

Impactful Data Visualization: Promoting Health Literacy Through Infographics and a Collaborative Data Agenda



November 6, 2017



Today We Will

1. Compare the utility of descriptive, predictive, and impact data for infographic development.
2. Discuss strategies for establishing a common data agenda in peer network and multi-partner collaboration settings.



Today We Will

3. Describe characteristics of impactful textual content that promotes clarity and health literacy.
4. Define core design components and creative properties of an effective public health infographic.
5. Describe the importance of data visualization in public health.



Acknowledgement

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UB6HP27435. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

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Public Health Learning Network

The nation's only comprehensive training system to ensure workers in healthcare, behavioral health, public health and more have the skills needed to respond to increasingly complex public health challenges and protect the nation's health.



**PUBLIC HEALTH
LEARNING NETWORK**
Educating Professionals,
Elevating Practice.



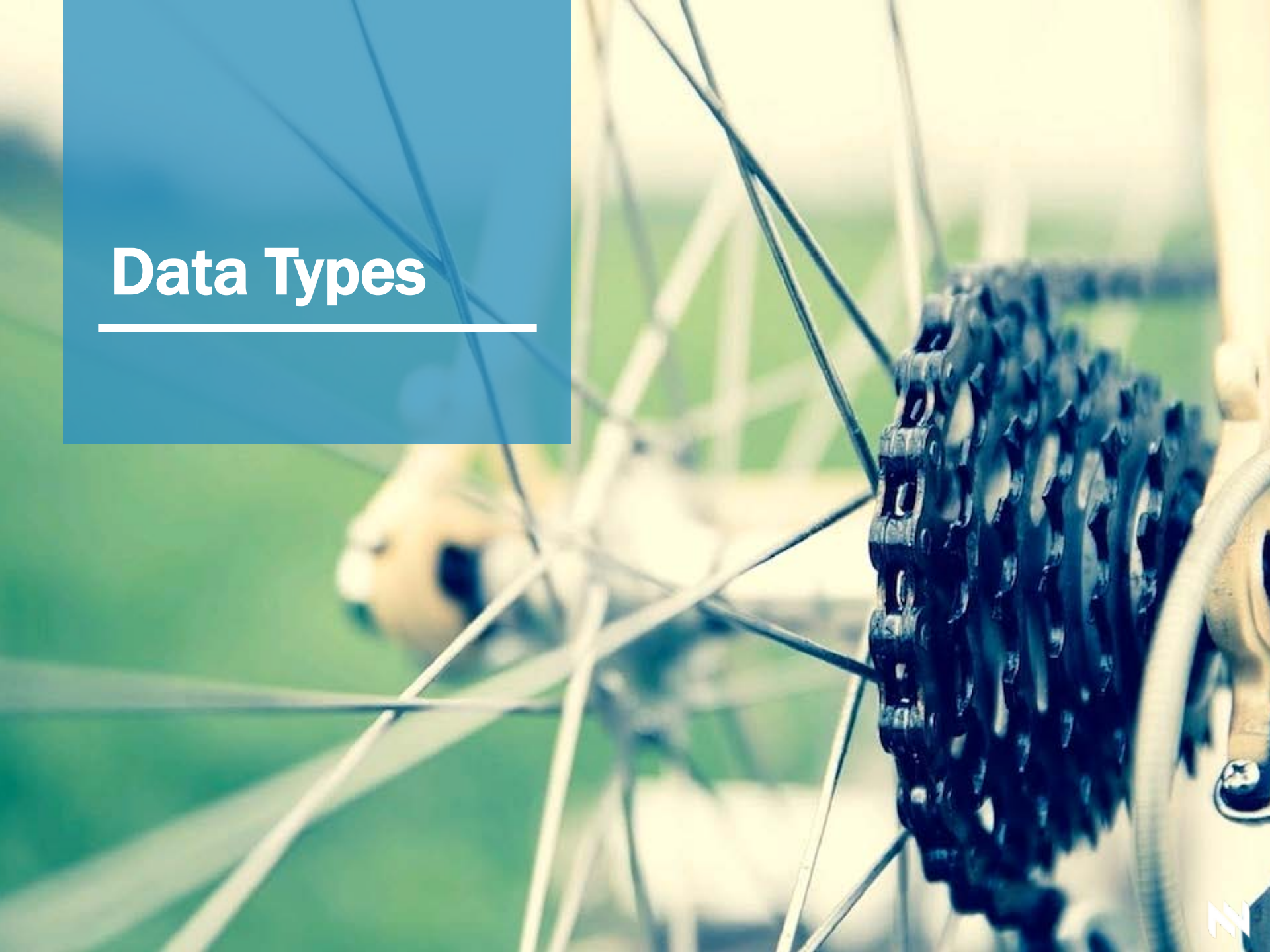


Public Health Learning Network

- 10 university-based regional public health training centers (PHTCs) and 40 local training sites
- In the past two years of HRSA funding for this line item, over **270,000 training participants** have benefited from our training courses



Data Types





Descriptive Data

- Easiest to convey in a data visualization product
- Various product options for this type of data
 - Charts
 - Graphs
 - Image-scale based graphics
 - Parts of whole infographics
 - Scenery based infographics



Predictive Data

- More difficult to display because there is a time lapse component
- Products that include timelines and graphs are most effective
- Less opportunities for image-scale based graphics, as time component is lost



Impact Data

- Data specifically framed to demonstrate progress toward a mission
 - Value – what the program has to offer (# trainers, # of staff, # of trainings, modalities)
 - Impact – how the program has made a difference for others (# trained, # of field placements, service areas)
- Descriptive data from one or multiple prior years
- May include common metrics



Increasing Data Engagement

- Integration of stories
 - Relevant current event
 - Impact data
 - Supporting experiential quotes
 - For blogs, e-mails, and newsletters that funnel into full reports
 - As funnel from an infographic to the story



Collaboration





Collaboration

- Data visualization products have the opportunity to demonstrate collective impact of multiple partners toward a common mission
- Partners can determine common metrics of success and track them over time
- Success and progress on these metrics can be conveyed via data visualization products





Case: PHLN Common Metrics

- Baseline of available data across partners
 - Review of assessments and evaluations
- Identify themes across the currently collected metrics from all partners





Case: PHLN Common Metrics

- Evaluation workgroup
 - Representatives from each partner to analyze the data
- Finalized key metrics for training effectiveness including:
 - My understanding of the subject matter improved
 - I have identified actions I can take
 - I was satisfied with the training overall



Content and Design



Chartbook – Common Metrics

The screenshot shows a Microsoft PowerPoint presentation in Protected View. The main slide features a blue background with white text and a graphic of white ribbons at the top. The text on the slide reads: "Public Health Learning Network Workforce Training Chartbook", "May, 2017", "Prepared by: National Coordinating Center for Public Health Training", and "Common Metrics Reporting Period 1: July 2016 - December 2016". The Public Health Learning Network (PHLN) logo is in the bottom left corner of the slide, with the tagline "Educating Professionals. Elevating Practice." The left sidebar shows a slide navigation pane with slides 5 through 9 visible. Slide 5 is titled "Total Training Hours" and shows a map of the United States with the number 29,525. Slide 6 is titled "Calculation of Metrics" and shows a pie chart. Slide 7 is titled "Public Health Workforce" and shows a bar chart. Slide 8 is titled "Cost Comparison" and shows a bar chart. Slide 9 is partially visible. The bottom of the screen shows the Windows taskbar with several open applications, including "NCCPHT - jedwards@nn...", "APHA 2017 Data Vis - Ed...", "Chartbook_UPDATE_f...", and "Public Health Learning N...". The system tray shows the time as 1:15 PM.





Samples Available At Roundtable

- **Infographics**
 - PHLN by the Numbers
 - Needs Assessment
 - Network Health Scorecard
 - NEPHTC Common Metrics
 - Region 4 Impact



Importance





Importance of Data Visualization

- Images are the outputs that convey the story
- Opportunity for quantitative data sharing
- Opportunity for qualitative data sharing





Importance of Data Visualization

- **Emerging field for professionals to have both graphic design and health knowledge and interests (similar to Health IT field)**
 - Data interpretation
 - Artistic direction
 - Development and design skills
- **Promotes health literacy as easy to understand and engaging content**





Importance of Data Visualization

- **Effective application for budget justifications and stakeholder outreach**
- **Gateway and funnel to more detailed reports and connection with audience**



Questions



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More on the Public Health Learning Network: NNPHI.org/PHLN