

Improving your Messaging through Research-Based Data Visualization Techniques

Kerry Zaleski and Betsy Swenson
Opioid Harm Prevention Program
November 14-15, 2017



Objectives

1. Expand your toolkit for presenting data in compelling ways.
2. Understand basic guidelines for effective PowerPoint slides.
3. Feel excited about trying out new ways to communicate results of your work.

Agenda

- Defining “data”
- The importance of effective data visualization
- Guidelines and techniques for effective presentations and reports
- Choosing appropriate charts
- Examples
- Group work

Brainstorming

What kinds of “**data**” are most useful to you?

What makes data visualization “effective”?

Brainstorm



What's your point?



What's the most important message you want people to walk away with?

How do you know that is the right message?

Know your audience

The way you communicate your message will vary by who the audience is and what you want them to do with the information.

Examples:

- Decision-makers
- Community members
- Learners
- Program implementers
- Practitioners

Remember...

“Not everything that counts can be counted,
and not everything that can be counted
counts.”

-Albert Einstein

Fact, Feel, Act

Facts: quantitative data (#, %, rate)—depicts sense of urgency

+

Feelings: qualitative data (quotes, descriptive words, pictures)—touches the heart

=

Action: Motivates some sort of action

Fact? Feel? Act?



<http://poverty.umich.edu/about/poverty-facts/>

Fact + Feel + Act



WASH YOUR HANDS
after using the toilet

Quick tip: always pre-test your message

Is it:

Accurate?

Appropriate?

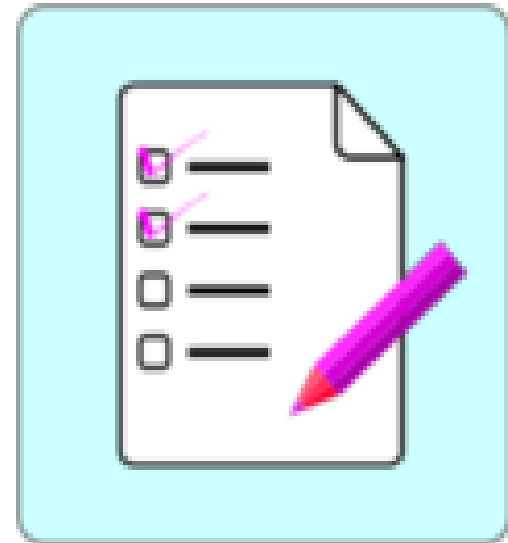
Audience-specific?

Culturally sensitive?

Compelling?

To the point?

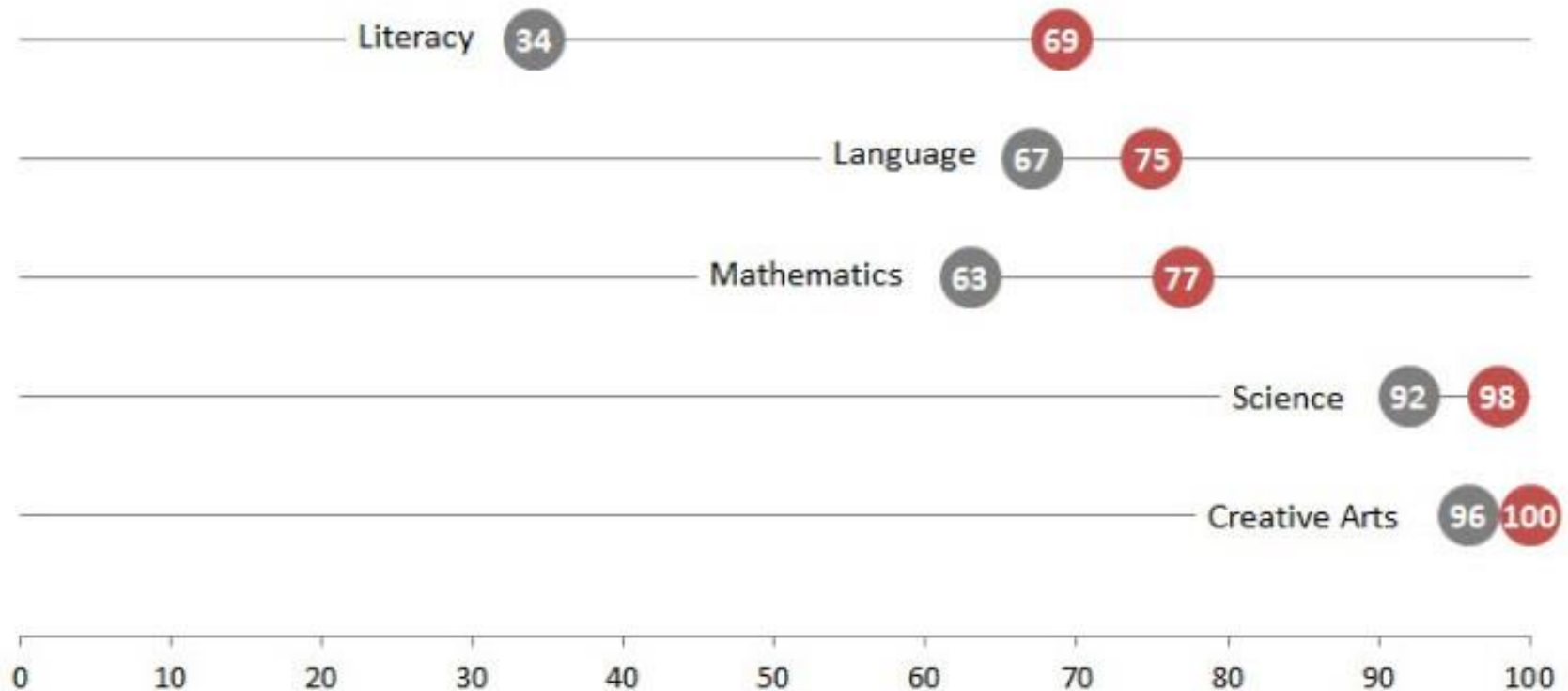
Actionable?



Quick tip: make your title a statement

Kindergarten readiness increased between Fall and Spring.

Minimum entry requirement: 65% in all areas.



Quick tip: CHARTS

- Axes should always start at 0.
- If comparing two charts, use consistent axes.
- Avoid 3D pie charts.
- Choose charts based on your message:
What are you trying to show?

Think Pair Share

- What's the point?
- Why make that point?
- What do you want the receiver of information to do about it?

Debrief



A well-worded sentence may be all you need to make your point.



60% of opioid-related deaths in the Southern Region also involved a non-opioid substance.

Pre-post

<http://annkemery.com/knowledge-before-and-after/>

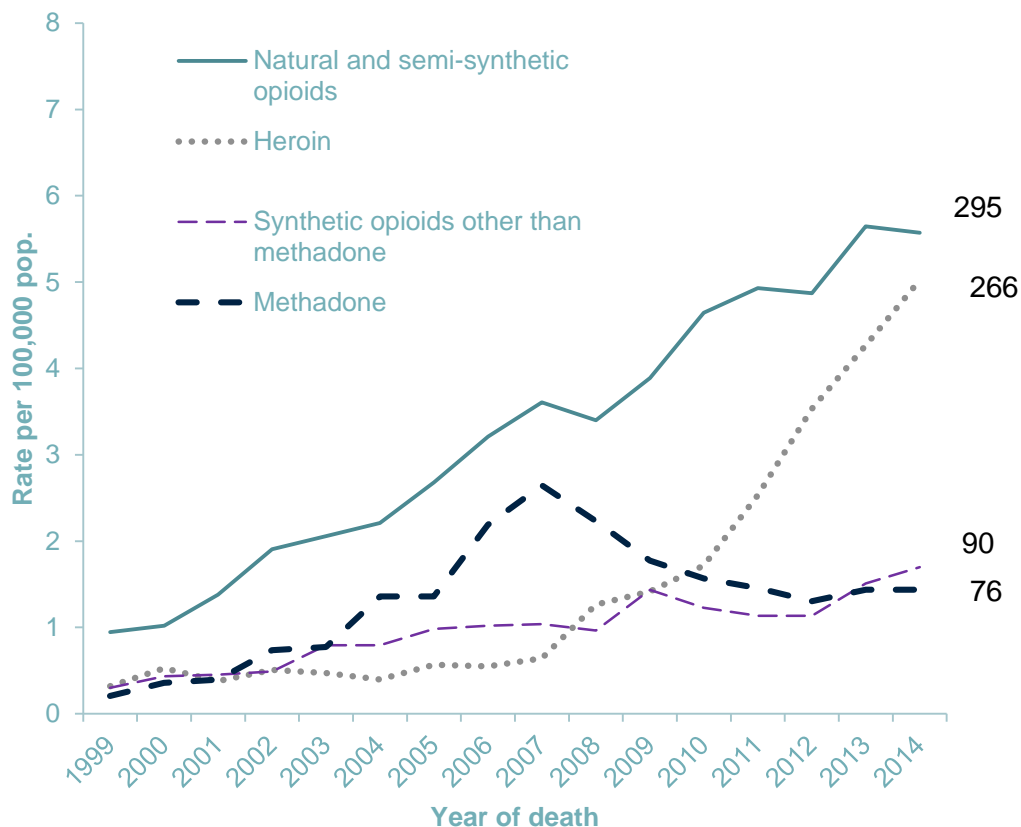
Trends

Slope graphs are a good choice for demonstrating trends.

[Make a Slopegraph in Excel | Evergreen Data](#)

BAD:

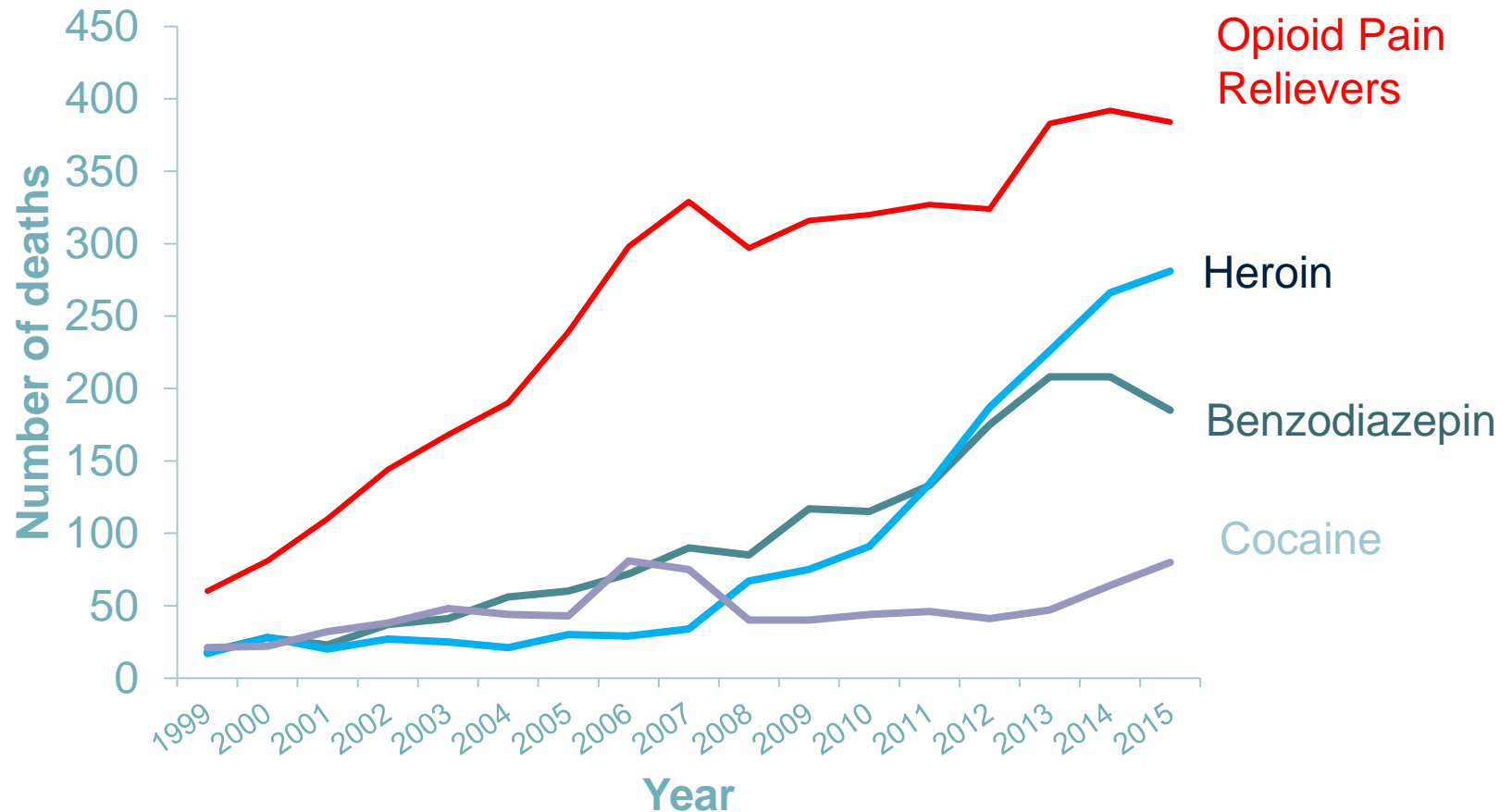
Increase in Heroin and Synthetic Fentanyl Overdose Deaths in Wisconsin



Source: Office of Health Informatics, DPH Death certificates (1999-2014)

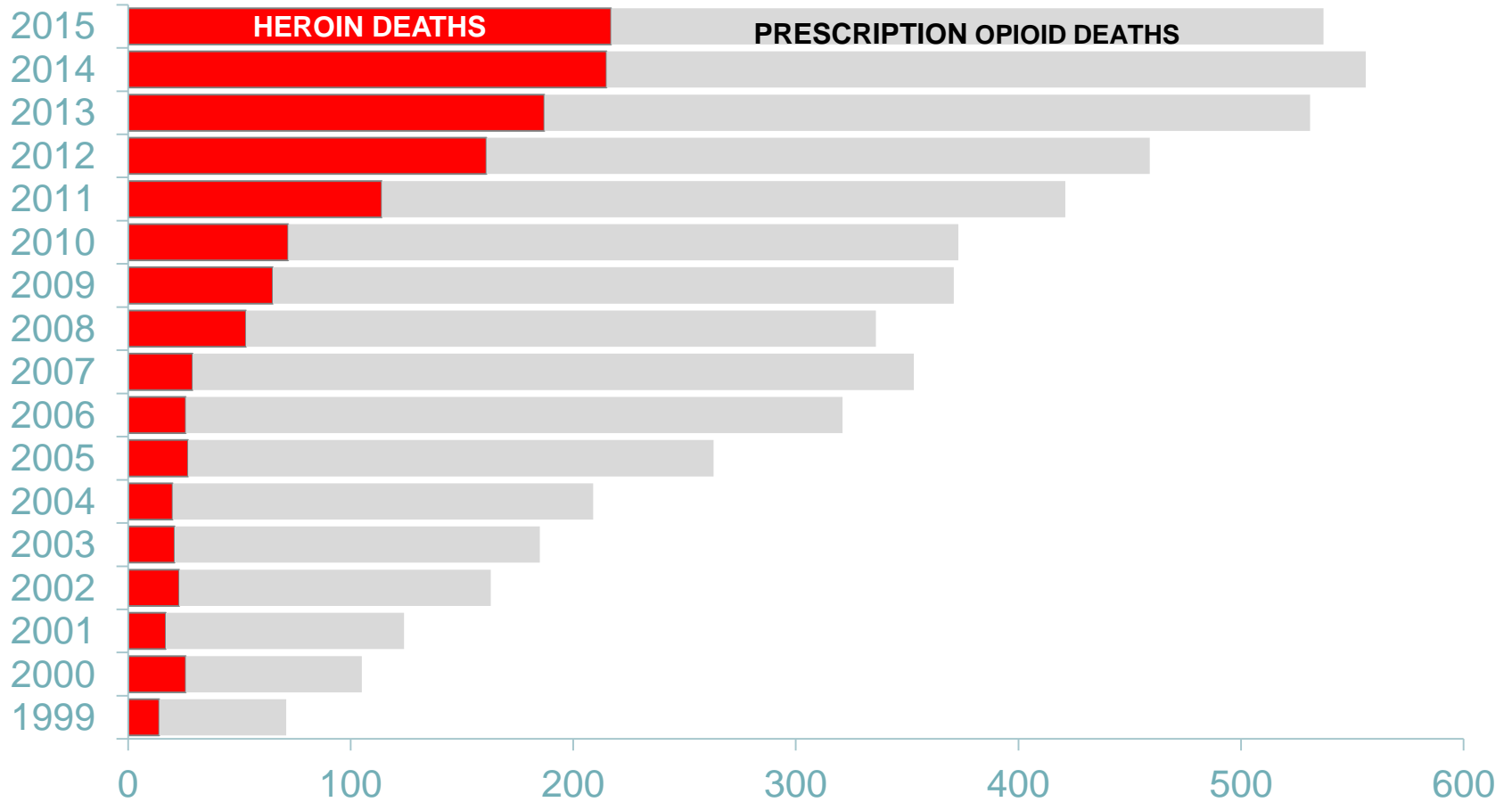
NOT BAD

Opioid Pain Relievers Driving Increasing Trend of Drug Overdose Deaths in Wisconsin



BETTER

Wisconsin is seeing an increase in heroin deaths.



Which chart would you chose?

Fun with chart-chooser handout



Group work



- What's the point?
- Why is that important?
- Who is the audience?
- What impact will it/can it make?
- How could it be improved?

Closing

- Debrief
- Q&A
- Resource handout