

IOWA

Institute for Public Health
Practice, Research and Policy

Visualize This

Storytelling With Data

2025 Session 4



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:

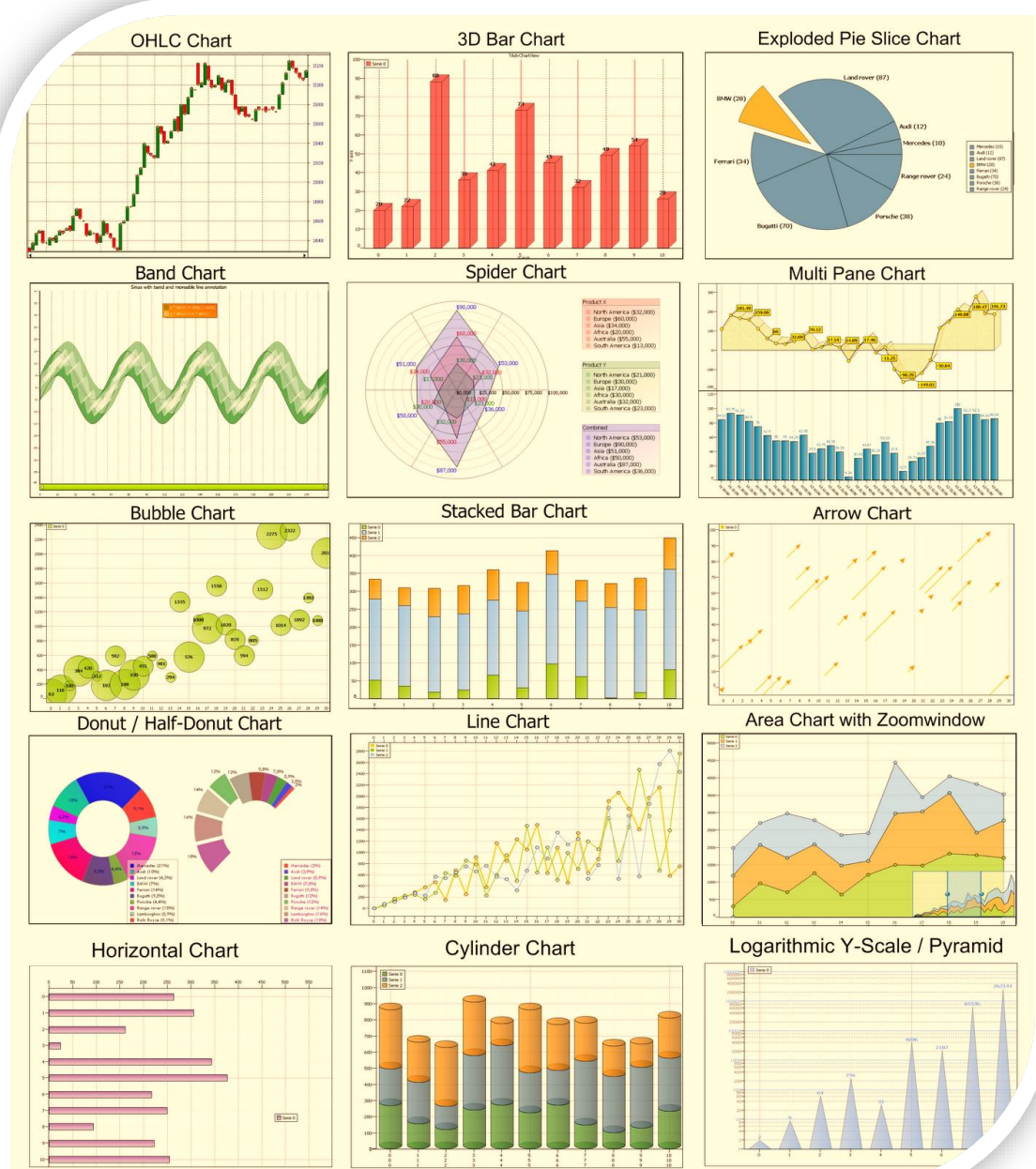
- Summarize the basics of communication theory
- Select strategies for creating effective messages, charts, and graphs.
- Design basic charts to visualize common epidemiologic data
- Access publicly-available resources that can be used for data visualization



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
- Have group members indicate what message they get from your visualization.
- Was your visualization successful?



Ok, so now I know how to create an effective chart/graph but is one chart enough?

When would I use an Infographic or a Dashboard?



Choosing the Right Data Visualization Tool

Select the right visualization tool based on your audience needs, goals, and available resources.

Infographics



Best For:

- One-time storytelling
- Public communications
- Executive summaries

Best Practices:

- Have a clear story/ message
- Logical information flow
- Consistent visual styling
- Emphasize visuals over text

Resources Required:





High initial design effort
Minimal maintenance

Distribution Methods:

- Print materials
- Digital platforms
- Presentations

Software Options:

-  Adobe Creative Suite
-  Canva

Data Placemats



Best For:

- Client engagement
- Collaborative analysis
- Interim findings

Best Practices:

- Clear visualizations
- Focus on data interpretation
- Include space for feedback
- Questions for discussion

Resources Required:





Moderate setup time
Periodic updates

Distribution Methods:

- In-Person/virtual meetings
- Email
- Collaborative platforms
(e.g., Teams)

Software Options:

-  Excel
-  Tableau

Dashboards



Best For:

- Ongoing monitoring
- Interactive exploration
- Regular reporting

Best Practices:

- Focus on key metrics
- Group related information
- Intuitive filtering controls
- Include user training

Resources Required:





High technical expertise
Ongoing maintenance

Distribution Methods:

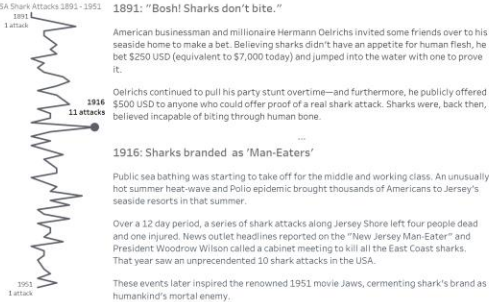
- Internal portals
- Web applications
- Regular reports

Software Options:

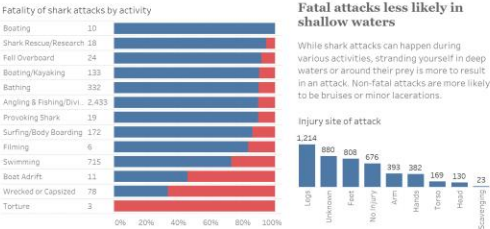
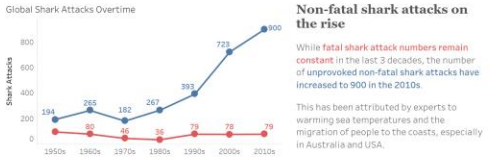
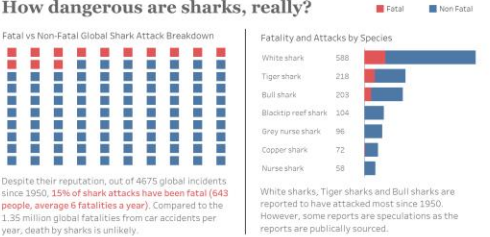
-  PowerBI
-  Tableau

Sharks: Friends or Foe?

Via By Peta Lam
petalam.me
@petal_lam



How dangerous are sharks, really?



Sharks can be friends instead of foes.

Sharks are neither harmless as kittens or the man-killing creatures popular culture has made them out to be throughout the last 100 years. A more educated and informed understanding of these creatures will keep everyone safer as temperatures increase globally, and the space between humans and sharks continue to overlap.

Data source:
Global Shark Attack File from Shark Research Institute

Sources:
<https://www.sbs.com.au/news/story/25691/shark-attacks-in-australia>
<https://www.sbs.com.au/news/story/25691/shark-attacks-in-australia>
<https://www.foxnews.com/story/2015/05/20/shark-attacks-in-australia>
<https://www.foxnews.com/story/2015/05/20/shark-attacks-in-australia>
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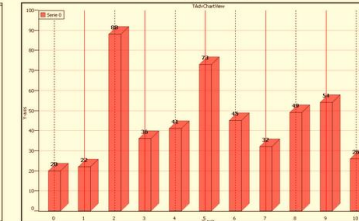


Share your visualization!

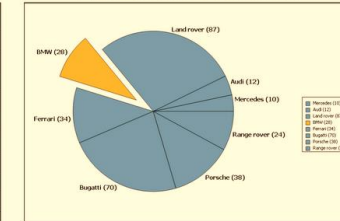
OHLC Chart



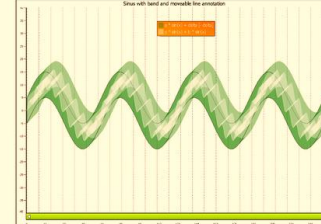
3D Bar Chart



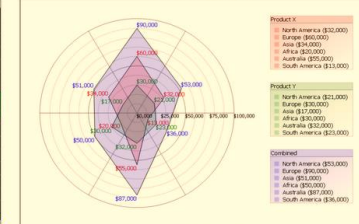
Exploded Pie Slice Chart



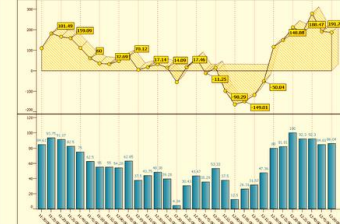
Band Chart



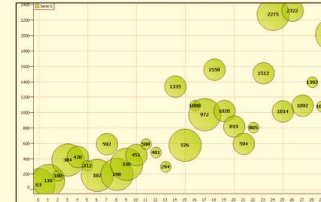
Spider Chart



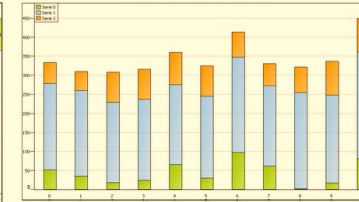
Multi Pane Chart



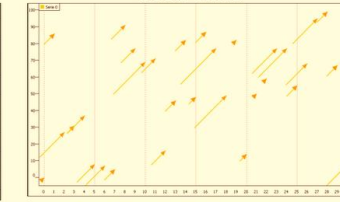
Bubble Chart



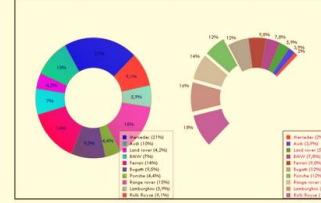
Stacked Bar Chart



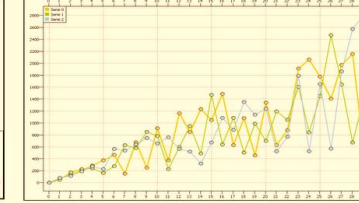
Arrow Chart



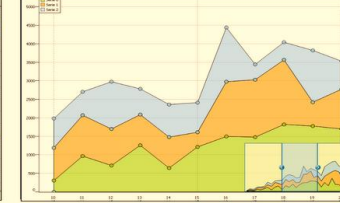
Donut / Half-Donut Chart



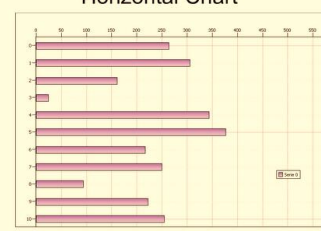
Line Chart



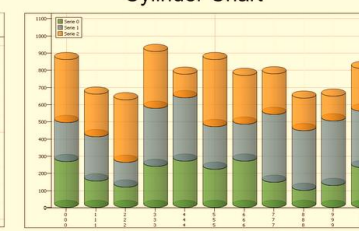
Area Chart with Zoomwindow



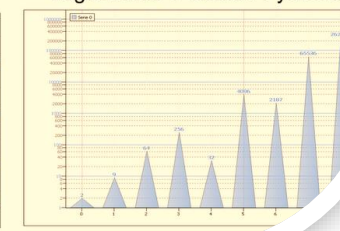
Horizontal Chart



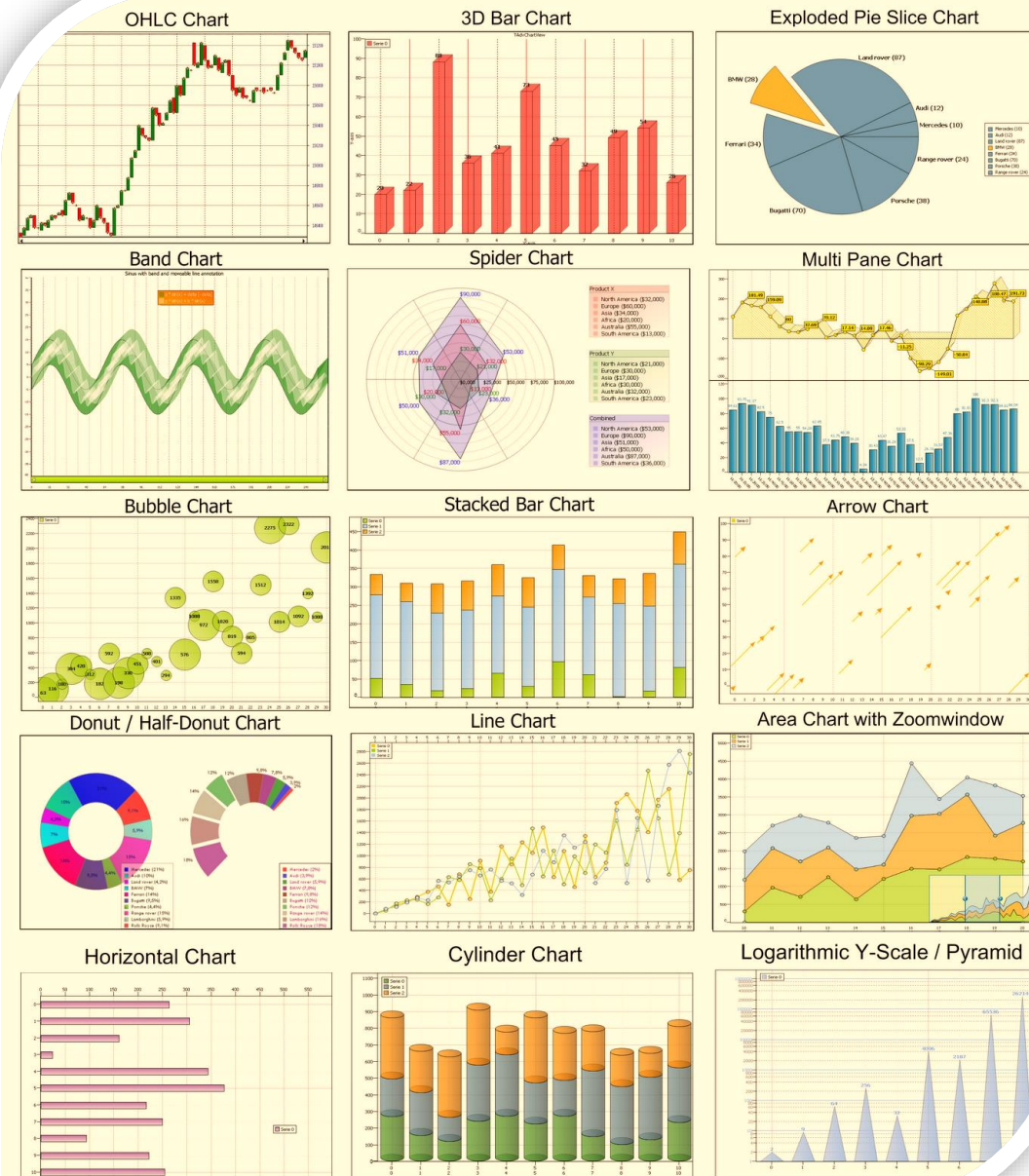
Cylinder Chart



Logarithmic Y-Scale / Pyramid



If you want more feedback on your project, submit it to abigail-stock@uiowa.edu by **Dec 1st** 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?**



REGISTER NOW

VISUALIZE THIS 2

CHART SMARTS: DESIGN AND DELIVER MEANINGFUL VISUALIZATIONS

Online Training Opportunity



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Thank you!

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