

https://drive.google.com/file/d/1FTLkWiV-jW9_CqP17wAkk7Mcz-O9sPR7/view?usp=share_link





Data Visualization

5

Build Meaningful Visualizations

Less is more

- Clarity gives storyteller flexibility to make impact.
- Too much information can obscure the narrative.
- Avoid information overload.



Design Principles to Develop Your Story 1

Example 1:

Make the content scannable. Leverage...

- Font sizes and styles
- Colors
- Lists
- Text and color blocks

2



Patient Self-Collected Nucleic Acid Amplification Test (NAAT) Specimens

Allows for patient-focused control.

Give patients the opportunity to self-collect specimens of urogenital and extragenital sites (throat, rectal) for chlamydia/gonorrhea nucleic acid amplification tests (CT/GC NAATs). Provide patients "Test Yourself" instructions for proper swabbing directions for each specimen site. The poster "Test Yourself," available at TargetHIV.org/STIs, can be printed and posted in a bathroom, or laminated and given to patients to use and return.



Benefits:

- Patient self-collected CT/GC NAAT specimens are noninferior to provider-collected specimens while preserving patients' sense of dignity.
- This intervention fosters autonomy, reduces patient anxiety, and illustrates patient-centered care.
- Equally important, a urine NAAT is ineffective for identifying CT/GC infection outside of the urogenital site.
- Routine testing of extragenital sites for CT/GC is essential for identifying asymptomatic infections.
- While only a 2% incidence rate of urine CT and GC was found, there was an 8% incidence rate of rectal CT, a 5% rate for rectal GC, and a 4% incidence rate for pharyngeal GC.
- Participants reported a high comfort level collecting their own specimens: 68% (of those who had self-collected this type of specimen) "agreed" or "strongly agreed" that they were comfortable doing their own CT/GC NAAT throat swabbing; 70% "agreed" or "strongly agreed" that they were comfortable doing their own CT/GC NAAT rectal swabbing; and 66% "agreed" or "strongly agreed" that they were comfortable doing their own CT/GC NAAT genital swabbing.



Design Principles to Develop Your Story 2

Example 2:

Make the content scannable. Leverage...

- Font sizes and styles
- Colors
- Lists
- Text and color blocks

NEW RESOURCES!
Culturally appropriate engagement with Latinos/as to enhance linkage and retention to HIV care

A webinar series about Culturally Appropriate Engagement and Service Delivery with Latino/as to Enhance Linkage and Retention to HIV Primary Care - including a Transnational Case Study for Puerto Ricans is now available for health and social service professionals! This Continuing Education activity is for physicians, nurses and Certified Health Educators, as well as other health and social service professionals. Accreditation for physicians, nurses, and Certified Health Educators as well as general CE is available (CME, CNE, CECH and CEU).

This curriculum explains how to use four key frameworks which, when integrated, allow for the development of a provider-level strategy to improve the HIV primary care patient outcomes for Latinos/as who are incarcerated or have a history of incarceration. The case study provides a sub-analysis of transnationalism among Puerto Ricans.

These frameworks include:

1. **Cultural Formulation**, which analyzes cultural factors that affect clinical encounters, especially when the healthcare provider does not share the same cultural background as the patient.
2. **Transnationalism**, which represents the process by which immigrants forge and sustain multi-stranded social relations with their country/place of origin. It affects the social field of individuals, which includes their group identity, daily activities, neighborhoods/communities, economic opportunities, and social and political behaviors.
3. **DECIDE**, a six-step process for decision making.
4. **Shared Decision Making**, a strategy where patients and providers build a consensus on the treatment plan and agree on the steps necessary to implement it.

1 in 7 people with HIV in the U.S. will pass through the corrections system.

It is estimated that by 2050, **3 to 5 million** Latinos/as will be incarcerated in the U.S.

HIV prevalence is **8-10 times greater** among the incarcerated than the general population.

Approximately **1 in 5 Latinos/as with HIV** are unaware of their infection.

Only **67%** of Latinos/as living with HIV are linked to care.

There is a **30 percentage point difference** between Latinos/as living with HIV who are linked to care and those who are retained in care.

Only **33%** of Latinos/as living with HIV are prescribed ART.

Only **26%** of HIV-positive Latinos/as achieve viral load suppression.

For a full list of source citations, see the full training curriculum.

Go to: <http://www.bxconsortium.org/cwebinarseries.html> to access and view the webinar series. Continuing education is now available for CME, CNE, CECH and CEU credits

Presented by: **Correctional Health Services**

In conjunction with: **CENTER FOR Latino Adolescent and Family Health**
NYU SILVER SCHOOL OF SOCIAL WORK



Design Principles to Develop Your Story 3

Example 3:

Make the content scannable. Leverage...

- Font sizes and styles
- Colors
- Lists
- Text and color blocks





Types of Visualizations

Increase understanding of your data by using a mix of different visuals:



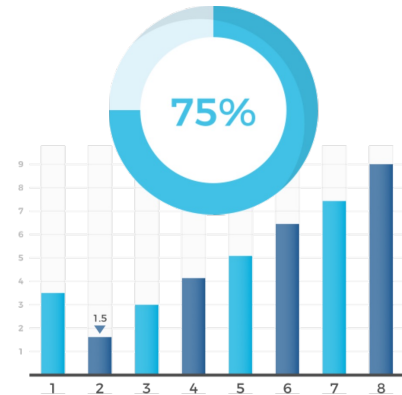
Photos and
illustrations



Icons



Diagrams
and maps



Charts, graphs,
and tables



Tools to Build Data Visuals



Canva



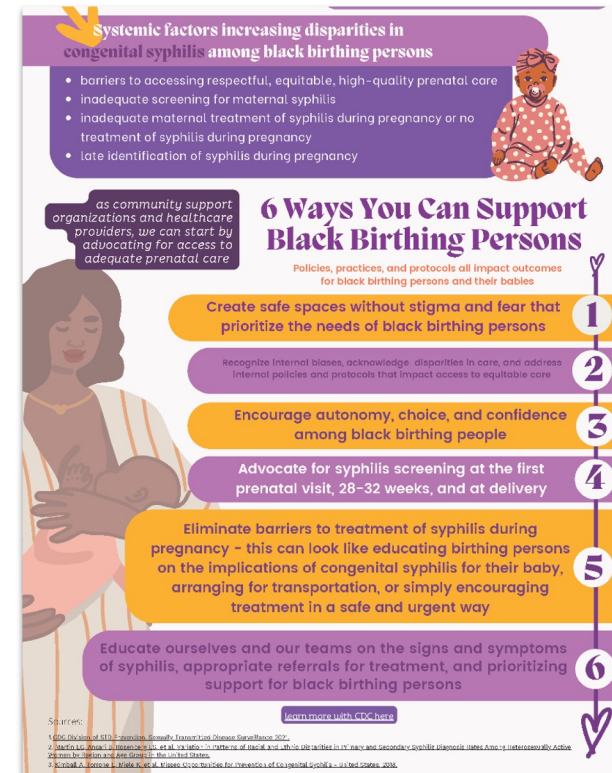
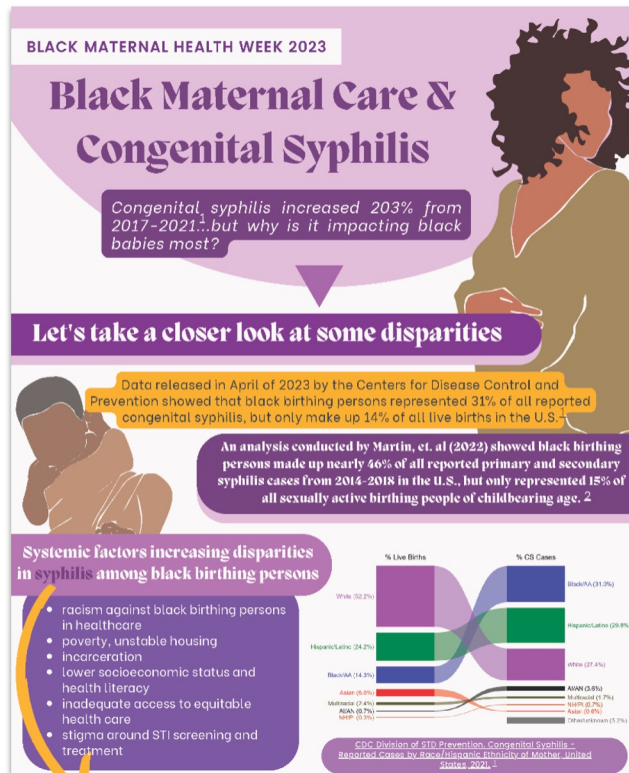
Powerpoint



Example of Data Visualization with a Narrative



Data Visualization Example





<https://www.canva.com/learn/nonprofits-design-data-reports/>





Dissemination (Data Sharing)

6

Share Your Data Story (Dissemination)

Disseminating our data is key to building sustainability and maintaining continued buy-in and engagement with our intervention. Here are a few tips:

1. **Build a resource repository** to support rapid dissemination: include key contacts and contact information, organizations, and communication channels
2. **Repurpose material** to use across different channels: translate your infographic or report into a social media graphic on Canva
3. **Develop multi-use products**: fact sheets can be used
4. **Design easily editable templates**: whether in Canva, Word, PPT, etc.



Tool: Data Transformation Framework

Use the outline and tips to transform your data into a compelling story that demonstrates improved outcomes and sustains intervention efforts.

1. Define your audience. Consider the following questions when assessing who you will be sharing your data story with.
 - **Who** do you need to reach with this data?
 - What are their **motivations and goals** in when they receive this information?
 - What information is **relevant** and useful to them?
 - **Where** can they be found?
2. Determine your key message and call to action. The key message will serve as your data story's plotline. What is most crucial to share with your audience? Think of the following questions.
 - What information do you need to share with your audience?
 - What **data** do you need to support this message?
 - What do you **want people to do** with the story and information you share?
 - What is your call to action (CTA)?
3. Identify key data points.
 - **What** data supports the message you're trying to convey to your audience?
 - **Where** can we find the data?
 - What data **limitations** are present that must be acknowledge?
 - How do the selected data points **fit together** to contextualize the story?



Your Feedback is Important!

Please use the following link to provide your feedback

<https://www.surveymonkey.com/r/3-Nov132024>



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