**Storytelling with Data Module 1 Chat**

11:35:12 From Alexis Bates she/her WA DOH to Everyone:

This is an interactive presentation, so please ask questions using the Q&A feature. Feel free to use the chat feature for chatting.

11:35:26 From Alexis Bates she/her WA DOH to Everyone:

To view subtitles or a full transcript, select the Show Captions button from the black ribbon at the bottom of your webinar window and select an option.

11:36:59 From Sara Arneson to Everyone:

Painting a picture of situation

11:37:00 From Russell Shean to Everyone:

treasure maps!

11:37:04 From Pernell Hodges to Everyone:

Humanizing.

11:37:06 From Oumar Diallo to Everyone:

getting insight from data and communicating it to the public

11:37:12 From Stacey Anderson to Everyone:

Effective communication

11:37:15 From Marra Tripodi to Everyone:

a visual representation of what is happening

11:37:15 From Esther Jhingan to Everyone:

Making data meaningful

11:37:16 From Carolyn Ham to Everyone:

Bringing data to life so it is compelling for action.

11:37:17 From Kelsey Nichols to Everyone:

storytelling with data: being able to use the data to inform public health decision making in the most equitable manner

11:37:17 From Beth Usher to Everyone:

Understandable to the general public who don't have the technical background

11:37:17 From Natalie Franz to Everyone:

Using data and information to explain the importance of an issue

11:37:17 From Martha Skiles to Everyone:

bringing your audience along with you

11:37:18 From Kayla Fox to Everyone:

Making information more accessible through visuals

11:37:20 From Marianne Richter to Everyone:

Providing actionable steps

11:37:22 From Jen Milliren to Everyone:

Using resonate information to work towards change

11:37:22 From Amy Bertrand to Everyone:

giving info the viewer can do something with

11:37:22 From Sarah Walker to Everyone:

expanding thought for cocreation

11:37:22 From Catherine Hinrichsen to Everyone:

Storytelling with data means telling the stories of the people behind the data. Humanizing data.

11:37:22 From Zoey Hogan to Everyone:

Using data to paint a picture of a situation, communicate with the public and with people who need and should know

11:37:24 From Heather Watts to Everyone:

Visualization

11:37:28 From Carrie Gubsch to Everyone:

Finding stories of real humans that connect with the data we have to make a full picture of what's going on in public health.

11:37:29 From Cecily Joque to Everyone:

Allowing for shared values

11:37:29 From Andrew Johnson to Everyone:

It means turning a complex sheet of data that would be overwhelming for many into something that can be easily understood and acted upon

11:37:32 From Ingrid Salmon to Everyone:

Translating data into information folks can understand

11:37:33 From Drashti Patel to Everyone:

Making data more understandable for audience

11:37:34 From Marra Tripodi to Everyone:

trigger creativity

11:37:35 From Michael Middleton to Hosts and panelists:

How best to share information with visuals as well as data - remembering that our audiences come from different places.

11:37:35 From Kate Mills to Everyone:

Communicating complex information is a simple and direct way

11:37:35 From Anna Caudill to Everyone:

connecting data to people's lives

11:37:39 From Silas Hyzer to Everyone:

Storytelling with data is a way to show "what is going on" with populations in a way that is digestible to all

11:37:40 From Hazel Kwak to Everyone:

Creating a story that is easy for all to understand and appreciate, and take home to share with family.

11:37:42 From Oumar Diallo to Everyone:

interactivity viz

11:37:43 From Sara Cassan to Everyone:

Painting the picture

11:37:43 From Jocelyne Gray to Everyone:

Making information usable for the public.

11:37:44 From Zoey Hogan to Everyone:

Making the data points mean something

11:37:47 From Russell Shekha to Everyone:

Having the ability to collect and report data needed for all partners to tell their stories with context, depth, and equity.

11:37:49 From Brianna Willis to Everyone:

making complex info digestible and accessible for audiences

11:37:56 From Tonya Kauhi to Everyone:

Information to insights

11:37:58 From Emma Krause to Everyone:

Turning the data into something digestible and meaningful to the audience (which is often the public)

11:38:03 From Daniel Farber to Everyone:

communicating your thesis

11:38:03 From Heather Watts to Everyone:

Reaching all types of learners.

11:38:03 From Katy Granath to Everyone:

communicating not just data, but communicating \*meaning\*

11:38:04 From Paige Fury to Everyone:

sharing qualitative information for all

11:38:05 From Eric Dean to Everyone:

curation

11:38:27 From Holly Palmer to Everyone:

Making the data understandable - and something that people that actually WANT to learn about.

11:40:24 From Sunaina Menawat to Everyone:

LOVE these answers, WA DOH!

11:42:38 From Michelle Miller to Everyone:

Information and data without context to something familiar is confusing.

11:42:57 From Sunaina Menawat to Everyone:

So true Michelle!

11:43:03 From Ruth Silue to Everyone:

Much better!

11:43:06 From Sunaina Menawat to Everyone:

Why do you guys think we’re not doing this now?

11:43:08 From Ingrid Salmon to Everyone:

places information on a map; ranks the information (high risk vs low risk)

11:43:32 From Zoey Hogan to Everyone:

Oh this is way easier to read, it's great to have both

11:43:33 From Natalie Franz to Everyone:

Stoplight colors have implications for behavior (go ahead! pause! stop!), for better or worse

11:43:40 From Ian Painter to Everyone:

Visually I find the new approach very busy

11:43:53 From Esther Jhingan to Everyone:

Still a bit too much information

11:44:00 From Heather Watts to Everyone:

I find the colors challenging.

11:44:10 From Kate Mills to Everyone:

I like the option to click for guidance.

11:44:19 From Natalie Franz to Everyone:

+1% since last week, etc., in the upper right - the meaning of this is not at all clear to me

11:44:32 From Ingrid Salmon to Everyone:

The colors help focus on specific areas.

11:44:35 From Zoey Hogan to Everyone:

Tying it to what a member of the public is supposed to do with that information is really important

11:44:45 From Brittany Bannon to Everyone:

The category ranges also overlap

11:44:48 From Heather Watts to Everyone:

I do think it's more useful to get people where the info they need (compared to the last one).

11:44:54 From Michael Middleton to Hosts and panelists:

Does the map allow for users to drill down into the regions?

11:44:54 From Maayan Simckes to Everyone:

Are these colorblind accessible?

11:45:05 From Zoey Hogan to Everyone:

(Like click here for my guidance--great to have that right there)

11:45:11 From Zoey Hogan to Everyone:

\*more

11:45:17 From Brianna Willis to Everyone:

easy to read and simple yes but I feel some off our users go to see overlapping info at once

11:45:21 From Carolyn Ham to Everyone:

Always great to make it easy for people to find information their county, the map is great for that

11:45:24 From Ian Painter to Everyone:

Definitely could do with simplification, especially in terms of rows above and columns to the right

11:45:29 From Dan Hoffman to Hosts and panelists:

a little surprised that the colors of these fonts against the colors of these backgrounds met accessibility standards

11:45:39 From Marianne Richter to Everyone:

Could go with simplifying to trending up or trending down vs +3%, etc. Much easier to understand and digest then the original though.

11:45:43 From Hazel Kwak to Everyone:

Consider who your audience and put yourself in their shoes. Who is Washington state comprised of education wise? I would think People want to find information easily as we are a very diverse state.

11:46:07 From Sunaina Menawat to Everyone:

This is an example of where we could go to get closer to Storytelling with Data. Today we want to focus on Considering our Audience. Exactly, Hazel!

11:48:57 From Daniel Farber to Everyone:

I'm not sure that positive or negative change is a good metric in all cases. If a geography had a very high per capital hospital admission rate at a given time and it went down slightly, I don't think that would warrant saying it was "low risk"

11:55:51 From Gauri Gupta to Everyone:

do we have to be cautionary of introducing bias when we're creating personas?

11:56:37 From Brianna Willis to Everyone:

I think this is an interesting exercise but I feel this creativity opens the door to bias, conscious or not, how is that accounted for

11:57:32 From Zoey Hogan to Everyone:

I have seen that in a lot of human-centered design principles/processes/etc

11:57:37 From Sunaina Menawat to Everyone:

When creating a persona - inform its development with diverse perspectives in the room. Make multiple personas to describe the depth and breath of your audience

11:58:48 From Carrie Gubsch to Everyone:

For those of you who work with/are program staff that work with people in Washington it can be really helpful to chat with any people they support or contractors who have access to develop these personas.

11:59:05 From Sunaina Menawat to Everyone:

Love that Carrie!! Such a great idea!

11:59:13 From Zoey Hogan to Everyone:

I think we all do this naturally with real people in our lives--think about how our cousin or aunt or grandmother or friend would interact with xyz

11:59:43 From Zoey Hogan to Everyone:

So this is a level of abstraction beyond that and is best served when you have a diversity of imaginary aunties and so on to draw on

11:59:51 From Zoey Hogan to Everyone:

(In my opinion)

12:04:04 From Hazel Kwak to Everyone:

Perhaps Juliana wants to become more educated by the right sources? I did notice back in the day that there was fear in the community about reaching out with these types of questions in fear of backlash or scorn from other community members when they really just wanted the right information.

12:04:24 From Ian Painter to Everyone:

I've been involve in projects that have used persona's, and I would highly recommend this approach (and it's fun as well as being informative). I can't imagine creating just one persona for a project however, and a big challenge is that by definition if we (in public health) create a persona then there is no input from someone with a perspective that matches our target audience (assuming the audience is not public health professionals)

12:05:19 From Sunaina Menawat to Everyone:

Definitely agree - develop multiple personas!

12:06:09 From Kate Lewandowski to Everyone:

especially with multiple personas or in general is it ever necessary to have more than one need statement? I'm thinking of dashboards or products that might include more than one story or key topic areas

12:06:31 From Kate Lewandowski to Everyone:

and the fact that various audiences have competing needs

12:07:28 From Hazel Kwak to Everyone:

So she's interested/concerned?

12:10:43 From Sunaina Menawat to Hazel Kwak and all panelists:

Hi Hazel! Let us know if we answered your question, thanks!

12:12:44 From Hazel Kwak to Hosts and panelists:

Hi Sunaina, yes I think so. In that statement, education is included, which is the "interested" part of my question, but it is deeper, as you said. I just needed to elaborate more. Her interest is becoming more educated in how to protect her family and herself with the right information from the right source.

12:13:55 From Sunaina Menawat to Hazel Kwak and all panelists:

Awesome, yes you’re exactly right, and can extend the needs statement in that way. Having a broader statement allows us to have more storylines attributing to that one needs statement, so we tend to keep them short, but you’ve definitely got the right idea! Well done!

12:15:15 From Ingrid Salmon to Everyone:

I like the focus on County data so that the information is closer to one's community

12:15:25 From Daniel Farber to Everyone:

a good hook caters to the motivations of the personas

12:15:43 From Catherine Hinrichsen to Everyone:

It can be a challenge to connect community risk to personal risk.

12:15:44 From Leigh Wallis to Everyone:

This is spot on! Really emphasizes that just because we have all this data doesn’t mean that itâ€™s all useful for the target population.

12:16:03 From Sunaina Menawat to Everyone:

Awesome - so glad to hear that Leigh!

12:16:35 From Sunaina Menawat to Everyone:

Yes indeed - stay tuned for next week’s training session about that Catherine!

12:20:01 From Heather Berg to Everyone:

The US has a lot of counties, though. Maybe allow them to select their state on the map?

12:22:09 From Kate Mills to Everyone:

I think people want to know how this information will affect their lives, their plans and actions, their safety.

12:22:48 From Sunaina Menawat to Everyone:

Exactly Kate - people want the recommendation specific to their specific level of risk. You totally got it.

12:22:48 From Holly Palmer to Everyone:

Possibly add something specifying the dates the data was collected - things change quickly and people want to be reassured that the information they are looking at is current.

12:22:49 From Katy Granath to Everyone:

I love thinking about engagement as a pathway to the audience's need. "Keeping someone engaged" is not something we're doing to generate clicks or advertising revenue. It's not to achieve \*our\* goals, it's to achieve the audience's goal. And that reframe can really help us think about how we design something that's engaging

12:23:22 From Hazel Kwak to Everyone:

Or culturally appropriate- so that they start making changes as they can of course for their health, but also take it seriously. There is always data that we can share with the public that they will not take seriously but how do we present it in a way that shows it is because there are statistics that present themselves prominently within certain populations and that concerns us so that is why we want to share it and help.

12:23:33 From Anar Shah to Everyone:

The call to action would be different for different audiences though, right? I So do you list multiple call to actions then? (for example - you want agencies or legislature to fund communities, you want general public to be aware of the community risk, you want counties to engage with local communities to develop strategies, etc...etc..)

12:25:01 From nirupama shridhar to Everyone:

Is stratifying level of risk by age group or other factors an option? That way it could be more personalized.

12:25:45 From Sunaina Menawat to Everyone:

Exactly Anar - Call To Action (CTA) could tie back to those multiple personas ðŸ™‚

12:26:37 From Heather Berg to Everyone:

Some calls to action are the same for the majority, though, such as getting up to date on vaccines, or talking with their health care providers

12:28:15 From Trevor Christensen to Everyone:

Adding to Anar's question, I've found that we assume the general public the primary audience because something is made public, but just because it needs to be accessible to the general public does not mean they are the primary audience or that there is a call-to-action for the general public. Surveillance summaries, for example, are a hard sell for the general public. They make more sense when we assume the primary audience is other public health professional, decisionmakers and health care workers.

12:29:06 From Kate Mills to Everyone:

How do we know when we're providing too much information? Is there a way to provide the most important information without causing audiences to tune out?

12:30:13 From Catherine Hinrichsen to Everyone:

Did you use this storyboard process to create the map? Or are you using the map as an example of how you can use the storyboard process to get to a type of visualization?

12:30:55 From Ian Painter to Everyone:

It's not so much that the CDC is providing too much information, it's that they are not providing a tailored approach to getting the main points across

12:31:13 From Hazel Kwak to Everyone:

Good point Trevor

12:31:40 From Michelle Di Miscio to Everyone:

I want to appreciate the storyboard - because I work with community health workers and promotors (who are often vary embedded in the community and often are volunteering) specifically to protect their communities and help them access health care and then navigate it on their health journey.

12:33:32 From Sandy Mealing to Hosts and panelists:

is it possible to get a transcript of the comments? I tried to copy/paste, but for some reason, the system won't let me.

12:34:36 From Daniel Farber to Everyone:

What are your thoughts on interactive visuals in the context of storytelling with data? I ask because I think they can be useful in situations in which the data is very complex.

12:35:26 From Alexis Bates she/her WA DOH to Everyone:

The WA Portal features activities to help you practice what you learned today. Storytelling with Data webinar materials | Healthier Washington Collaboration Portal (waportal.org)] If you have never been to the portal before, you will need to register. If you are already registered, you will likely need to sign in.

12:36:42 From Alexis Bates she/her WA DOH to Everyone:

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

12:36:50 From Natalie Franz to Everyone:

ty!

12:36:54 From Kayla Fox to Everyone:

Thank you!

12:36:56 From Chelsea Garcia to Everyone:

Thank you

12:36:59 From Paige Fury to Everyone:

thank you so much

12:37:00 From Liz Dykstra to Everyone:

ty

12:37:02 From Elena Mierau to Everyone:

Thanks :)

12:37:02 From Oumar Diallo to Everyone:

Thank you

12:37:03 From Leigh Wallis to Everyone:

Thank you!!

12:37:04 From Alexis Bates she/her WA DOH to Everyone:

Questions? contact us at DataModFeedback@doh.wa.gov.

12:37:06 From Sandy Mealing to Everyone:

is it possible to get a transcript of the chat?

12:37:16 From Andrew Campf to Everyone:

Thank you!

12:37:36 From Marianne Richter to Everyone:

Can you remind me where the recording of this presentation can be found in the future?

12:37:40 From Alexis Bates she/her WA DOH to Everyone:

You can get a transcript once we post the slides.

12:37:45 From Heather Berg to Everyone:

Thank you!

12:37:56 From Daniel Farber to Everyone:

thank you

12:37:59 From Hazel Kwak to Everyone:

Thank you so much! Very informative! I love learning about new things!

12:38:02 From Alexis Bates she/her WA DOH to Everyone:

All materials and the slides will be posted on the WA Portal site.

12:38:08 From Betty Moe to Hosts and panelists:

Thank you!

12:38:19 From Conrad Otterness to Everyone:

Thanks you all so much!!

12:38:20 From abigail ames to Everyone:

this was great, thanks y'all!

12:38:20 From Sandy Mealing to Everyone:

Thank you! This was very helpful!

12:38:23 From Kate Lewandowski to Everyone:

does this webinar go to 12:45? want to plan for next week

12:38:23 From Catherine Hinrichsen to Everyone:

Thank you to the presenters and the participants! Nice to see some former DOH colleagues!