

SAMHSA's Elevate CBOs Webinar Series

SAMHSA

Substance Abuse and Mental Health
Services Administration

DATA STORYTELLING: HOW CBOs CAN SHARE THEIR IMPACT

WE WILL BE STARTING SHORTLY, THANK YOU
FOR JOINING US!



Attendees are muted, so please share comments and ask questions in the **Q&A box**



Closed captioning is available through Zoom using the **CC button**



Resources and the recording will be available following the roundtable at share.nned.net

SAMHSA's Elevate CBOs Webinar Series

DATA STORYTELLING: HOW CBOs CAN SHARE THEIR IMPACT



Session 2

From Numbers to Visuals: Unleashing the Power of
Data to Create Narratives for CBO Impact

Welcome & Introductions—Logistics



Introduce yourself and your affiliation in the chat



Share comments and ask questions in the **Q&A box**



Closed captioning is available through Zoom using the **CC button / Full Live Transcript** option



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Welcome & Introductions—Logistics



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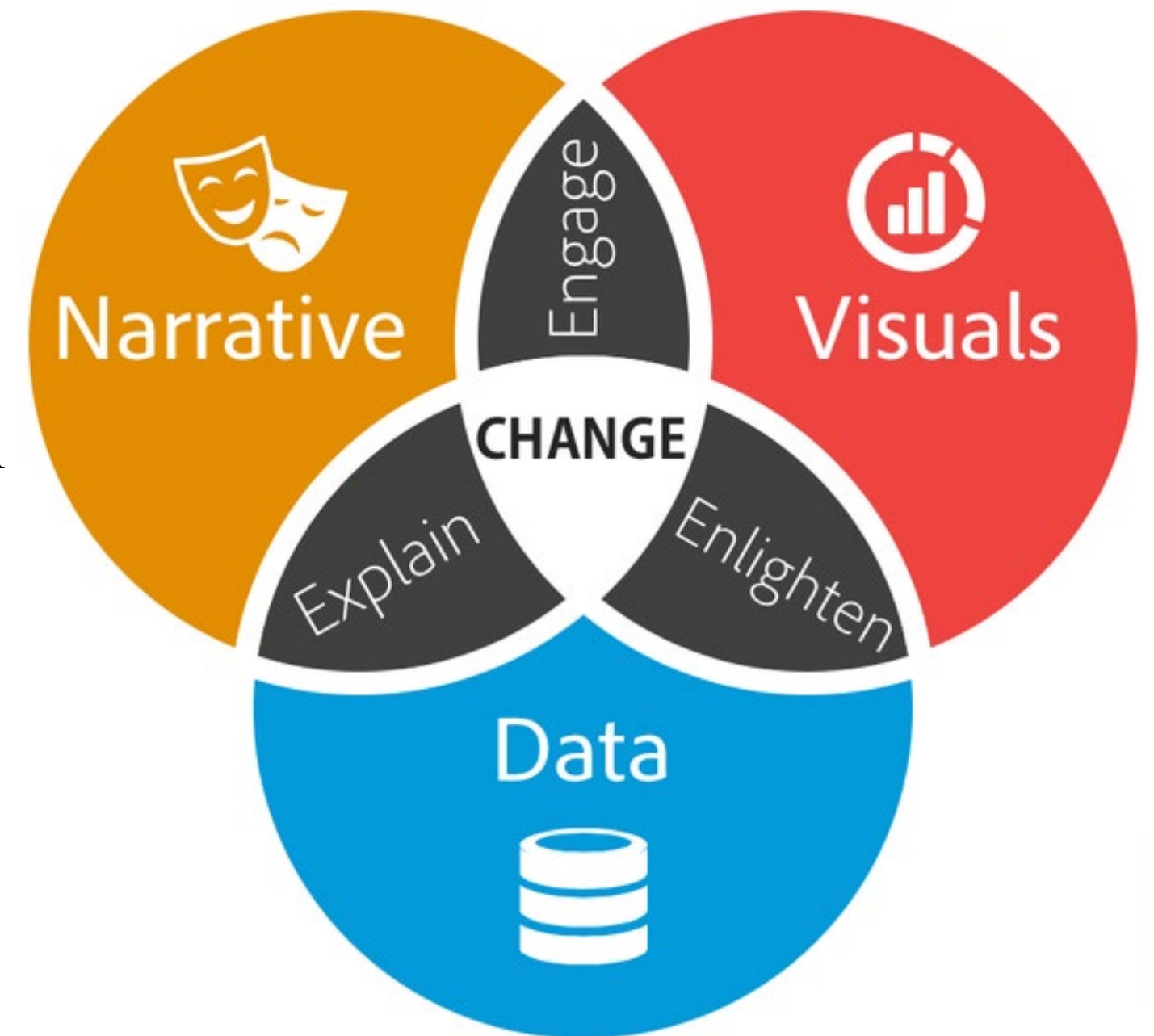
<https://www.linkedin.com/in/cmoralesonline/>

Workshop Agenda

- Data Storytelling Components Review
- Data Visualization Concept
- Data Visualization Design Process
- CBOs – Data Visualization Examples
- Data Visualization Guide for CBOs
- Closing Remarks & Next Steps
- Q&A

Foundations of Data Storytelling Let's Remember

- Data Storytelling is communicating insights from data narratives and visuals that engage and inform an audience
- It combines data visualization, narrative, and contextual analysis to make complex data accessible and actionable
- Data storytelling is like telling a story to a friend, but instead of using just words, you also use numbers and pictures to make your point clearer



What is Data Visualization?

- It's the process of presenting data in a visual format to make it easier to understand and analyze
- It's the process of using visual elements like charts, graphs, videos, to represent data
- It translates complex, high-volume, or numerical data into a visual representation that is easier to process
- It improves and automate the visual communication process for accuracy and detail

In simple terms, it's telling a “story with data” using visuals

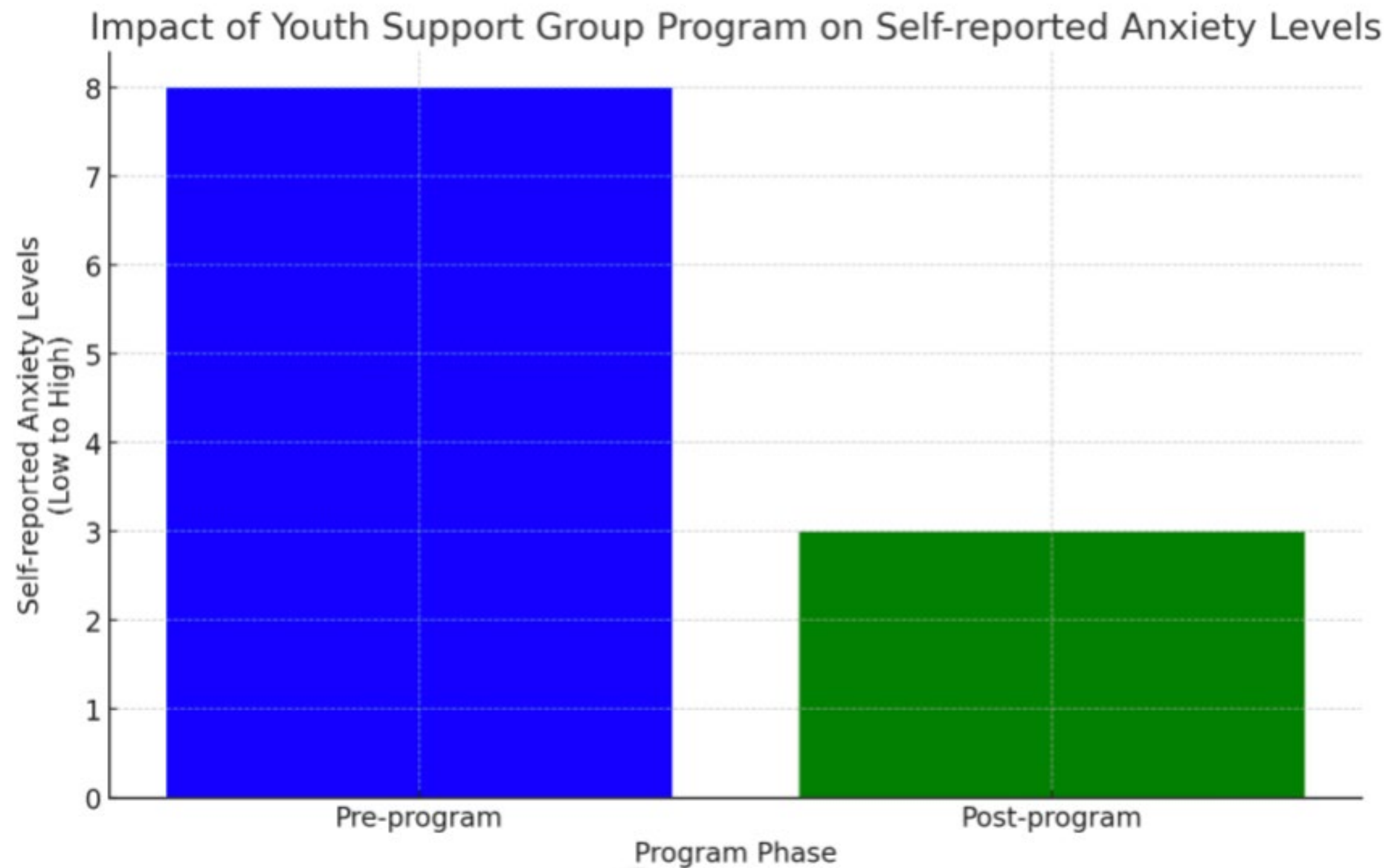
Community Mental Health Center

Visual Example #1

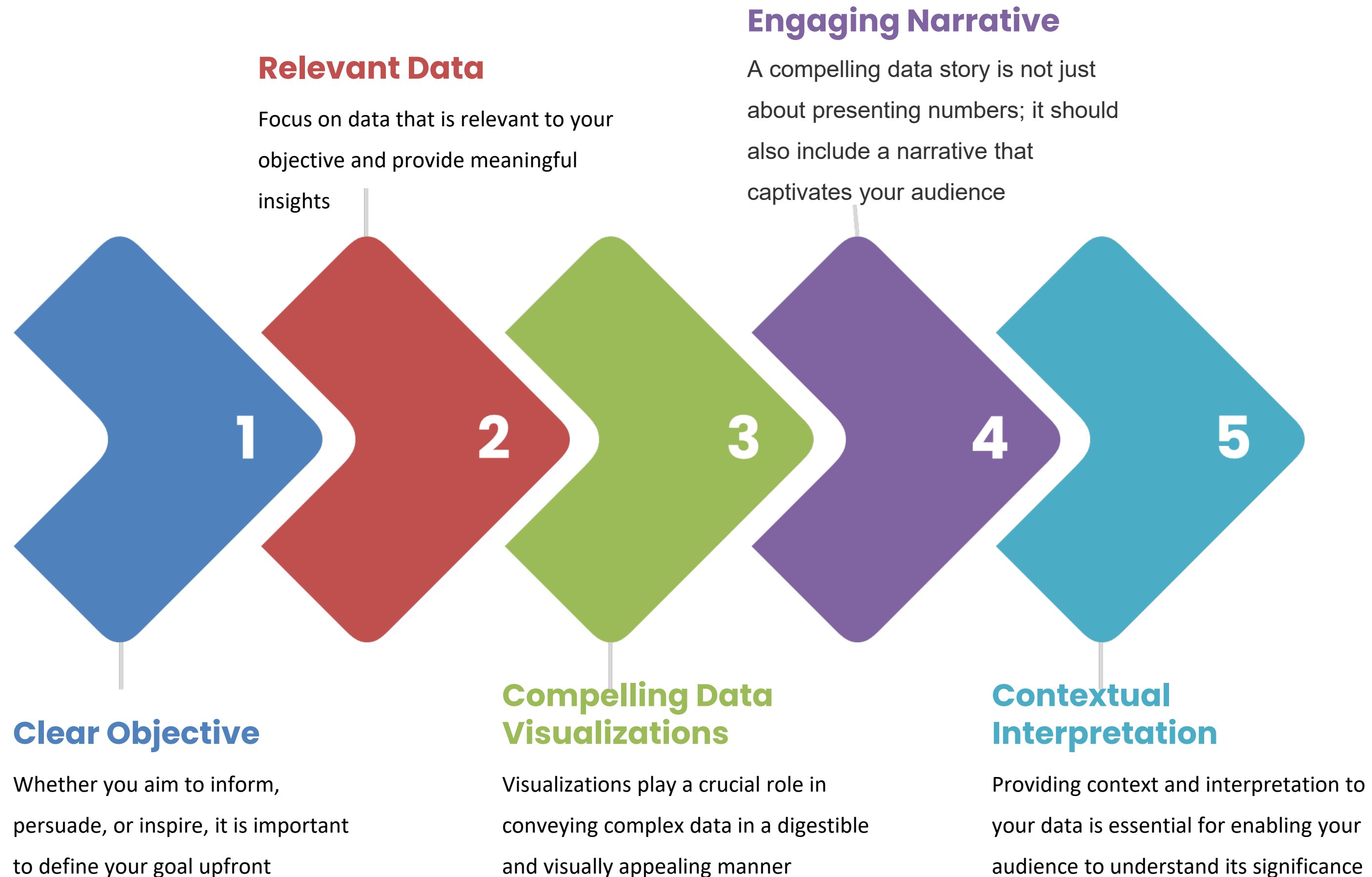
Program Phase	Self-reported Anxiety Levels	Description
Pre-program	High (8 on a scale of 1-10)	Before the program, participants reported high levels of anxiety, averaging at an 8 on a scale from low (1) to high (10).
Post-program	Low (3 on a scale of 1-10)	After completing the program, participants reported significantly lower levels of anxiety, averaging at a 3 on the same scale.

Community Mental Health Center

Visual Example #2



Understanding the Data Storytelling Elements Let's Remember



Data Visualization Design Process

01

Choose the Right Visualization Type

Select a visualization type that best supports your key message and makes your data easily interpretable

02

Simplify and Focus with Context

Focus on presenting data that directly supports your key message, removing unnecessary clutter to make the visualization easy to understand

03

Ensure Accessibility and Engagement

Create visualizations that are accessible to all audience members, including those with disabilities, and engaging enough to keep their interest

04

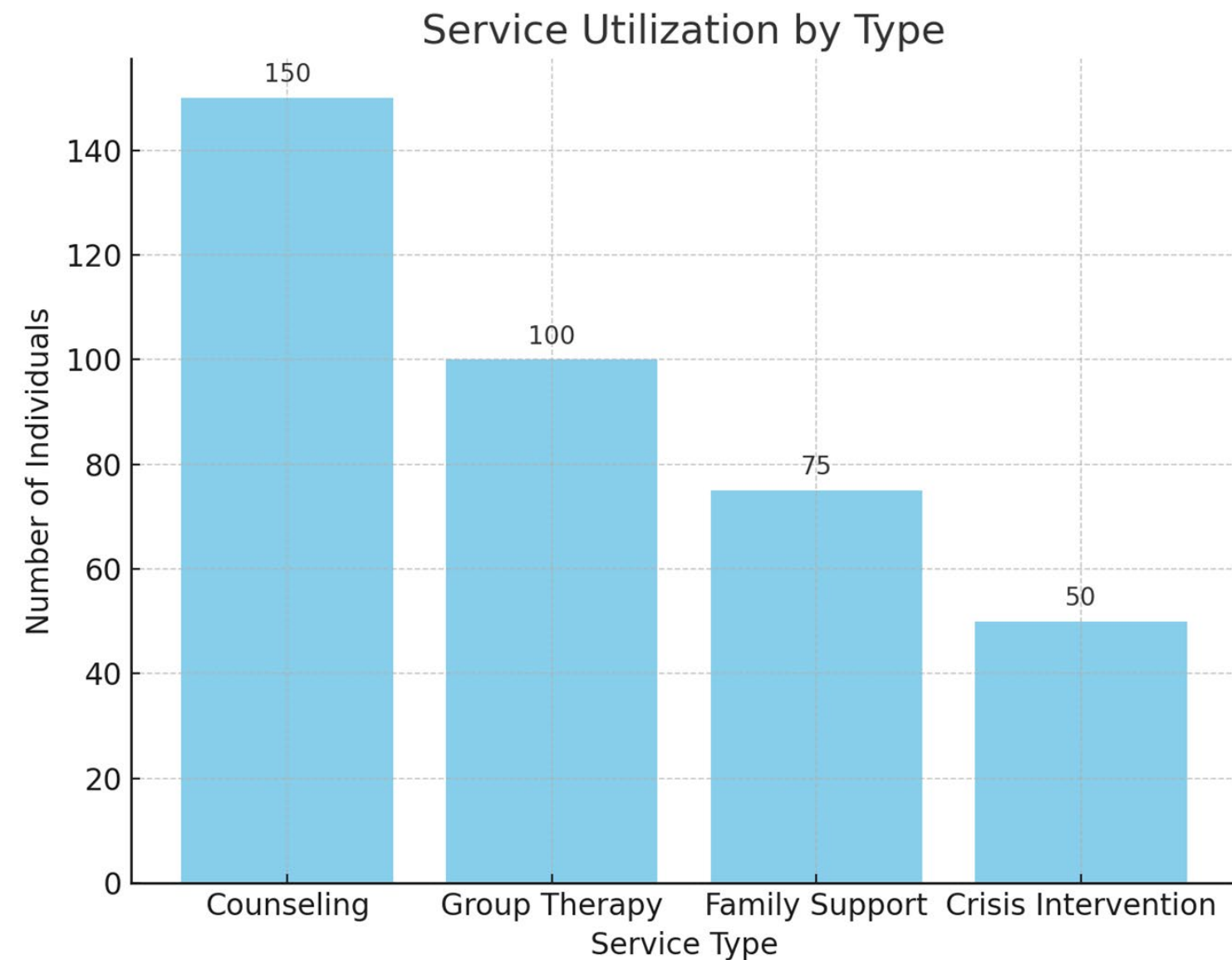
Test, Gather Feedback, and Refine

Validate that your visualization communicates your key message effectively and is understood by your audience

01 Choose the Right Visualization Type – Visualization Types and When to Use Them

1. Bar Charts

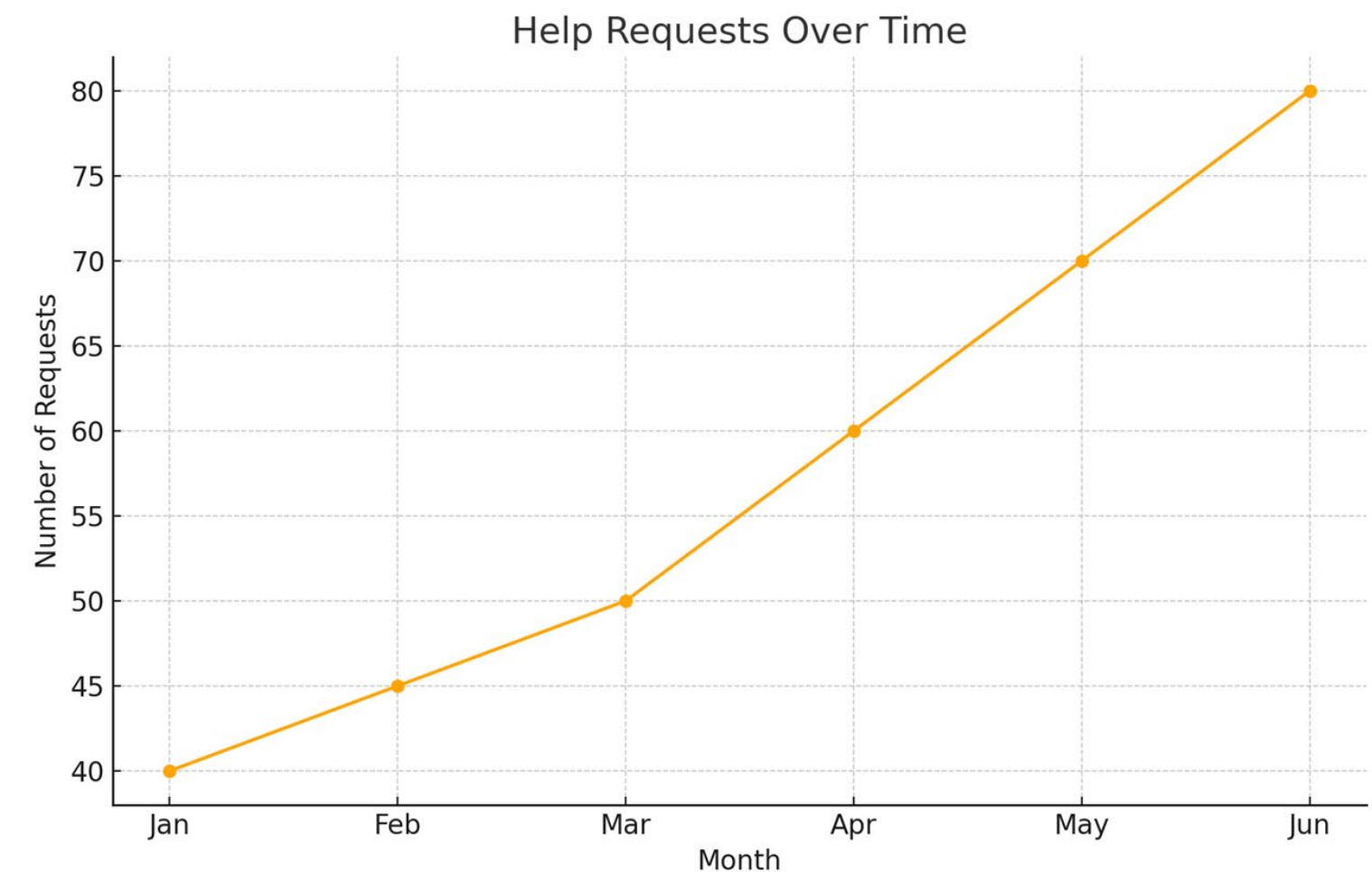
- **Best For:** Comparing quantities between different categories
- **Example:** Show the number of community members receiving different services provided by your CBO
- **Tip:** Keep it simple – too many bars can be overwhelming, so consider grouping categories if needed



01 Choose the Right Visualization Type – Visualization Types and When to Use Them

2. Line Graphs

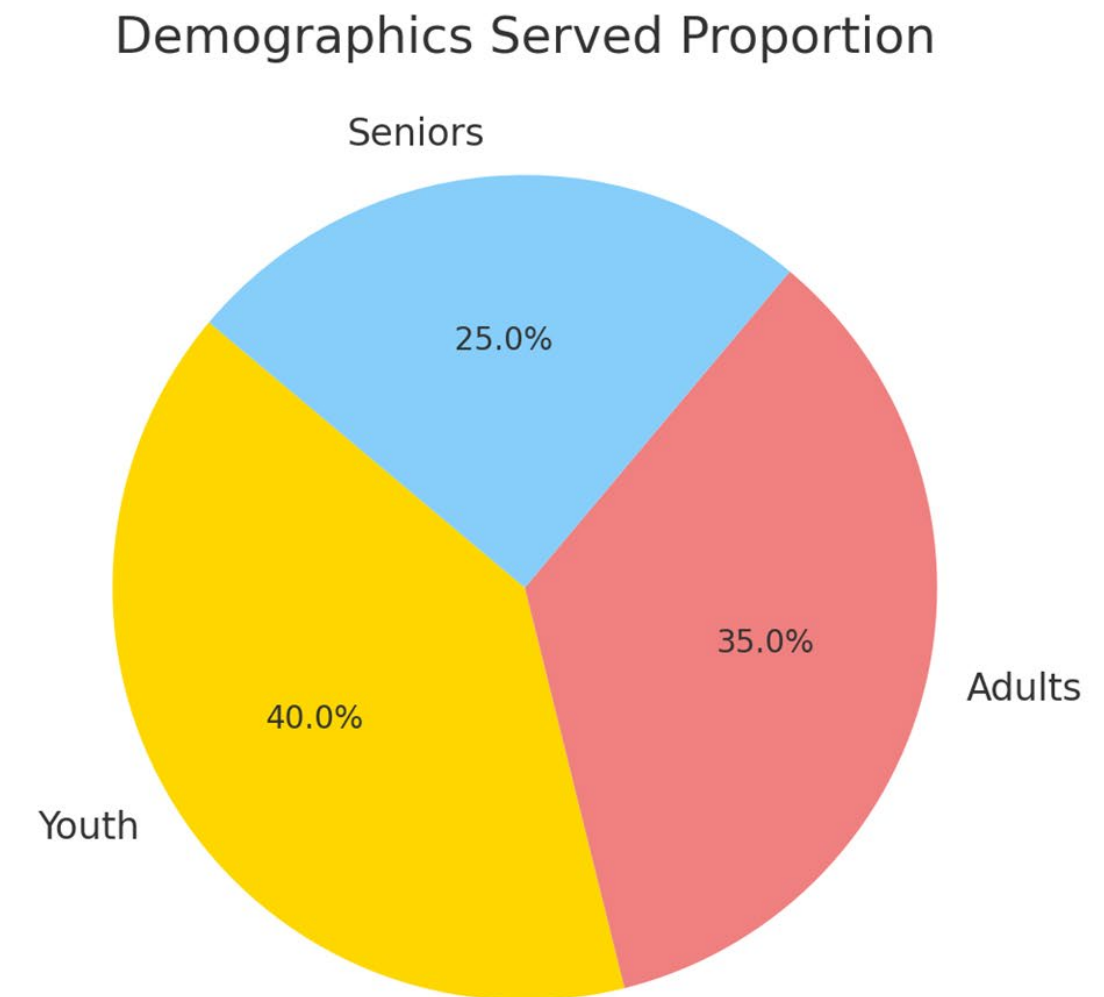
- **Best For:** Displaying data trends over time
- **Example:** Illustrate the monthly trend of service utilization or the success rate of an intervention program across several months or years
- **Tip:** Use markers of data points to enhance readability, especially if there are many data points



01 Choose the Right Visualization Type – Visualization Types and When to Use Them

3. Pie Charts

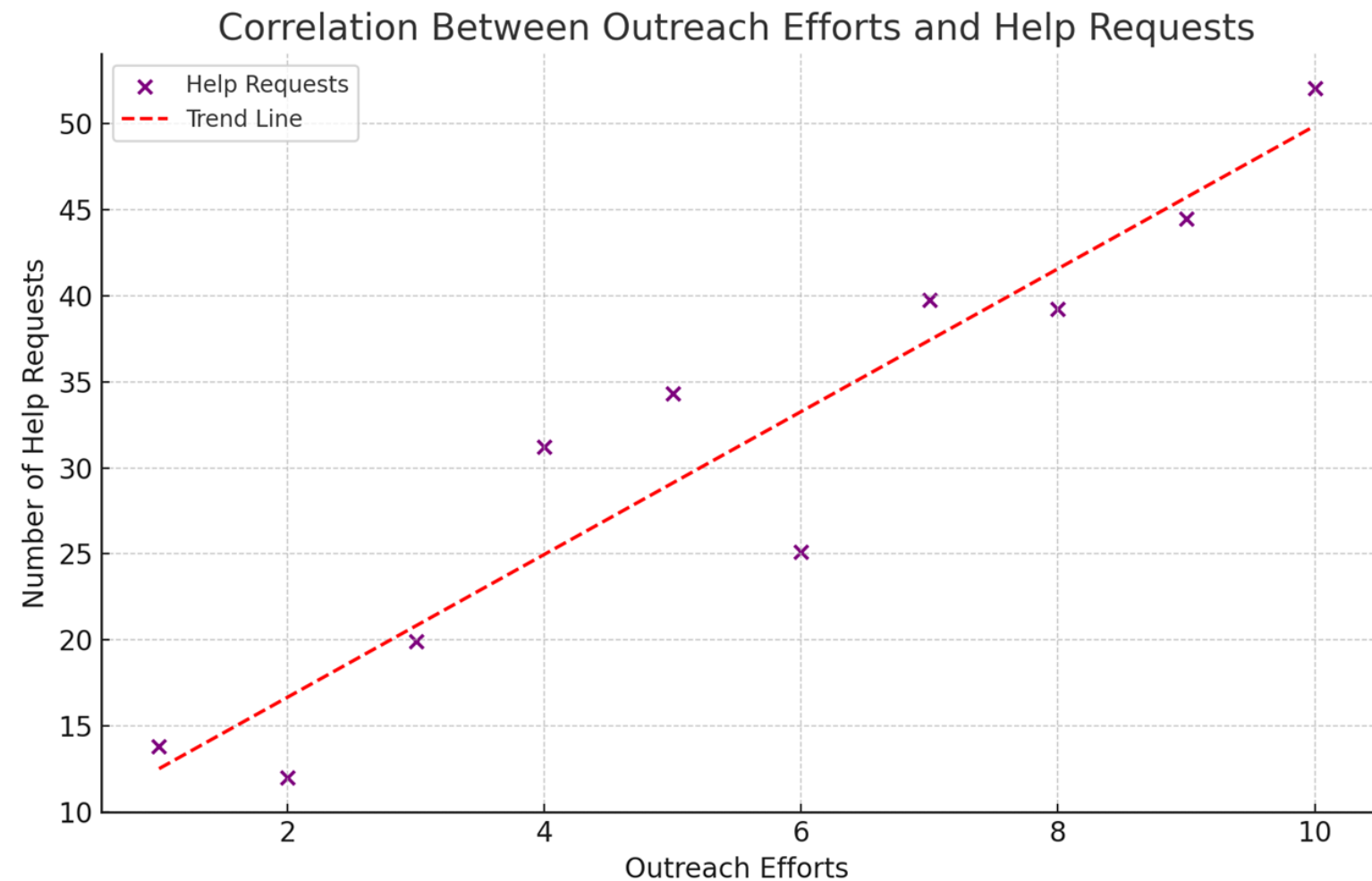
- **Best For:** Showing proportions that make up a whole
- **Example:** Depict the percentage breakdown of funding sources or the demographic profile of service users
- **Tip:** Limit the number of “slices” to avoid confusion; if there are minor categories, group them into a single “Other” slice.=



01 Choose the Right Visualization Type – Visualization Types and When to Use Them

4. Scatter Plots

- **Best For:** Investigating the relationship between two variables
- **Example:** Examine the correlation between the number of outreach efforts and the increase in individuals seeking help
- **Tip:** Consider adding a trend line to highlight correlations more clearly



01 Choose the Right Visualization Type – Visualization Types and When to Use Them

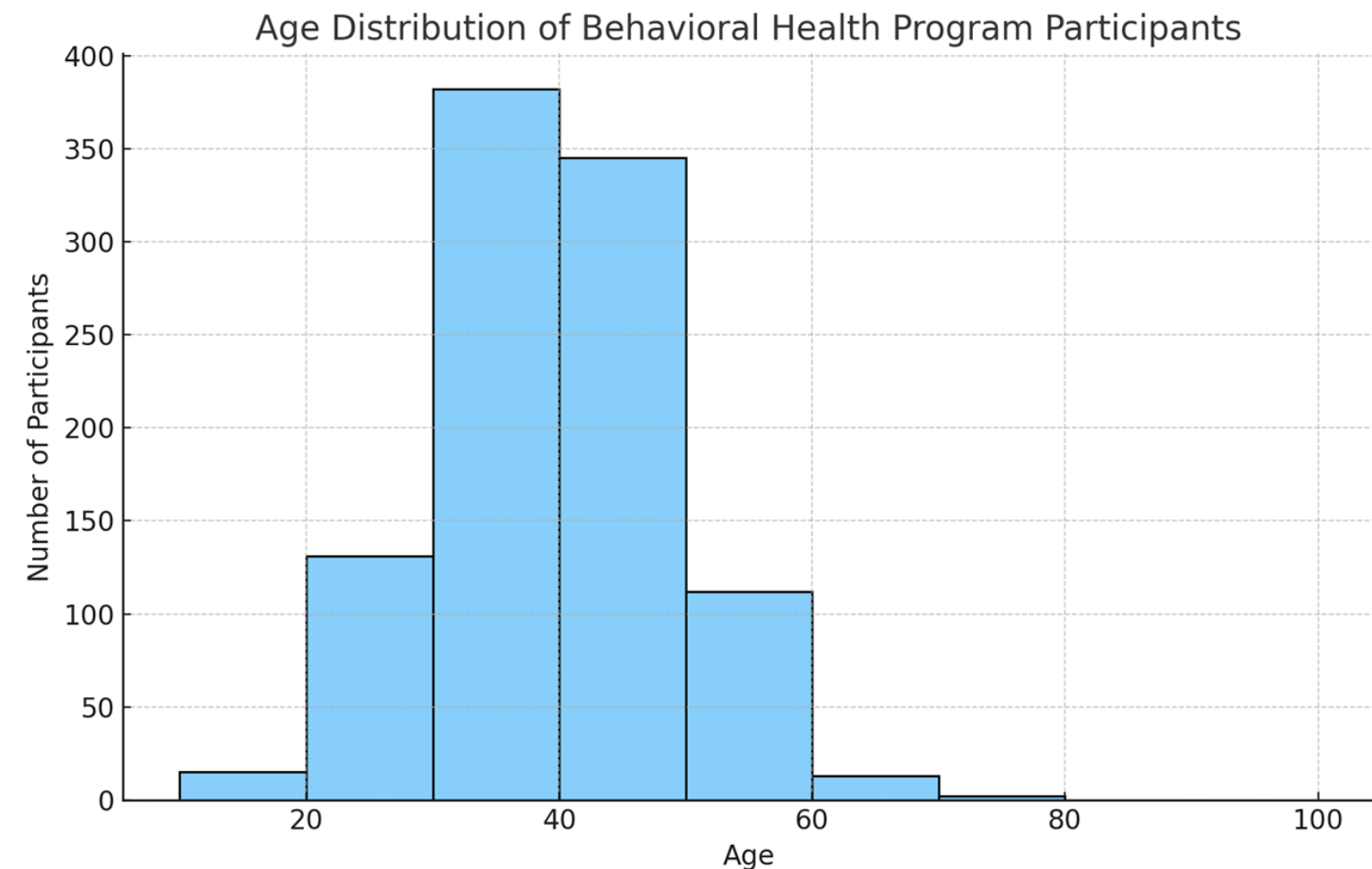
5. **Histograms** - A histogram is a type of chart that helps us understand how data is spread out. Here are the key points:

- **Shows Distribution:** It displays how data is distributed across different ranges or categories, called bins
- **Looks Like a Bar Chart:** At first glance, it might look similar to a bar chart, but there's a key difference
- **Bins Instead of Single Values:** Each bar in a histogram covers a range of values, not just a single value
- **Height of Bars:** The taller the bar, the more data points fall within that bin's range
- **Purpose:** Histograms help us see where most of the data is clustered, how spread out the data is, and if there are any unusual patterns or outliers
- **Uses:** They are great for examining data like ages, scores, or any measurements to get a sense of the overall pattern

01 Choose the Right Visualization Type – Visualization Types and When to Use Them

5. Histograms

- **Best For:** Visualizing the distribution of a dataset
 - **Example:** Show the age distribution of individuals participating in a program
- Tip:** Adjusting the bin size can significantly affect the interpretation. Experiment with different sizes to find the most informative view



CBO Data Visualization Example #1

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Test, Gather Feedback, and Refine

Validate that your visualization communicates your key message effectively and is understood by your audience

Go over Data Visualization Design Process Guide

CBO Data Visualization Example #2

Data Visualization Case Study
Family Guide Center –
Visualizing Mental Health Service Impact

Key Takeaways for Impactful Data Visualization

- 1. Visualization Drives Understanding** - Simplify complex data with the right visual tools to communicate impactful stories that resonate with your audience.
- 2. Audience-Centric Design** - Tailor visualizations to meet the literacy and engagement levels of your specific audience, ensuring the message is accessible and actionable.
- 3. Ethical Storytelling** - Always uphold ethics and equity in your data storytelling. This includes obtaining informed consent, ensuring privacy, and representing data fairly without perpetuating stereotypes.
- 4. Feedback Loop** - Embrace a feedback-oriented approach by soliciting audience input on your visualizations, then iterating to improve clarity and effectiveness.
- 5. Align with Objectives** - Ensure every visualization aligns with the CBO's strategic objectives, whether it's to inform policy, drive community action, or showcase the CBO's impact.

Q&A



Ask questions in the **Q&A box**

Thank you for joining us today!

Register for the rest of the workshop
series!

Register for the Post-Workshop Q&A

Thursday, March 28

2-3pm ET

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