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

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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

- 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
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

Public Health Learning Network
Workforce Training Chartbook
May, 2017

Prepared by:
National Coordinating Center for Public Health Training

Common Metrics Reporting Period 1:
July 2016 - December 2016
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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