

IOWA

Institute for Public Health
Practice, Research and Policy

Visualize This

Storytelling With Data

Session 4



Visualize This – Storytelling with Data



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Training provided in partnership with the Institute for Public Health Practice, Research and Policy through a contract from the Iowa Department of Health and Human Services



Data Training Opportunities

Data Basics

Tackling Data

Visualize This

Disaggregate It

**Check out our website
to see upcoming
training dates!**



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Visualize This Resources – IHHS



Training Resources



Iowa Public Health Tracking Portal – HPV Workbook

Visit the HPV Workbook page from the Iowa Public Health Tracking Portal to view the HPV data for the training.

[VIEW THE HPV WORKBOOK](#)



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Course Objectives

By the end of this course, participants will be able to:

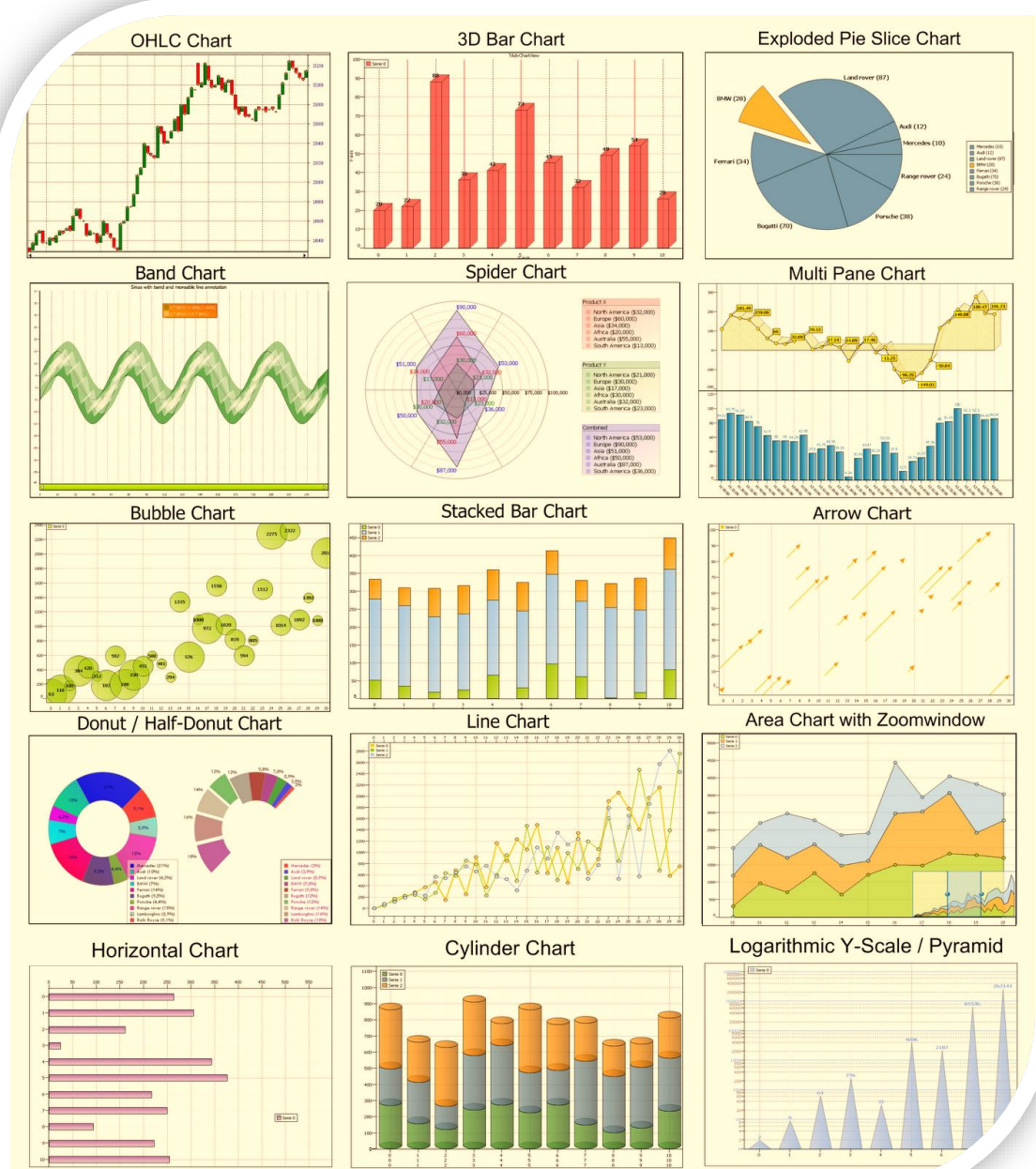
- Summarize the basics of communication theory
- Select strategies for creating effective messages, charts, and graphs.
- Access publicly-available resources that can be used for data visualization



Small Group Activity

20 minutes

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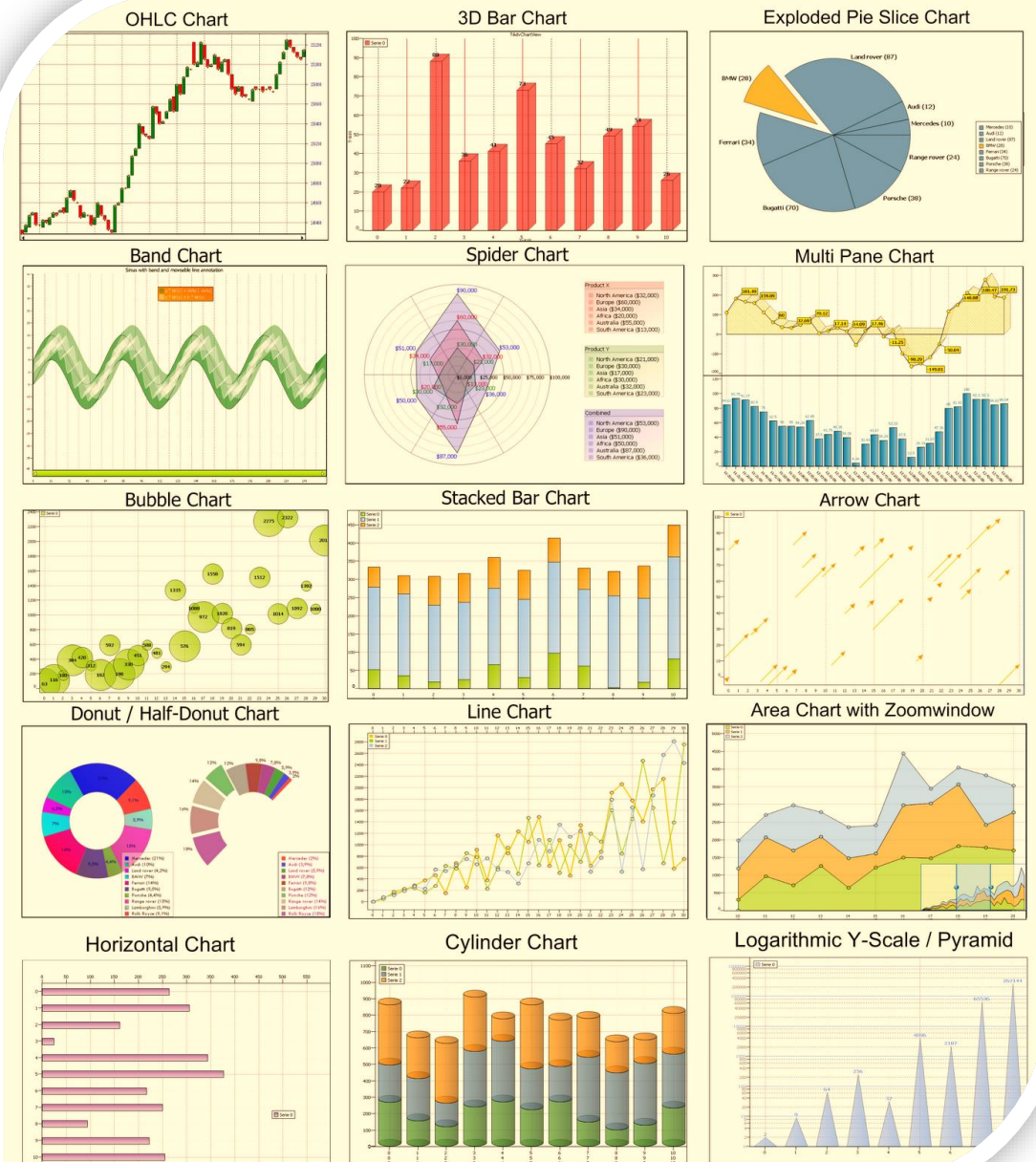
Small Group Activity – 20 minutes

In your breakout groups,

- Share your data visualization
- Remind group members of your target audience and the message you want to convey
- Have group members indicate what message they get from your visualization.
- Was your visualization successful?

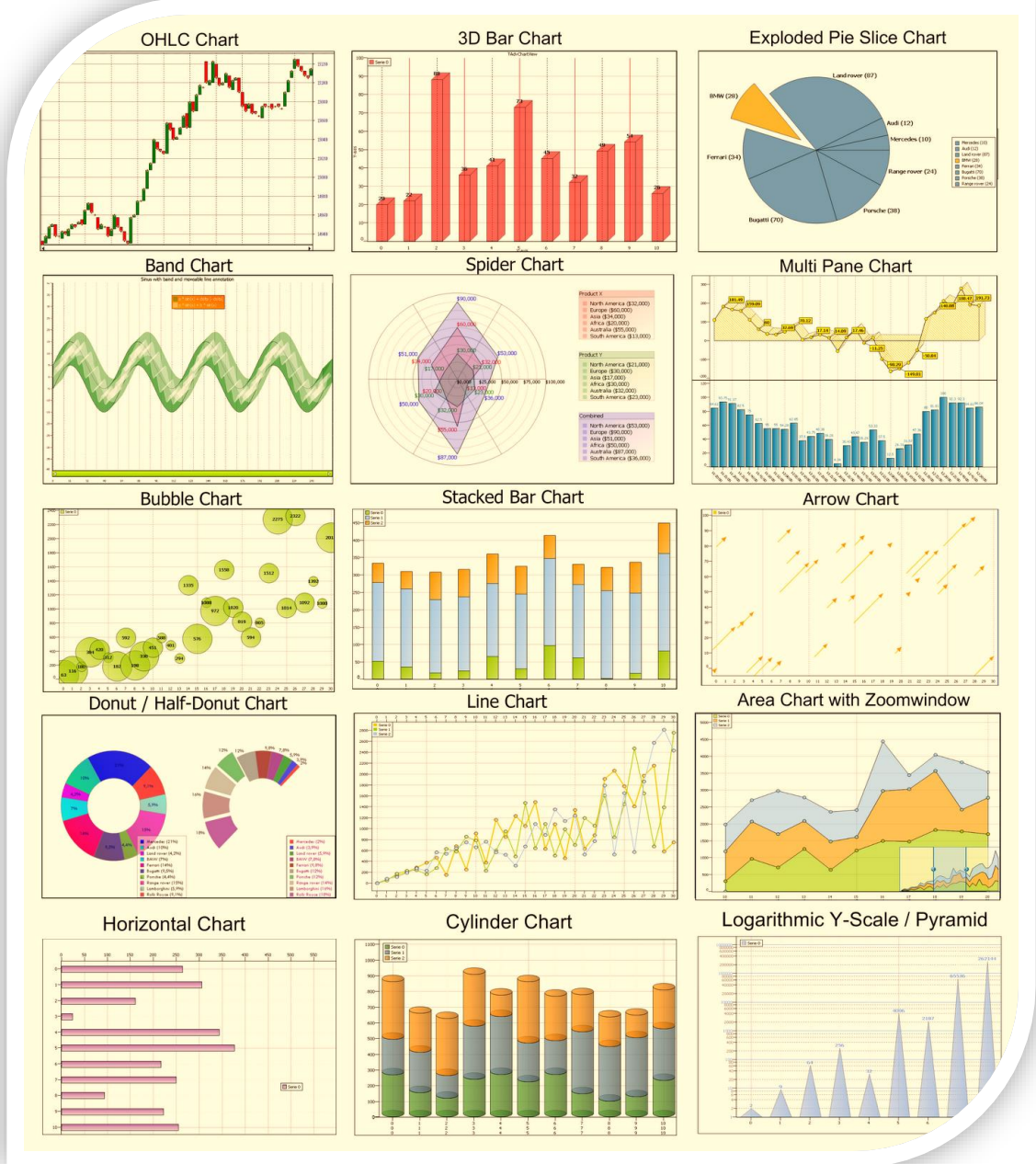


Share your visualization!



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If you want more feedback on your project, submit it to abigail-stock@uiowa.edu by **Mar 14th** and the trainers will provide you with feedback.



OVERALL VIZ CONSIDERATIONS

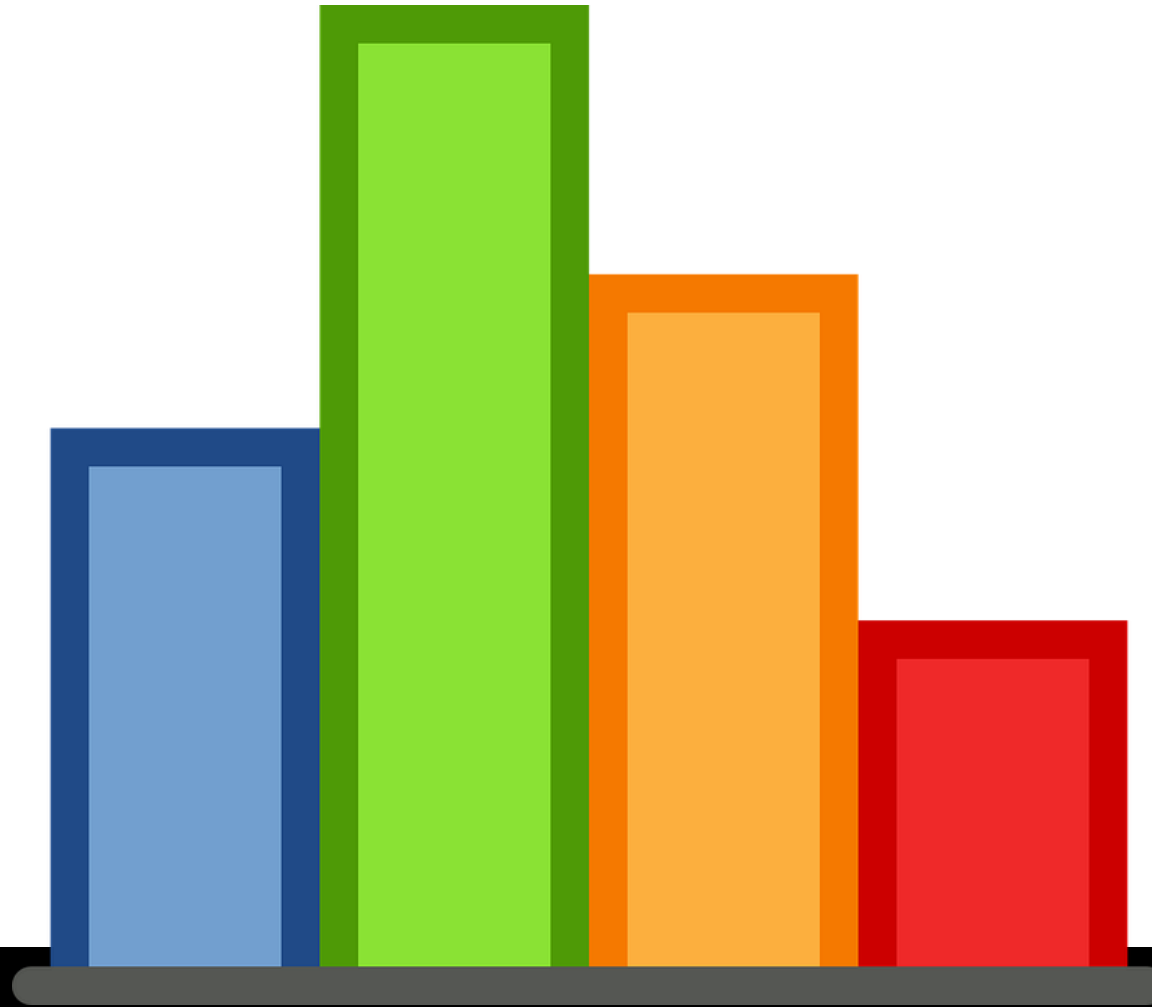
- The chart highlights the most important finding
- Use the most appropriate chart type for the data you have (check out the chart choosers)
- Use the level of precision that your audience requires (only scientists get excited about decimal points)
- Create something meaningful—do not use defaults (EXCEL is your friend)
- Your use of color, text, graphics, arrangement all support what you want to communicate to your audience.
- Bring equity into your visualization!



**Questions?
Comments?**



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Thank you!

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