

Dr. Larke Huang:

I'm Dr. Larke Huang and I direct the Office of Behavioral Health Equity in the Substance Abuse and Mental Health Services Administration and on behalf of SAMHSA and our sixth Secretary for Mental Health and Substance Use, Dr. Marion Delson Redmond, we would like to welcome you to the session one of the data story telling webinar series. This four part series is one of the events in our Elevate Community-Based organizations, or CBOs, our Elevate CBOs Initiative.

Dr. Larke Huang:

This strategic initiative is a policy driven effort of the Office of Behavioral Health Equity. The objectives of this initiative are to build capacity, increase visibility, and highlight the unique role of CBOs in addressing behavioral health issues, particularly in under-resourced communities. This initiative engages four strategies: Education, Partnership, Technical Assistance and Equity Dialogues. While we understand that CBOs play an important role when serving their respective communities, we often hear from them that they lack consistent funding sources to allow them to sustain their services due to the lack of infrastructure and capacity to fill this gap.

Dr. Larke Huang:

The Elevate CBOs Initiative provides trainings, webinars and cash awards to CBOs to build capacity, convey their impact, and continue to advance their work. In today's first session of this series, you will learn from our speaker, Carlos Morales, about the overview of this series, the purpose and the strategies of data storytelling. Not only will he share different examples of data storytelling efforts, you will also see how we used the data from all of you when you registered for the workshop to customize the content based on audience's background, interests and knowledge.

Dr. Larke Huang:

After the workshop today, Mr. Morales also plans to share some practical tools with you. We hope these tools will be helpful to you and your organization to tell your data supported story. Well, attendees, while you all can attend separate webinars, I do encourage you to join all four sessions to receive the maximum benefits. In addition to the workshop and tools, we also heard from many participants that they want face time to meet with the speaker.

Dr. Larke Huang:

So in response to this, we are also offering a post workshop question and answer hour where participants can ask advice and tips regarding data storytelling from Carlos after each session of each workshop. So let's see the Data Post Workshop Q&A hour for this session will be held within the next two weeks and space will be limited to post workshop Q&A hours.

Dr. Larke Huang:

So stay tuned on how you can register during this workshop for the post workshop, kind of offline office hours Q&A. So once again, I do want to thank you very much for taking the time to attend today's session. I also want to acknowledge again the Achieving Behavioral Health Equity team that we have in place from Abt Associates and Change Matrix to help us in terms of providing this particular series.

Dr. Larke Huang:

And most importantly, I also want to recognize Perry Chan, senior staff in the Office of Behavioral Health Equity, who leads our work and elevates CBOs. And he really brings a deep knowledge of community-based organizations a dedicated, thoughtful, creative champion and advocate for community-based organizations who continually advances equity issues and opportunities for community-based organizations, especially those serving under-resourced communities.

So it takes a lot of people to put a series as this together. So I really want to thank all of you for the hard work you've done on this. So now I want to turn the floor over to Carlos to begin the presentation for today. Carlos.

Carlos Morales:

Thank you. Thank you. Everybody can hear me okay? Yes, good to actually put that in there. Okay. Awesome, awesome, awesome. Good afternoon. Welcome, everyone. I'm going to start by saying that this is a four part workshop series from data storytelling for community-based organizations. Throughout this series, we will discuss the power of data in telling your organization's story in

digital marketing campaign Impact to stakeholders. We're going to be offering some limited capacity post workshop Q&A sessions after each session. So registration for the first post workshop Q&A will be added to the chat during this webinar, so please sign up if you have additional questions. All right. Also make sure that if you haven't register for workshop sessions, two, three and four,

Carlos Morales:

also in the chat we just provided the link here. Feel free to actually do that as well. All right. Okay. So I'm going to be sharing my screen here, making sure that we get everything. Uh, let's see, one thing that I like to do, team, as I'm sharing my screen because I'm actually going to be showing some videos I want to make sure that it's optimized for sharing the sound as well.

Carlos Morales:

So I'm unable to do that and check that when I actually share my screen. So I just wanted to let you let the team know. All right. So let's start by sharing my screen. So right now, you probably see the screen here for the data storytelling. And this is obviously the page, the NNED site. Right. But I'm going to start by actually talking a little bit.

Carlos Morales:

Just give you some actually just very short background in regards to who I am. Okay. So one of the thing is, is that I provide training and consulting to community-based organizations across the country when it comes to marketing, communication and branding. I've been doing this since actually 2011, and so and so one of the things that I do is actually I work with these community-

based organizations and we actually create a lot of is strategy marketing strategy plans, some communication plans and branding branding guides as well.

Carlos Morales:

So my role throughout the series is actually talk to you about data storytelling, right? And where are we going to be covering today basically is we've done some welcome and introduction, but what are we going to be covering today is actually I'm going to start by talking about your data, your story. When you registered for this workshop, you actually answered some questions, right?

Carlos Morales:

And so you provided some data to us. So my, my, my role or that particular section of the workshop is I'm going to try to tell a story based on the data that you provided to us. And I'm going to I'm going to show you that in a few seconds. Then we're going to going to understanding data storytelling.

Carlos Morales:

So this is more about what are the components, what are the things that what are the factors that you'd need to take into consideration when you want to tell your story using the data that you actually have collected right. Then after that, we're going to be talking about the audience, which is very important. Are you telling the story to actually makes a huge difference in knowing that?

Carlos Morales:

Because obviously your audience is going to dictate how you want to present your story and the type of data that you need to present to them. Then we'll talk about ethics and equity, and that is storytelling. This is important because we're going to talk about ethics and equity. When you are collecting data, when you're analyzing data, and when you are presenting that.

Carlos Morales:

In fact, we created a guide for you that I think can be very beneficial when you are starting to actually go into your data and its storytelling journey, when you're trying to put everything together there, we're going to, okay, how do we actually then create powerful narratives? How do we start actually writing the story? And we'll talk about the different elements that a story needs to have.

Carlos Morales:

We'll have some closing remarks and next steps in some Q&A. Now throughout this workshop feel free, also as we said earlier, to use that Q&A, you know, button it for you to actually ask questions. But at the same time, I'm going to be asking you questions still and feel free to use the chat box to respond to me and as I'm actually wanting to engage with you in this in this workshop.

Carlos Morales:

All right. So let's start. One of the questions that we asked you when you actually register for this workshop is who you work with. You know, what are the populations that you serve, the communities that you actually provide services to? And you provided this answer, right? A lot of you. And here's me actually trying to tell a story based on what I'm actually seeing.

Carlos Morales:

All right. So I'm seeing this actual chart right here. And I'm saying, well, based on this, a lot of you actually provide services to the African-American or black community, right. All the way to you know, you work with people with disabilities, transition age youth, the American Indian or Alaska Native all the way to immigrants and refugees. Right. So obviously, we have a very diverse group of CBOs attending this workshop.

Carlos Morales:

Now, this is me just telling you what I see here. Right. But can I do better, though? Can I actually tell a story based on the data that I'm actually seeing here? If I want to present this to an audience like you and sort of actually start creating some emotion, I have to narrate it in a way that is actually more relatable to you.

Carlos Morales:

Right? Or talks more about why the population that you serve is very important when it comes to providing services in your community. So one way of saying this is, you know, our commitment to serving a broad spectrum of communities is evident in the diversity of populations our CBO's reach, from serving individuals experiencing homelessness to providing the specialized care for African-American or black communities and extending support to immigrants or refugees, among others.

Carlos Morales:

This chart not only showcases our dedication to equity, but also the complex needs of the populations we serve, emphasizing the importance of tailored behavioral health interventions. Now that it's a lot better than I just told you a few seconds ago. So when we're talking about narrative, there's a lot of emotions actually that happens as you're reading this. So if I want to tell a story about the population that you serve, I want to think about what is the best way for me to actually tell it in a way that is actually engages the audience.

Carlos Morales:

Right. So any thoughts in regards to this narrative versus what I just told you a few seconds ago? What are your thoughts in regards to that? Because I'm not making any stuff up. I'm actually describing here what I believe is evident by the organizations that are here and actually are providing services to the different different communities. But notice how I'm actually highlighting, though, that diversity of population that you actually reach.

Carlos Morales:

I'm highlighting too, the dedication to equity. Notice how actually I'm actually highlighting different elements here in your narrative in order for me to tell your story, right. And so I'm seeing here that some of the comments here, I think the narrative increases the connections overall, makes the data meaningful. I like the narrative very insightful, emphasizes mission and purpose.

Carlos Morales:

Awesome. Great. I'm glad that you actually thinking that this narrative actually makes a huge difference in the way that we present a data. Now. So can we actually shorten this? Of course, this is actually just me thinking about how can I tell this story right? There are many ways that you can describe this. You can actually make it shorter, equally impactful, of course.

Carlos Morales:

But the point that I wanted to make is when we are talking about data, it makes a huge difference how you present it. All right. Okay. Let's actually give you another example here. Look at the areas that you are actually the services that you provide, the the areas of focus when it comes to the CBOs attending this workshop and the services that you provide in the community right. Now, obviously we have community-based organizations here that actually provide services meant to help substance abuse, public health all the way to child welfare.

Carlos Morales:

Right. And so if I'm reading this, I can say, well, I can see that a lot of you actually provide you know, provide a variety of services to your community. And that's because your community is very diverse. Therefore, there's a lot of issues that you actually are want to be involved with and help your community overcome. Now, that's one way of narrating this.

Carlos Morales:

But on the other hand, if you want to actually use narrative is another way of actually of saying it right. This chart reveals a wide range of interventions from mental health and substance use all the way to family supporting child welfare. Now that diversity in focus area highlights that comprehensive approach CBOs are taking to address the multifaceted nature of behavioral health challenges.

Carlos Morales:

It is a testament to our adaptability and commitment to addressing the needs of our communities holistically. Notice how now I'm actually highlighting the data in a different way, right? So I want you to start thinking as we are, continue the conversation here. I want you to start thinking about different ways of you presenting your data based on the audience that you want to tell this story to.

Carlos Morales:

And of course, we're going to talk about what are the elements that you want to take into consideration later on during the workshop? But I just wanted to actually start with this based on the data that you actually have provided to us. Now experiencing in data and data storytelling, a lot

of you, most of you are actually at the beginner level and you're coming here to learn, right? Then we have some of you that actually are in the intermediate level.

Carlos Morales:

So, you know, every once in a while you have actually used data storytelling. And you also there's actually a few of you who have no experience whatsoever. That's totally fine. And there's actually a few you actually are very advanced who probably have been able to create some very cool, you know, video images, infographics, you've done some great data visualization, be able to actually tell impacting and engage stories, right?

Carlos Morales:

So we have a very diverse group of organizations attending this now, I can actually describe this in a way that well, many of us at the beginning of our journey, when it comes to data storytelling, right, with a significant portion identifying as beginners. However, though there's a growing interest in harnessing data more effectively now, this trend towards embracing data storytelling is crucial for what?

Carlos Morales:

While amplifying our impact, securing funding and advocating for policy changes, this actually highlights the need for capacity building in this area to empower organizations further. That's another way of me presenting this particular piece of data, right? So I'm going to actually now go here a little bit and talk a little bit about the challenges. What were some of the challenges that you actually are experiencing right now in data storytelling?

Carlos Morales:

If I want to tell this story, you know, I can say, well, this graphic showed the most common problem we face, which is translating data into narratives that resonate, presenting this information in ways that captivate and inform pinpoint the most pertinent data and interpreting it accurately. Basically, I'm actually, when I'm talking about pinpointing the most pertinent data and interpreting it accurately, I'm actually highlighting all the different challenges in here that you actually have included here in this survey.

Carlos Morales:

Question So what is this about refining our craft, meaning that as we start telling the stories, we actually start getting better at it? It doesn't mean that at the first time you actually start telling your story based on the data that you have, you're going to actually have something that is going to be impactful. You get better by, you actually implementing

and in practicing some of the elements that we're going to be discussing today, the whole idea is simplifying the complex and to tell stories that not only inform but also inspire and drive change

within the communities that we serve. Right. So this is another way of me telling you about the challenges that you actually experience right now when it comes to data storytelling that our goal is to help you and provide the resources, the information to minimize and overcome those challenges.

Carlos Morales:

Right. Okay. So now let's talk a little bit about this one. Interested in sharing examples? One of the questions that we asked is how many of you would be interested in actually sharing examples of data storytelling? Notice that a lot of you actually said no. And that actually makes sense because if I'm looking at the data, a lot of you are the beginner level, right?

Carlos Morales:

So you might not feel comfortable doing this because you might you may feel that you don't have nothing to show. However, there are a few of you who are at the who are the intermediate level or advanced level. You feel comfortable in sharing some of the examples that you have done in the past. So this actually data makes a lot of sense, right?

Carlos Morales:

So having said that, you know, this is another way that actually I can describe this. The interesting trend examples of data storytelling among our peers reveals a community eager to learn from each other and collaborate. Notice I'm highlighting the collaboration piece here, right? This willingness to share the same stories and lessons learned is the foundation of a learning community that grows stronger and more impactful together.

Carlos Morales:

Notice how, you know, obviously there is a lot of you that says, I'm not interested, but then I'm also highlighting those that actually say yes and the power of that yes. When it comes to actually showcasing your data storytelling examples, your lessons learned in how everybody else will benefit from that. So this is another way, not only telling this story a little bit different, but also actually highlighting the positive on it okay.

Carlos Morales:

And so this is, you know, so when we're talking about data, I just wanted to start thinking about how is that what is the best way for us to actually present it? Right. So let me actually give you another example here. We're going to be talking about let's for this example. We're talking about a school based mental health programs.

Carlos Morales:

Right. And I want to start with this data. Let's suppose that I'm actually again, I'm doing a presentation to you. I'm talking about school based mental health programs. And I start with this. Our survey shows a 15% participation rate in school based mental health programs among students in 2023, compared to 10% in 2022. I actually go ahead and just say that and I don't say anything else.

Carlos Morales:

I want to sort of actually weigh what kind of reaction I get, right? So I'm actually narrating presenting this data to you this way. What are what are the thoughts coming to your mind by me just saying it this way. What kind of you know, what perceptions what what is it that you gather from me saying as survey shows, a 15% participation rate of school based mental health programs among students in 2023, compared to 10% in 2022.

Carlos Morales:

Okay. So there's a lot here I and they're coming really fast. So I've tried to read some of them. Feels impersonal. I don't know what that means. That's right is yes, it's an increase, but it seems low to begin with. No emotion. My thoughts where's the direct the data coming from I need more details need more context okay yeah so so there's a lot of here is an increase but not too much yes is an increase but not too much.

Carlos Morales:

So how do I tell this story that I still don't even though might not be too much for some of you, but is actually an important step in improving. Right. So this is great because you're telling me what you think is wrong with this statement and by you telling me that I might want to use that to sort of actually then create a narrative that actually touches on some of those negatives that you actually highlight.

Carlos Morales:

Highlighted right now. Right. Okay. So let me actually now give you a different narrative here, because by looking at this data, so this presentation, for example, lacks depth. It's just numbers, right? Without providing insights, it doesn't engage your audience. The audience, in this case, you there's no storytelling element to make the data meaningful or actionable. Right. So let's see if I actually then do this.

Carlos Morales:

What about this version of it? Imagine a school where every student knows they're not alone in their struggles where reaching out for help is met with open arms and understanding hearts. That's the vision we're turning to reality, as evidenced by the heartening increase in our mental health program participation from 10 to 15% in just one year. This is not just this just the number

Carlos Morales:

It's a symbol of hope. I cannot manipulate the data. The data tells me there's only been increase from 10 to 15%. All right. But how do I still actually give that importance of that increase? How can I actually make it compelling? How can I actually make it important? Significant, right. Based on the audience that we're working with when in this case we're talking we're working with the students.

Carlos Morales:



So if we actually give that framework or the way that we're narrating this, obviously we're telling the story here. And therefore, all of a sudden your understanding of the data changes based on this narrative. So and I'm trying to read here what you actually are putting the chat. So what, what are you what are your thoughts comparing narrative option one to narrative option two. This narrative option two even though you may to some of you mentioned going from 10 to 15% in one year that's was not a lot but look what the narrative option option number two does though it does give it importance to it right so that's the whole idea when actually we're

talking about doing data storytelling. So a lot of you saying, yeah, number two, option two is more, more impactful, relatable change. Okay, great. So in this case, you know, when we're talking about, you know, providing clear context, right, and incorporating real life impacts, we transform abstract numbers into stories of change and growth. And that's what we are doing here.

Carlos Morales:

All right. So let me ask you, in terms of the emotions, what emotions or thoughts, Did narrative number two evoke compared to the simple data presentation of option number one? What were the thoughts and emotions that actually evoked from you? Hope? Yeah, change is possible. Doable. Hope again. Imagine. Hope again. Yes. Optimistic acceptance of our youth. Good intentions making a difference.

Carlos Morales:

You're showing success. Yes. You show an improvement. You're showing growth. Show progress and intention. Improving lives. Look at all the emotions. That narrative option number two actually just created on you. What am I telling you? When you are creating narrative, you got to actually speak to the heart as well as to the mind. We're going to get into that a little bit.

Carlos Morales:

All right. All right. So having said that, all right. Thank you for engaging with me and actually answering these questions. Having said that, this stuff a little bit about then the foundations of data storytelling. Now, in this case, data storytelling is about communicating insights, data, narrative and visuals that engage and inform an audience. We got that. We talked about it just a few minutes ago.

Carlos Morales:

We're talking about combining data visualization, right? Narrative and contextual analysis to make complex data, complex statistics accessible and actionable. Right now, this diagram that you see here is nothing new. In fact, if you search in Google data storytelling, this this diagram is going to show up pretty much everywhere. Okay. But the importance of this diagram at all, it's important we understand what that means.

Carlos Morales:

So this diagram actually shows the relationship between data, narrative and visuals. Those three those three elements have to actually play along together. They actually have to when we're talking about data storytelling, you have to have those three elements. Narrative helps explain data. That's what you try to do right, that this will help engage your audience.

Carlos Morales:

It helps remember the data and the data provides the insight to convince the audience to do something about it. The data is pretty much the support that your narrative has. You're backing up your story with numbers. Yeah, you're not making anything up. So when all those three elements, narrative visuals and data come together in a perfect balance, as you can see here, they help.

Carlos Morales:

I mean, they're bringing change in the form of we're changing perceptions. You're educating, you're engaging your audience. You can actually affect behavior change. You can actually have a process buying or a project buying from somebody, because obviously you are covering all those three elements. You're actually telling the story. My goodness, that is actually supported by data. But not only that, let me show you what this actually looks like.

Carlos Morales:

So you can remember you can see the significance to it, right? So now how do we actually then when we're talking about data storytelling, why this is important. Now, a lot of you, not if not all of you, know that data storytelling is important. But why, though and the reason why I wanted to highlight this is because this is the things that actually we have to take into consideration when we tell this story.

Carlos Morales:

Number one, we're talking about transforming complex data into understandable story, right? It's about engaging our audience, helping everyone understand the impact of the work that we do without needing to sort of actually decipher complex charts or statistics. Right. That's the whole point of it. We want to simplify this process. Right. Number two, we want actually our audience to do something with their story that we're telling.

Carlos Morales:

Right. What's the action? Do we actually want to make some policy changes? Do we want to actually do some fundraising? Do we want the community to engage with us, have a conversation with us, and have the community attend an event? I mean, what's the what's the action that we want our audience to take based on the story that we're actually telling?

Carlos Morales:

Right. And then why is that we do we highlight in success, but at the same time, identifying an opportunity for improvement. Even even that is storytelling internally, we're a community-based organization can actually serve for us to kind of actually see the areas for growth within the organization. But not only that, what is it that you're doing where you actually are showing data, you're telling the story, you're showing visuals, you are promoting what?

Carlos Morales:

Transparency, accountability. And obviously you want to improve your results. That's why you do it, right? So basically, as we're actually talking about data storytelling, I want you to remember this. I just mentioned this again, good data stories start by listening to what the data says within it into a narrative that speaks to the heart as much as it does to the mind, right?

Carlos Morales:

So we listen to what the data says, what the numbers are saying. Right. But we've got to be able to create a story around it that actually speaks to the heart, you know, evoke the emotions that actually we just talked about in the examples that I provided, as well as it talking to the mind. There's a logic behind it, right?

Carlos Morales:

You're going to be able to rationalize the story, the data. And so it's important that we have all these elements in place. And I'm going to show an example how to actually put this together. Now, talking about narrative realization in context, three key elements we're talking about data, storytelling, narrative. The story is basically this is where numbers transform to a journey, right?

Carlos Morales:

We're connecting the dots between data points, crafting a tale, telling a story that not only informs, but also engages. So when we're talking about engagement, everyone it's not. It's basically having an audience actually to take, to act, to take action. That's when engagement is all about. Whether you want them to actually start a conversation with you, whether you want them to actually you're doing it for racing.

Carlos Morales:

What do you want? Actually want to make some policy changes where you actually want to create awareness about a specific topic? It's about actually engaging the audience, making sure that the audience do something with the information that they actually you're sharing with them. The

visualization piece is actually very important as well, right? So we're talking about charts, graphs, maps, you know, and we're using that as part of the stories demonstration.

Carlos Morales:

That's the role of visualization, is actually making complex data instantly understandable and engaging. Because what happens is your audience don't see the numbers anymore. They actually they see it beyond that and they remember the data because of the way that you actually presented by doing some great visualization, whether it's a form of infographics, images, videos, some very cool charts.

Carlos Morales:

And we'll talk more about data visualization in session number two. All right. And then the context you get, the content is pretty much about the why. Why is the data this way? Why are the numbers increasing now? Do you tell me the context behind it? What other factors actually our country are contributing to this numbers that you're presenting?

Carlos Morales:

To me, it's actually is basically the back story, right? So how do we actually put this into a practical way? So let me actually show you an example here for this particular community-based organization. Now, this example, this organization of mine well does not exist. I created this example for the purpose of this workshop because I want you to give you clear steps how to actually implement this.

Carlos Morales:

I wanted to make this practical. So when it comes to mind, well, data storytelling example, let's look at the narrative. Manuel shared the story of Alex Wright, a local high school student who struggles with anxiety and depression but found it difficult to seek help due to stigma and a lack of accessible mental health resources. Right. So tell me the story here right now right there is telling me what the problem is.

Carlos Morales:

Now, this personal narrative is used to connect emotionally with the audience. Right. It's making the issue relatable and highlighted the urgency of addressing mental health support in schools. Now personally, if I'm actually listening to this story about Alex personally, I can relate to that because I know people who actually have kids who are actually are going through a similar situation.

Carlos Morales:

Right? So right there I can relate to that. And because I can relate to it, I start paying attention to the narrative. All right. So by you actually looking at the narrative for mindswell, what are some of the emotions that actually is evoking from this narrative? What are some things that some some of the things that actually come to your mind by me actually telling the story about Alex?

Carlos Morales:

Here we have empathy, right? Help. Yes. Desire, we have compassion. Lack of access to mental health. Yes. Urgency to help. All right. Concern. Here's the other thing, too, that I wanted to pay attention to. I'm telling I'm telling the story of an individual. Notice how I'm actually humanizing the issue because I'm about to show you some data and I want to actually put a human in behind it so I can relate it to you.

Carlos Morales:

Okay. So and so this is actually is very important in terms of connecting with your audience. All right. Okay. So I'm going to tell you now. So you're telling me that you're telling me this story. Okay, show me the data that actually back that up. All right. Again, this is just data that it was made up for this particular exercise.

Carlos Morales:

But in here, obviously, I'm showing you a data, what it says that increasing rates of reporting, of anxiety, depression among teenagers for the last five years. Right. We can see that after 2020, the numbers went up. Right. But I'm also showing another piece of data here that I'm telling you that in the area where Alex lives only 30% of the school offered some sort of mental health support or mental health services.

Carlos Morales:

Right. 70% of them do not. Alright. Let's go back again. Alex is struggling with anxiety and depression. Right. Obviously is you know, he finds it very difficult to seek help due to the stigma and lack of accessibility to mental health resources. Well, this data right here is telling me now, yes, only 30% of schools actually offer help in regards to mental health.

Carlos Morales:

Right? Most of them don't. So right there, certainly there's a lack of resources. Right. Okay, that's great. So the narrative, the data, well, what's the context? So why are these numbers big? Why are these numbers increasing? Have been increasing for the last five years? What has been the cause? Give me the context behind it. Well, I can tell you here that when we're talking about the contextual analysis here, it's about saying that, you know, sets the scene for your data showing why it matters.

Carlos Morales:

So in other words, we've actually given the numbers, like we said, a back story. So I'm telling you here in this case, it's actually that, you know, Mindwell is providing a context analysis, discussing a broader trend that actually is contributing to mental health issues among teenagers, such as increase of social media use. Basically, as we see a lot of teenagers using social media, some of them actually have to do with bullying.

Carlos Morales:

Other have to do with teenagers competing with each other, thinking that somebody else's life is perfect. There's there's not. And so there's a lot of actually issues that actually increases anxiety and depression because of that. I'm sort of actually showing the context, right? Academic pressure is another is another reason why they, you know, anxiety and depression has gone up.

Carlos Morales:

They feel like they got to be able to actually achieve this, actually particular goals academically. They might not feel supported in how to deal with that. Also, we have the impacts of the COVID 19 pandemic that actually has contributed to that, as a lot of actually adolescents study actually taking classes online. Therefore, you know, lacking the that that one-on-one or or lacking the support that they need in in terms of actually having relations with their friends.

Carlos Morales:

I mean, we can talk about what actually COVID 19 pandemic actually did when it comes to our mental health in a society. And I can provide additional data in regards to that. Right. But not only that, not only that. I mean, we have an increase in the numbers of anxiety and depression because so there's a gap in mental health service provision within the communities, educational institutions.

Carlos Morales:

Right. So this is actually the context that I'm giving you in regards to data that mindwell actually is presenting. And the reason why I give you the context is actually to show you this significance of

these numbers so you start understanding why this matters and why we need to pay attention. Right. All right. So let me ask you this.

Carlos Morales:

What are your thoughts in this example in particular when it comes to actually presenting data, when we're talking about narrative based on the situation and the contextual piece of it, is this helpful in actually trying to paint a picture on how to do this? No. One to actually. Is this helpful? Yes, it makes it real. Yes, yes, yes.

Carlos Morales:

We said it. Somebody actually asked, should this be done in this order? We're going to talk a little bit about the order, and I'm going to give you a guide and I'm going to give you some very cool examples in regards to that. So thank you for asking that question. Also so great. Thank you for the feedback. I appreciate it.

Carlos Morales:

All right. So let me actually now going to this particular piece here. Now, when we talking about data that is storytelling, these actually are the key components when we're talking about data storytelling. Right. What is it that you need to do? Number one, you know, you need to have a clear objective, right? Every story you have a clear objective, a purpose.

Carlos Morales:

Whether you want to inform, persuade or inspire, it's important that you define what your goal is at the beginning. So if your objective is to convince a stakeholders to invest in the expansion of your mental health services to minority youth, your data should actually focus on showcasing the positive impact that you can have on your community. Right? So we start with an objective number to relevant data.

Carlos Morales:

The data that you choose to include in your story should be relevant to your objective. Right? And the whole purpose of that is we don't want to overwhelm your audience with excessive data or data that actually doesn't support your goals. So we want to make sure that we select the ones that actually are going to help achieve that particular objective, a goal that we have.

Carlos Morales:

So if we want to focus on data that highlights services back then treatment outcomes, we're talking about mental health or community needs assessment to showcase areas of success and identify gaps in the service provision. Makes sense. Okay. So it's important that we actually, you know, pay attention to the type of data that we want to showcase. Right. All right.

Carlos Morales:

Let's talk about now data visualization and data visualization actually, it plays a very important role. Right? So you got to be able to choose whether you are actually doing some charts, graphs, infographics, videos. You're going to be able to choose the best data visualization that actually do a very good job in representing your numbers, your statistics. So the whole idea here, if we want to make it easier for your audience to remember and to understand information that you're providing.

Carlos Morales:

So, for example, you can use a bar chart if you're showcasing the number of individuals seeking help for mental health monthly or comparing service usage rates across different age groups within a community. Notice how the beginning a lot of I mean all all the information that are provided to you in terms of the data that you provided to us when you answered the survey was done by charts, right?

Carlos Morales:

Obviously, I could have actually done it using other type of other type of charts. We'll talk more about charts in data visualization and the purpose of each one of them and when do you want to actually select them? But what I'm saying is when we talking about data visualization, you got to be able to actually make sure that the way that you actually deliver and the way that you present the data, whether it's via images, videos or charts, has to be obviously in a way that is actually engages your audience.

Carlos Morales:

And you've got to actually then think about who your audience is. Will they be able to understand what I'm actually presented to them? So there's a lot of there's a lot of factors that you want to take into consideration. But for this to simplify this, we talk about, number one, clear the objective, the relevance of data. It's important, right?

Carlos Morales:

What type of data do you want to present? The type of visuals that you're going to use to present that as well. And then we talk about engaging the narrative, a compelling story that's about



presenting numbers, but you also include a narrative that also is about captivating your audience, right, with your data into a story that is free, relatable and impactful.

Carlos Morales:

That's what I try to do at the beginning of this workshop where I actually started showcasing your responses, right, and the exercises that we have gone through. And then obviously we talked, we talked about contextual interpretation, which is basically showing me why the numbers matter, what's the back story, why this issue exist, right? By you actually telling me that you you're explaining one of the trends.

Carlos Morales:

What are the parents, what are the correlation? You have identified and in your discussion that you're discussing their implications? So the context in summary explains the why and how behind the numbers. Okay. All right. So now that we actually have clear intent in terms of the key elements, when you actually are doing data storytelling, we got to talk about one of the most important pieces of it, and that is your audience.

Carlos Morales:

All right. Now I'm actually walking through this, but I'm going to show you in a few minutes how you can put this together. Okay. So I'm going to give you an example and, how you can put everything together when you start actually crafting your your data storytelling efforts. All right. So I know that obviously I'm going and in specific and specific direction and a specific order, but there's a reason why I'm doing that right.

Carlos Morales:

Then I'll and I'll showcase it to you in a few minutes. Now, this piece over here, if you actually are telling a story, you've got to you've got to think about who you're telling it to. Right. So you have community members, obviously, individuals who in the area served by CBOs that might be directly affected by or interested in specific issues and initiatives.

Carlos Morales:

Right. That's one of your audiences. Then you actually have a stakeholders partners, right. With our local businesses, whether other health care providers that your partner to yourself referrals to, they actually play a role in supporting your efforts in the services that you provide. Right? Then you have funders. How do I tell this story? If I want to actually raise more money, if I want to expand my services, what's the data that I actually need to highlight in?

Carlos Morales:

How do I actually tell the benefit of the services that we're providing so they can see the value right and obviously they feel compelled to give us money? Then we have policymakers, officials, obviously, who influence laws and policies affecting behavior, have services and funding. Right. And the general public talking about, which is a wider audience, audience, is that actually, you know, goes beyond just the community that you serve.

Carlos Morales:

However, though, they can still be impacted by the service that you provide. So understanding who your audience is is key. They determine, I want to tell you this, they determine how you tell your story. If you have no idea who your audience is, does it matter what you do with the rest of the information? Then your story is going to actually fall flat.

Carlos Morales:

Your audience determines how you're going to tell your story, how you're going to collect the data, how you're going to present it. All right. Because they're the one who you want them to actually take some action. Right. All right. So why is this important? Well, by understanding your audience obviously would be able to actually then draft a specific communication, a specific narrative.

Carlos Morales:

Right. So, for example, the stories for policymakers may emphasize evidence and outcomes. While for community narratives, you might want to focus on personal impact and testimonials to different audiences to different stories, right. In terms of relevance. Well, you highlight aspects of your data that actually directly align with your audience's priorities or challenges, making your story more compelling. Hence the example that I just gave you when it comes to policymakers, or you're trying to actually engage your community and obviously engagement, this is the action that you actually are searching for that you're going after.

Carlos Morales:

Understanding your audience helps in choosing the right platforms and formats for your story, whether it's presentations, social media posts, reports, or interactive web content. We're going to talk about social media quite, quite a bit in session number three. Right? So if that's one of the areas that you're interested in, make sure that you register for that as well.

Carlos Morales:

Notice I'm actually making the plugins for all the different sessions as I go here throughout this workshop. So but anyway, so we'll talk quite a bit about marketing on session number three here. So but the whole idea in terms of understanding your audience, this actually is one of the most important elements that you have to consider. All right.

Carlos Morales:

So when it comes to understanding your audience, are there any other reasons why you think that's important in the chat box? Tell me why do you think it's important to understand your audience when you actually are crafting your story, telling your story? Any thoughts? If you think it's important, why do you think actually knowing your audience makes a huge difference?

Carlos Morales:

All right. You don't lose them information, have language, you take action, keep them interested, get audience by understanding the background and frame of reference, you want your efforts to be effective. Yeah. Context. Yes. So, you know, this is important, right? Okay. All right. So it's not only enough understanding who your audience is. You might want to you actually want to make sure that you learn how to actually segment your audience.

Carlos Morales:

So if you consider an organization that is focused on youth mental health, the audience could be segmented into students, parents, educators and health care professionals, each with unique roles and interests. Right? If the goal is to tell the story about how you're making an impact in the service that you're providing with mental health youth, you want to take integration who you want to tell the story to, or if your goal is to actually then grow your mental health service and expand the service to other areas or to more youth, then who do you want to tell the story to so you actually can get the funding enabled, you know, in order for you to do that. So in other words, here's one thing that I'm going to ask you. How many of you actually have a database of audiences that you work with in different capacity? It can be a database with email addresses. Obviously, people that communities, community members of people that you actually provide services to, funders, partners. Okay. So some of them are you're working on that and some of them are actually, yes, I have a database.

Carlos Morales:

We do a spreadsheet. Okay. Here's one thing that I want to tell you. Well, let me ask you this. How many of you actually communicate with that database on a regular basis? How many of you use that to tell stories? Yes. No. Virtually we do. We do. With a newsletter. Not yet. Not yet, yes. Monthly newsletter. I connect the tableau.

Carlos Morales:

Great. Okay. Yes, we send a newsletter, we export, I communicate to marketur programs will test will tell stories in marketing. Okay. All right. So for those of you that actually had connecting with your audience via newsletters, what type of resource are you getting? Are you getting the results that you're looking for? I mean, what is it that you're looking for when actually you are crafting newsletters or telling your stories via emails, for example, what do you want your audience to do?

Carlos Morales:

Because you can actually have a database, you are sharing your newsletter, but at the end of the day, what do you want them to do? They're reading the information, some of them, right? So you look at your operating engagement. What do you want to do? One of the things that and we'll talk more about session number two is it's very important as you actually have whether you actually have a database of different segments that you actually tailor your communication based on the segment that you actually are sending emails to.

Carlos Morales:

You might have a newsletter, but if you actually want to reach out parents and talk about youth mental health services, the way that you actually tell this story to parents is going to be totally different by someone who actually is a possible funder. So the whole purpose of me asking you that question is you might have a full database and you might actually send our newsletter, but do not send one message only to everybody, because then what you're doing is you're not tailoring your communication based on the audience that you actually have in your email list.

Carlos Morales:

Okay. So basically when we actually are segmenting our audience, what's the reason why we do that? Because obviously what we're doing is we're breaking it down into specific groups right based on the roles, interest and influence, and basically based on the objectives that we want to reach. We actually want to be able to understand the way that they communicate and their communication preference and interests.

Carlos Morales:

Hence the example that I just actually gave you. If I'm actually trying to talk about mental health for youth and I'm reaching out to parents, the way that I'm going to tell their story is going to be different if I'm actually at reach into policymakers, for example. Right? So therefore, we got to be able to tailor our communication specifically to the audience.

Carlos Morales:

So if you have a database and that you use on a regular basis, I would actually then urge you to start segmenting that and not send one newsletter to everybody, but start telling stories that are specific to your audience. And I can guarantee you you will have a better success rate in regards to that. In terms of the engagement level, obviously you defined your objectives for each segment right?

Carlos Morales:

And this is actually, if you want to you might want to aim for students to engage more with mental health resources. Where for if you're talking to policymakers, the goal could be advocating for increased mental health funding. If I'm actually talking to youth, then I actually might want to actually use some stories actually from social media. I want to incorporate media into the communication because youth is my audience, right?

Carlos Morales:

I want to use other use to be part of the start in the storytelling process as well. So there's that connection. If I'm actually talking to youth, look how my approach is totally different based on the audience that I'm actually I'm trying to engage with. So I want to actually share a document really quick here. When it comes to actually sharing best practices when selecting data with ethical and equitable consideration based on the audience that you identify, because this is one of the pieces that we wanted to make sure that we cover because is not only about selecting the data, but how do we make sure that ethically and equitable actually, you know, the principles are applied when actually doing data storytelling. So let me actually just really quick here, show you this document. You're going to have access to this because the resources are going to be part of you have access to the resources via the recordings as well. And so one of the things that I want to make sure that you understand and we're talking about ethics and equitable data storytelling strategies, is that we wanted to remember, right?

Carlos Morales:

And we want to consider the diversity of our audiences. Right? So when we're talking about narrative, for example, and we're talking about empowerment in narratives and we talk about the purpose of it, well, we want to use data stories to give, voice, empower to those who represent it, not to just illustrate data points, but we also want to highlight communities, strengths and positive outcomes even when we're talking about challenges.

Carlos Morales:

So notice that if I'm actually telling you about the challenges struggle of an individual, I also want to highlight the outcomes that you have been able to actually achieve via the service that that you're providing right? So you just don't want to actually just present data in just a negative way. You present the issue. Yes, but tell me what the possible the positive outcome can be if you have the necessary elements that you can implement.

Carlos Morales:

Or tell me what actually has changed from last year to this year in terms of how your program has advanced or the success that you actually have achieved. Obviously, you have progressed, but you still need to keep moving forward. So remember the example that I gave you in which we talked about, you know, a year ago, we only had 10% of the youth actually taking advantage of the mental health services, a year after it was 15%.

Carlos Morales:

Right. You actually read that statement by itself and you said that's not a lot. But the way that we narrated the story, we empowered that narrative and we highlighted that growth. Right. So the practice here that I want you to get into the habit is you want to feature stories that highlight community strength, resilience and positive outcomes. So how do you do that?

Carlos Morales:

Well, if the data shows a high rate of substance abuse in a community, also present stories of recovery and support systems. Keep that balance. Keep it balanced right. For instance, alongside statistics, you can share a narrative of local support group success and help in helping individuals recover. This balance is the narrative. So this is actually one of the things that you want to take into consideration if we actually talk about informed consent and privacy.

Carlos Morales:

Okay. Yes, we got to respect everybody's autonomy to choose whether their data is included in your narratives and personal details are anonymized, making sure that we informed the people that we actually are collecting data from about this particular this particular practice. Right. So if we're publishing a success story of someone's recovery journey, we got to obtain their explicit consent through clear and consent form.

Carlos Morales:

Right. And we've got to make sure that we explain how their stories are going to be used. If we want ensure their anonymity. We can still we can still tell their story, but we might we may need to change

their names or omit a specific data that might be able to identify them. This is important. So as you are actually going and looking at this guy, this is actually more of a checklist and some of the things that you need to actually apply when you actually are collecting data present and analyzing data present the data.

Carlos Morales:

This is the other one, accuracy and factual integrity. This is important, right? Making sure that the data is reliable and credible, that they are verified. It's accurate information. You're not making any stuff up it is being fact checked as well. And so and here's how this is an example in how you can accomplish that. For example, if you want to illustrate data of the effectiveness, you have a new mental health program, right?

Carlos Morales:

And you actually say, hey, this new mental health program has been very effective. Okay. Compared to what? Show me a pre and post survey that measure participants mental health status before and after the program. So actually I can see the difference, right? You can actually say that you can collect this service, calculate the average improvement and share these results.

Carlos Morales:

Right. But briefly describe how you collected this information and make sure there's any limitation in your survey, you want to mention that, such as the number of people that you served, to give a full picture of your findings. By actually applying this everyone, these methods provide a clear any such understanding snapshot of your performance success. So I'm actually showing you here in terms of what's the purpose of this what is the practicing how you actually can do it.

Carlos Morales:

Same here with bias recognition and fair representation, sensitive in context, accessibility and comprehension, equity of impact, transparent accountability. So obviously, I'm not going to have time to go to each and every one of them, but I wanted to make sure that I wanted to highlight when it comes to ethics and we're talking about equitable data storytelling, what's the guide?

Carlos Morales:

What are some of the principles that we actually need to take into consideration? And this is one that I actually want to make sure that you pay attention to now, how do I now based on this, make sure that and actually I'm going to when it comes to it now we talk about ethics here. Now, let's actually talk a little bit about identifying your audience.

Carlos Morales:

So let me actually show you this document here. And this is actually a guide in terms of identifying your audience, what are the different pieces that you need to consider? Okay, what are the questions that you need to ask? Right. So in this case, for example, look at audience identification. Where are you trying to reach demographics and characteristics?

Carlos Morales:

Right. Identifying subgroups. The segments that we talked about, what is the knowledge and literacy that they actually have about the topic? Right. When it comes to data and visualization as they're familiar with your topic that you want to tell a story about, so what are the goals and expectations? What does your audience expect to gain from your story or what information to different audiences segments want or need from your stories, right?

Carlos Morales:

You get to look at their motives. You know why they seek information. They support the actual insights. At the end of the day, why do you want him to do? Again as I'm actually you look at this this will help you. If you answer this question, it will help you to get very specific in terms of the audience that you want to tell this story to, but only that I added the elements of data and equity here and ethical and equity considerations is actually added in here.

Carlos Morales:

The elements that we just actually just talked about. All right. And how you apply this as you are creating and working on the audience that you actually are telling the story to. And finally, obviously, here is actually you got to define what the objective says. What change or action do you hope to inspire the message development piece? Okay.

Carlos Morales:

What is the message that actually is going to resonate with the audience? Right. What is storytelling techniques I need to use? So look at, you know, this is a set objective and tell me the message right now, how do I now actually put this? You know, how do I actually make sure that all of this information is actually applicable?

Carlos Morales:



I'm going to give you a case study in which I actually use all this information and created a narrative about an organization. Now, this one over here actually making sure that I have the right information here. And I know we're going to be talking about. All right. So this is actually mindful horizons, is another organization that I created to actually give you an example in how you can actually create this.

Carlos Morales:

Now, this is about working and talking about identifying your audiences and tailoring the message based on the audience that you actually are working with. In this example, notice how here we are working with adolescents aged 13 to 18. We also targeting our teachers in middle and high schools, parents of adolescents, local mental health professionals and city council members.

Carlos Morales:

We have different audiences, right? So in this case, this is the adolescent that we're working with here low income communities, LGBTQ plus youth, high academic achievers, those with a history of trauma. Now, for this example, obviously I'm actually segmenting into different audiences. In your case, might actually just be here for adolescents. So you're talking about just high school students.

Carlos Morales:

That's perfectly fine. But the reason why I'm showing you this is because you can go as deep as you want or as specific as you want to. Right. And so these are the subgroups that we identified for this particular example, when it comes to the audience knowledge and literacy, actually, we have adolescents well, they have a moderate to high social media literacy.

Carlos Morales:

So very mental health literacy as well. So we want to make sure that if we we're going to communicate with them, we want to think about social media as one of the ways that we want to actually tell the story, to write in here, high professional literacy when it comes to mental health. Right. Varying degrees of mental health programs, knowledge Parents as well.

Carlos Morales:

Diverse levels of health, literacy and socioeconomic backgrounds require tailored messaging when it comes to professionals, policymakers. This is the piece where we actually will get it more deeper. Was the honest knowledge and literacy when it comes to the data that we are about to present or the topic that we're going to be telling the story about. Right. The audience goals and expectations.

Carlos Morales:

All right. For adolescents seeking mental health information for teachers, they need classroom resources, student engagement strategies, for parents seeking understanding of mental health. How support their kids. Notice the goals and expectations are different right. And then we go into the selecting data with ethical and equitable considerations empowered representation. And here's how we do it.

Carlos Morales:

We select success stories from adolescents who access counseling through school programs. We want to highlight that. We also we want to make sure that we actually show it in choosing data that show demographic breakdown of program participants to ensure fairness and representation. So notice how we're applying the principle of empowerment of representation by selecting the right data that will fall under this category.

Carlos Morales:

Right. We're going to inform consent and privacy and so on. So all this I wanted to show it to you. So you actually have a practical example in how you can apply this right. And this is just basically about your audience, right? So I'm going to stop right there and I want to actually hear from you. What do you think so far of this particular case study and the document that I just show you?

Carlos Morales:

I got a couple more case studies that I need to show you as well. But what are your thoughts in regards to that? Any thoughts on regards to this example? It is very detailed. Yes, it is. Okay. Yes, there's a lot of information being very helpful. The reason why I provided this detail example in you're going to have access to other examples that I'm going to I'm not going to have time to actually showcase that are actually a lot smaller.

Carlos Morales:

And it might be it might be relevant to some of you if you actually don't want it to be as detailed as it is. Right. All right. Comprehensive. Okay, cool. All right. So here's one thing, because obviously we need to move along here and I'm going to actually close this and I'm going to showcase here slide show from this particular.

Carlos Morales:

Okay. All right. So when we talk about, you know, it's storytelling, right? And now we actually going into crafting your narrative, right. I want to make sure that, you know, community-based organization and the business of storytelling, and that's the business that we're in. You're always telling the stories about the services that you provide right? Always telling stories about the community that you serve.

Carlos Morales:

You're talking to family, friends, the staff, you know, funders, partners, you're always telling stories about the impact that you're making, the community, the service they're providing, the clients that you're working with. We're in the business of storytelling. In fact, we don't have to be a, you know, work for an organization in order for us to actually be in the business storytelling.

Carlos Morales:

We all are storytellers, right? Just actually when you go home and, somebody asks you, how was work? How was your day, your start telling your story? And sometimes some stories might be compelling, you know, versus others, but we always are in the process or in the habit of actually telling stories, right? So when we talked about, you know, power that stories have that three things that I want to highlight here.

Carlos Morales:

The stories help understand and remember and stories grab and maintain our attention. And as stories touch emotion and engages right now, the type of stories that you actually can tell are the origin story. Tell the story of why your organization exists. How did it come about? That's one type of story, community story. You humanize your community, right? You change and you sort of actually you're telling about the people that you actually serve by showcasing a side of their lives that people might not know about.

Carlos Morales:

And this is when you actually are telling individual stories of somebody actually who has benefited from your services that you provide. Impact story all about the changes that you have created, the outcomes, the progress, the growth right. Behind the scenes story. And this is actually what happened in terms of, okay, you know, what is it? That's

Carlos Morales:

actually, how this program came about what we have to do behind the scenes in order for us to actually provide this service. Right. This is actually about highlighting the people that actually work

within the organization. You're staff volunteers, right? And then we have the user generated story and this is actually the story that is created by the community that you serve, the people that actually follow you and support you in

Carlos Morales:

A lot of these stories, you actually can see it in social media. If you're posting something about a specific service or a story about someone and you start getting a lot of comments in regards to that, your user generated story, that's what that is. Right. And so when you actually once that you actually we know the different type of stories that you can actually can create.

Carlos Morales:

Well, you got to actually think about your story format. There are many ways that you actually can tell your story. We're going to actually dive a little bit more in-depth into this in number three. But obviously, you can use video, blog, newsletters, photos, podcast, social media, multimedia illustration. And so basically there are different ways that you actually can choose, you know, you can actually present your story as well.

Carlos Morales:

So let me actually now present to you this video. Suddenly it's a two minute video, but I think it's actually makes a powerful point when it comes to about telling the story of an individual. It is called the power of one. I want to make sure, though, that you're able to actually listen to their song and make sure that I have want to play it and let me know.

Carlos Morales:

But I want to make sure that you are able to do so. I wasn't able to actually share. Let me actually just go back here. Let me know if you're able to listen to it really well or not.

Chyenne Mallinson:

I think you may have to stop sharing and then reshare checking the box that says.

Carlos Morales:

Yeah, I tried to do that, but it didn't it didn't actually allow to let me actually try to do this one more time here. All right. I'm going to actually show it one more time here. Okay? Yeah, it's not it's not

letting me, to be honest with you, to actually optimize it for sound and video clips. So I don't think I'm going to be able to do this.

Carlos Morales:

So I'm usually able to do that. But now I don't have that capability. All right. So we're going to move on and I'm not going to be able to do this. So let's actually now share my screen here really quick and then. All right, so here's what we're talking about, crafting your narrative. I mean, the video that I wanted to show you is actually was the power of actually sharing individual stories and why when you actually humanize a story by actually sharing the story of one individual, it is more powerful than actually talking about a whole group of people.

Carlos Morales:

And so people tend to relate more when you're telling the story about just one person, right, in that actually trying the story of hundreds of thousands. And so that's of the things that I wanted to highlight in there. So when we talking about crafting your narrative, one of the things that I wanted to make sure that you understand is obviously we got to define the message, right.

Carlos Morales:

We got to be clear in terms of what the message is going to be. This is actually what we're talking about. What is the issue at hand? What's the problem that you're solving? What is it that you wanted to highlight right. And so our program has improved mental health outcomes in our community by 40%. That is an example of defining your core message number to understanding your audience.

Carlos Morales:

We actually went through this. Here's an example. If your audience is local policymakers, you emphasize data and outcomes to highlight the need for policy support. Right is structuring your story introduction. You set the stage with better information on the issue that your data addresses the challenge. What is the problem or the challenge your community faces? This solution, obviously you've got to present solution, the data supported, right?

Carlos Morales:

And the impact. If I'm actually applying the solution, what's the impact? What are the results and improvements that we actually are getting based on these compelling data visualizations? Right. And the call to action, what do you want your audience to do with that particular story? So

obviously, we got to use emotional language in visuals, right? An example is to use before and after images to show the impact of your services.

Carlos Morales:

Yes. Alongside personal story from community members. We'll be talking about that for the last few last few minutes. Obviously, if we're talking about incorporating storytelling elements, what's who is the story about? Who is the individual, what's the character, what's the conflict and what's the resolution? Right. Okay. Now, what are some of the ethical considerations that I need to consider that needs to be part of the story as well and the feedback and interaction?

Carlos Morales:

This part of the here is one of the things that we actually recommend you want to share address with the team members or a subset of your audience for feedback, right? If you are actually telling the story of youth or a specific story of a specific youth, a specific individual, you want to share your draft with that person too, for them to actually provide feedback, right?

Carlos Morales:

Making sure that you actually use that feedback to refine your narrative clarity, impact and resonance. It's important you might want to actually show them first and say, Hey, what do you think of this? This is what we're hoping to achieve. You have any reservations, any concerns about this? And this is actually best practice when it comes to crafting your narrative in regards to that.

Carlos Morales:

So really quick. Really quick, because obviously, you know, we had we actually are running very, very low on time. I want actually to show you here some examples when it comes to actually drafting your story here. This is actually an example of an actual organization. It's called the Battersea Animal Shelter. Look at this story that here that is very short and sweet story for a donor appeal that shows how much can be said with just a few lines of text going by with an emotional, a bigger picture.

Carlos Morales:

So what is it that I'm actually going after here? Right. I want to raise money. I want people to donate. So obviously, we have the main character here with this beautiful puppy here. Right. And obviously, we actually have a statement here. So it has a well-described main character, a struggle, finding Noah found himself on the doorstep, at just eight months old but with the help of supporters like you, we were able to find him a loving home. You are the solution, right? And so this is one example.

Here's another one. Advocates for children of New Jersey at ale, a very clear and sexy story about why they do what they do. In the first two sentences of their Who We Are section, they say children cannot vote.

Carlos Morales:

They have not political influence. They can tell our state leaders what they what they need. That's why we're here. So this is the problem and this is we are the solution, right? So another one, the Center for Nonprofit Management. So another great example of a quick story here highlights the vision, the main character, which is our nonprofits, the problem, lack of resources and their solution, which is connecting nonprofits with the resources that they need.

Carlos Morales:

And finally, I want to actually highlight this one. Look at this one actually, they use in data here and this is the Malala Fund and highlights their work by segmenting their catchment area in the unique challenges for each area. Right. They provide compelling pictures and statistics that emphasize the text. So in here, this case, they want to actually their focus is to spread awareness of the issue of education in Brazil during the pandemic and how their programing addresses the issue.

Carlos Morales:

So days since the school closed 778, number of girls impacted, 27 million, current status: still closed. Girls out of school before COVID: about two million. Our priorities, how they're actually are telling the story. They are the numbers that they are providing in here. It says in Brazil, the strategy centers on monitoring state and national education budgets, establishing protocols for the safe school re-openings and addressing violence and abuse against girls.

Carlos Morales:

And they have a main character. So in other words, this is actually different ways you can tell the story. Now, I did not have a chance to show you how these case studies that I actually created for you put all elements together, but you have access to that as part of the resources for this particular workshop. Because at the end of the day, I want to present to you something that is practical, that you can have the guides to do.

Carlos Morales:

You can have the workshops, I mean, the worksheets that you actually can use to fill it out based on ones that are already filled out for you. You have access to that, even though I didn't have a chance

to show it to you. All right. So we'll stop right there because we actually needed some final Q&A. And I want to sure that we still have a few time, a few minutes for that.

Carlos Morales:

All right. What's going on, team? Help me out here in terms of any Q&A that we need to pay attention to. All right. So I'm actually looking at the chat box here. It was great. Thank you. What a consultant you cost to hire for a program. Whoa. Thanks, Jonathan. Hit me up and we're going to talk. Everybody, I wanted to you know, I wanted to actually thank you for being here.

Carlos Morales:

There was a lot of information. I wanted to show you some real case studies. But you do you have access to that. So what's the next step? If you have questions, I want you to go back to the to the website. We're going to have access to those. There's actually worksheet in case studies to start drafting your data your data narrative.

Carlos Morales:

If you have questions, come back next week for an hour and ask me questions. If there are things that you have to talk about. But I want to make sure that we help you drive your narrative so we will move on into session number two in March for data visualization. And by the way, we have a couple of of you being part of it because we want to make sure that you showcase have you done data visualization?

Carlos Morales:

Have you told your stories? So any final questions comments, concerns that I have not be able to see? I see you.

Chyenne Mallinson:

We have a couple questions in Q&A. So here's one. How would you approach an audience that is resistant to the data being presented?

Carlos Morales:

All right. So that's a great question. So one of the things that I would actually ask a follow up question with that, why are they resistant to the data that is being presented? Right. I want to know their concerns and I want to make sure that I actually - I speak to their concerns. Look, a lot of the



times when we have an audience that is very reluctant based on the data presented, it is because of a lack communication or because we may not be able to do a very good job and explain what this data is about.

Carlos Morales:

Right. But at the same time, we want to be able to actually showcase the benefits of showcasing these numbers to this particular audience right. And so I want to make sure that I want to know more, in order for me to address those concerns. What is the how can we access the resources that you presented today, you're going to have access to those in the - and help me out here.

Carlos Morales:

They're going to have access to the recording and they're going to be able to access the resources there, correct?

Chyenne Mallinson:

Yes, absolutely.

Carlos Morales:

And they have access and for the link for that particular. Yes, right.

Chyenne Mallinson:

In the chat.

Carlos Morales:

Okay, great. Thank you. Yeah, I just saw it.

Chyenne Mallinson:

We have another question along the lines of the one that you just answered, how to present data or narrative to a sensitive subject like child abuse.

Carlos Morales:

Sure. So basically when it comes to actually sensitive subjects like that the way or way that I like to approach it is actually going more to the ethics and the equity portion section. I want to make sure because it is a very is a very sensitive subject, I want to make sure that I'm actually when it comes to selecting the data and then analyzing it, I'm actually doing it the right way, making sure that I'm if I want to be able to tell the story and it'ss because it's very sensitive, I don't necessarily need to highlight a specific individual, but I still want to be able to tell what the issue is.

Carlos Morales:

And if I actually have you know, the right the right amount of representation. But at the same time, I want to highlight some successes based on the services that I'm providing as well. The thing is, when we have a topic that is very sensitive, we tends to actually lean towards presenting something that is really negative. But remember, we got to actually keep the balance when you actually balance that out.

Carlos Morales:

And with, yes, there is an issue, there is a problem. This actually there is a benefit based on these numbers and the services that we're providing to you actually are converting that narrative from something that is negative into actually converted to something that is hope. And so keeping that balance and making sure that that you put into into practice the guidelines that we actually I explain to you when it comes to ethics and equitable data storytelling and strategies, I think is key because of the nature of that of the topic itself.

Carlos Morales:

Here's my suggestion to you. Based on what we actually covered today, grab the guides and go through the questions, then start answering that when it comes to child abuse and see what you come up with. A how you actually can frame this story based on the guides in the worksheet that we have provided. And let's see what you come up with and you might be surprised in how you will be able to present the story in a different way.

Carlos Morales:

Let's see what other questions that we have. We have more time to answer questions. Again, if we're not able to answer questions, you remember, we can actually still answer some of these questions next week we're going to be in for an hour. So register for that for that post. Q&A, any final thoughts, comments, concerns, anything that I have not to be you know, you know thoughts on your on on today's workshop was it a yeah I know it's so so I know I went through a lot.

Carlos Morales:

I apologize. Didn't have time to showcase some of the stuff that I wanted to. But again, you have access to all those resources. Thank you. Thank you so much for all of you saying yes. It was good. Appreciate it. My goal was to actually give you something that you actually can implement, hence the guides and worksheets that I created and you have access to because I want you to explain the concepts to Robin and apply them right away.

Carlos Morales:

No fluff. Yeah. Just making sure that you actually come up with something that is tangible, that the whole purpose of this workshop series.

Carlos Morales:

Awesome. Thank you so much everyone. Remember register for the Q&A Post Workshop next week you'll be able to actually, as you register, probably be able to actually have some put some of the questions that you want me to talk or answer. Thank you. Austin, Wendy, Trevor, thank you so much. Let's see here. Anything else? I'm sorry.

Chyenne Mallinson:

Thank you, Carlos. And I just want to thank everyone for joining us today. Like Carlos said, we'll be sharing the related resources and the recording on the NNED share site. You can find that link in the chat and please sign up for the limited capacity post workshop Q&A session for next week and. If you have a few minutes to please respond to the feedback survey as well.

Chyenne Mallinson:

Thank you so much. And please always remember to register for the rest of the series as well.