**Storytelling with Data Webinar: Module 3**

11:33:03 From Hazel Kwak : Hello again! Great to be here

11:37:02 From Sunaina Menawat : Hello Hazel! So nice to see you!

11:37:16 From Sunaina Menawat : How’s everyone doing with the practice activities?

11:40:14 From Anar Shah : social media

11:40:27 From Kate Cross : Depending on audience choose the appropriate social media.

11:40:32 From Ashley Green to Hosts and panelists : Asking the community what mediums work best to reach people.

11:40:32 From Kate Cross : Professional associations

11:40:37 From Hazel Kwak : In a relatable way, no high level terms either. Social media is a great way too

11:40:44 From abigail ames : listservs for professional partners

11:40:48 From Michelle Di Miscio : Piggy-backing into groups who have organically grown out of the needs in community.

11:40:49 From abigail ames : community meetings

11:41:00 From Kate Cross : trusted sources for the community of interest

11:41:04 From Kelly Snow : Targeted email lists!

11:41:25 From Mark Freeman to Hosts and panelists : Excellent ideas!!!

11:43:52 From Alexis Bates she/her WA DOH : Please feel free to use the chat to ask questions or make comments.

11:43:56 From abigail ames : lots of choices for making dashboards- do folks have preferred methods for software to use or will we discuss later?

11:44:20 From Kate Cross : Billboards

11:44:22 From Michelle Di Miscio : Radio? Is that a method?

11:44:30 From Kate Cross : Billboards on buses

11:44:32 From abigail ames : physical one-pagers to be available in community spaces

11:44:42 From abigail ames : thanks mark :)

11:45:05 From Alexis Bates she/her WA DOH to Mark Freeman(direct message) : the communications channels depend on the audience

11:45:37 From Zeyno Nixon to Hosts and panelists : We also have ArcGIS dashboarding tools in DOH in addition to Tableau and Power BI.

11:45:39 From Russell Shean : R shiny dashboards :)

11:45:53 From abigail ames : love R shiny 😎

11:46:08 From Kate Cross : posts on community

11:46:08 From Zeyno Nixon to Hosts and panelists : We hope R Shiny will be available to us soon as well!

11:46:24 From abigail ames : someone has to say it...... TikTok?

11:46:34 From Kate Cross : How much of the additional app time is banks, and other bill paying activities?

11:47:25 From Kayla Fox : Short video format dominates on tik tok, Instagram, facebook, youtube

11:47:43 From Kate Cross : where customers are standing in lines for grocery or maybe even flyers in pick up or delivery.

11:47:47 From abigail ames : i think a sway or story map typed format is great for mobile and I prefer that to trying to read a full dashboard on my phone

11:48:08 From Hazel Kwak : I have been limited within PowerBi in presenting certain variables in regard to Proportion so now I am tired of it and want to move to something else within Microsoft, if there are recommendations

11:48:34 From abigail ames : however, if the user needs to download an app to access the data that is a barrier for me

11:48:51 From Zeyno Nixon to Hosts and panelists : For any Power BI technical questions, please contact Margo Pin.

11:52:42 From Ashley Green to Hosts and panelists : Universal icons everyone can understand or are clear

11:52:57 From Kate Cross : i like websites because weather forecast can vary site to site.

11:53:02 From Kayla Fox : I agree on universality

11:53:06 From abigail ames : i use weather app a lot! I know many of the folks my team serves uses our shellfish safety map which would be amazing to be mobile friendly

11:53:16 From Dana Myers : a good functioning app is great, but I get overwhelmed with too many and limit them

11:53:18 From Francoise Pickart to Hosts and panelists : Wolfram Alpha is a good example of a data focused app

11:53:32 From Sunaina Menawat : True Dana!

11:53:36 From Yuri Bonilla : I use the Grumpy Cat weather app. It is fun to get the weather report this way through memes. It can improve by being more accurate in weather reporting.

11:53:46 From Russell Shean : No idea how to actually use these 😅, but I'd love to learn how to use some of the JavaScript visualization libraries, such as

D3: https://d3js.org/

plotly: https://plotly.com/

leaflet: https://leafletjs.com/

I think they all have R and python packages/libraries too, but it'd be cool to some day work directly with these libraries in JavaScript.

11:53:57 From Michelle Di Miscio : I have heard about folks who use "The People's CDC" I only looked at this once.

11:54:01 From abigail ames : i find sometimes that mobile app data is over stimulating, so really showcasing important parts that you want people to take away and having high contrast is good for me

11:54:22 From abigail ames : i used the covid maps A LOT during the pandemic

11:54:25 From Francoise Pickart to Hosts and panelists : ^D3 is a star as well. HTML-focused data packages are also great practice for data viz on a webpage

11:54:45 From Kate Cross : are there any tips to get picked up in compendiums?

11:55:17 From abigail ames : also use the environmental health disparities app-- i haven't tried accessing mobile yet. love the interface being displayed in the presentation!

11:55:33 From Evah Odoi : Are we inferring/deducing individual-level risks from county-level data?

11:57:06 From Michelle Di Miscio : Care Connect WA has a Resources in your area map for data-sharing. I don't remember the name. In the arena of Community Health Workers - good apps for resources in their region is important.

12:02:57 From Michelle Di Miscio : Cards with slide sequence and bullets I want to speak to.

12:03:12 From Sunaina Menawat : Love that Michelle - so polished!

12:03:13 From Kayla Fox : Practicing with colleagues who aren't SME's to get genuine audience reaction to data, helps find gaps

12:03:39 From Sunaina Menawat : Ooo I like that Kayla - especially since we’re talking about non-technical audience. Grab a friend or a family member!

12:03:49 From abigail ames : i like to do a proactice talk with my whole team or a close team member as well as someone outside my field to make sure that my own intimate knowledge of the topic didn't cause oversight of challenging concepts. I also practice telling a story rather than reading notes. I know each slide has a key point and that keeps me focused

12:04:34 From Sunaina Menawat : So smart Abigail - love your way of getting feedback inside and outside your circle

12:05:37 From Michelle Di Miscio : I have to - otherwise I will go off-track! TKU!

12:08:00 From abigail ames : DOH has access to survey123 which has amazing surveying power and Microsoft forms as well. I am actually learning more about web analytics right now and I know our external WordPress site collects analytics

12:08:44 From abigail ames : most recently I just did an email survey with option to talk instead of text respond. super high tech

12:09:05 From Sunaina Menawat : Ooo nice - it’s good to give the talk option Abigail!

12:09:13 From Kelly Snow : A/B testing is a great way to inform creators of how stakeholders interact with and prefer information!

12:09:19 From Hazel Kwak : I guess we try to stay away from services with fees around here because were' a small LHJ. That is what I am told.

12:10:36 From Kelly Snow : Option B is attention grabbing with warm hues

12:11:02 From Michelle Di Miscio : Orange/green/yellow - my preference. It lumps the high together and visually separates it farther out for me than the muted mauves.

12:11:09 From Anar Shah : Option A - print frndly option for folks who don't have color printer..

12:11:22 From Sunaina Menawat : Good point Anar!

12:15:33 From abigail ames : most helpful.... time spent on page/bounce rate, # clicks, # repeat visits, geographic location visits. least helpful..... new visitors (but still valuable)

12:15:40 From Michelle Di Miscio : Looking at these colors - it makes sense over the typical red/orange/green/yellow >> maybe it's less judgmental (needed in the era of COVID.)

12:16:09 From Michelle Di Miscio : Mark - Could you please repeat the question?

12:16:27 From Michelle Di Miscio : I see - most helpful analytic

12:16:45 From Brianna Willis : I think bounce rate could be misinterpreted because we tend to put the most relevant info on the first page potentially

12:17:25 From Michelle Di Miscio : Pageviews - people want to see it all

12:17:52 From Michelle Di Miscio : Return Visitors - they found it useful and came back, very important. They understood it and got something out of it.

12:18:03 From Hazel Kwak : Comparison, comparing to nearest county, or county of their choice

12:18:30 From Michelle Di Miscio : Traffic Sources - we need to know where there is uncertainty and who is feeling the need to access this data.

12:18:35 From Sunaina Menawat : Yes, I’m definitely a return visitor when I find the resource useful - data, format, story all makes a different

12:18:58 From Kate Mills : Yes, return visitors

12:18:59 From Michelle Di Miscio : You want to extend your reach so know your Traffic Sources.

12:19:30 From Hazel Kwak : Were there any questions we did not answer for you?- a free text

12:20:13 From Anar Shah : RE: Feedback surveys

Not use open-ended questions - hard to analyze (based on the # of responses you are expecting) and people may just leave it blank...

12:20:22 From Brianna Willis : I think it's important not to view them as just total fail-1 or total pass-5 when analyzing the values in the middle and why they gave them is important

12:22:45 From Sunaina Menawat : Word clouds help with text-based analysis!

12:26:47 From Michelle Di Miscio : Could you send us a template of a Value-Feasibility grid? It sound simple - but I need to help our team decide on executing on an opportunity for CHWs across the state that come from our program.

12:27:04 From Michelle Di Miscio : I see - this is it!!!

12:27:20 From Sunaina Menawat : 🙂 perfect, yes use this Michelle!

12:27:34 From Michelle Di Miscio : I will!!! ;)

12:28:29 From Michelle Di Miscio : Yes - for Community Health Workers across the state!😊

12:32:17 From Alexis Bates she/her WA DOH : At WA DOH, if you see something incorrect in the media, contact the public information officers (PIOs). They know how to reach out to the media.

12:34:13 From Jonathan Castro : The WA Portal features activities to help you practice what you learned today. A recording of this session will be posted on the WA Portal site tomorrow. Use the link below to go directly to the site.

Storytelling with Data webinar materials | Healthier Washington Collaboration Portal

<https://waportal.org/storytelling-data-webinar-materials>

Questions? Contact us at

DataModFeedback@doh.wa.gov

12:34:48 From abigail ames : thank you all so much! this has been a great series of conversations and I've taken away many things that i'll be employing right away!

12:34:53 From Michelle Di Miscio : This was fabulous! THANK YOU VERY MUCH!!!❤️

12:35:52 From Hamere Anbesso : Thank you all for the great training!

12:35:54 From Sunaina Menawat : Yay! We’re so happy to hear it Michelle and Abigail!

12:35:59 From abigail ames : if anyone who has been in the series wants to ever get together and put our heads together i'm happy to be a resource and part of the network!

12:36:00 From Sunaina Menawat : Thanks Hamere! Glad you were here!

12:36:05 From Hazel Kwak : I very much appreciate the class, thank you all.

12:36:17 From Kate Mills : Thank you. This was so well organized and specific.

12:36:19 From Sunaina Menawat : Thanks Hazel - we were’ so happy to see you again!

12:36:26 From Sunaina Menawat : Excellent to hear that, Kate!

12:37:03 From Conrad Otterness : Thank you everyone for this great series!!

12:37:08 From Kelly Snow : Thank you!

12:37:10 From Alexis Bates she/her WA DOH : presentation materials and recordings can be found here: <https://waportal.org/storytelling-data-webinar-materials>