Reminder

This presentation is intended for **educational purposes only** and do not replace independent professional judgment. Contents presented are served as tools and resources. Participants can align concepts learned with the grant requirements and apply these concepts to the workplans.

The views and content expressed in this presentation and by the presenter are solely the responsibility of the presenter and do not reflect the official views of the Oklahoma Department of Mental Health and Substance Abuse Services or the Substance Abuse and Mental Health Services Administration.

Making Data Meaningful

Effective Data Communication Can Help…

- Bring desirable attention to an organization, program, or cause

- Build support and commitment among agencies, efforts, and community members

- Demonstrate transparency, accountability, and reliability

Source: SAMHSA Center for the Application of Prevention Technologies

Who Are You Writing For?

**Identify the target audience**

- Select the right narratives, language, and visual and graphic devices that will capture their attention

- Select the most appropriate method to reach different audience groups

  – Customizing your message by selecting appropriate tools, approaches and information

Source: Making Data Meaningful. A guide to presenting statistics. United Nations Economic Commission for Europe

Get to Know the End Users

- **Who** are they?
- **How** do you want them to use the data findings?
- **How** do they usually choose to get information?
- **Where** do they get their information?

Examples of Data Communication Types

Elevator speech

Infographics

Fact sheets

Comprehensive data reports (e.g., Epi Profile)
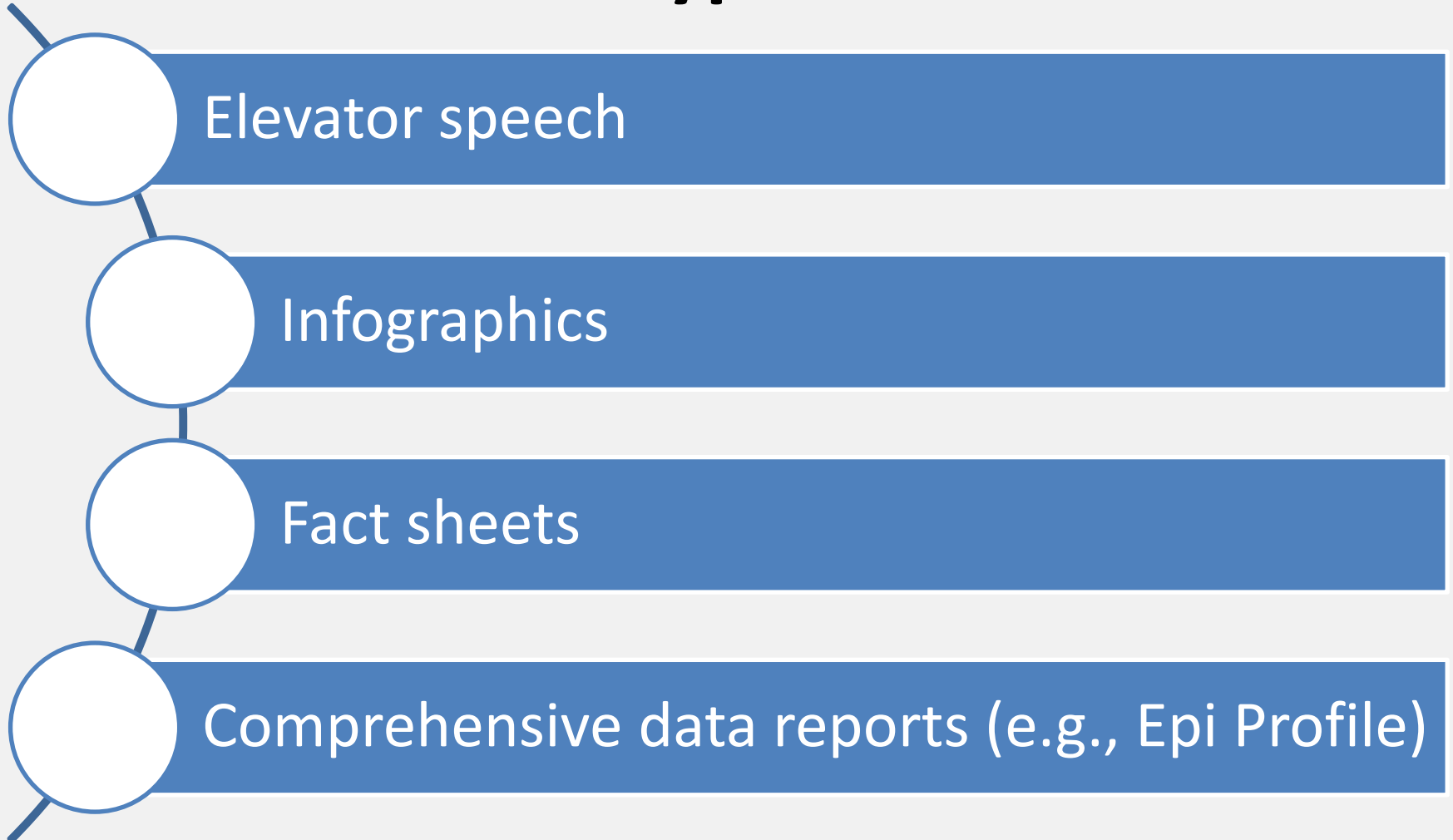
Elevator Speech

A few sentences that clearly states the problem and what you're going to do about it.

Example:

Focus	Our coalition is focused on preventing substance abuse problems and other related issues, specifically we are seeking to reduce the underage alcohol use in the our community.
Why it matters	As I am sure you know, underage drinking can lead to significant consequences for youth and the community, including drinking and driving.
Accomplishments	The work of our coalition has helped to reduce the number of youth reporting past 30-day alcohol use and a reduction in reported binge drinking.
Strategies/ Partnerships	We have worked hard to achieve these results through a variety of strategies including close partnerships with the Anytown Police Department to increase enforcement of alcohol laws and increase the number of party patrols.
Sustainability Goal	We believe it is vital that we continue these efforts to keep the focus on the importance of preventing underage drinking in Anytown. We are specifically seeking funding to support law enforcement efforts to continue conducting compliance checks and party patrols.

Source: SAMHSA Center for the Application of Prevention Technologies
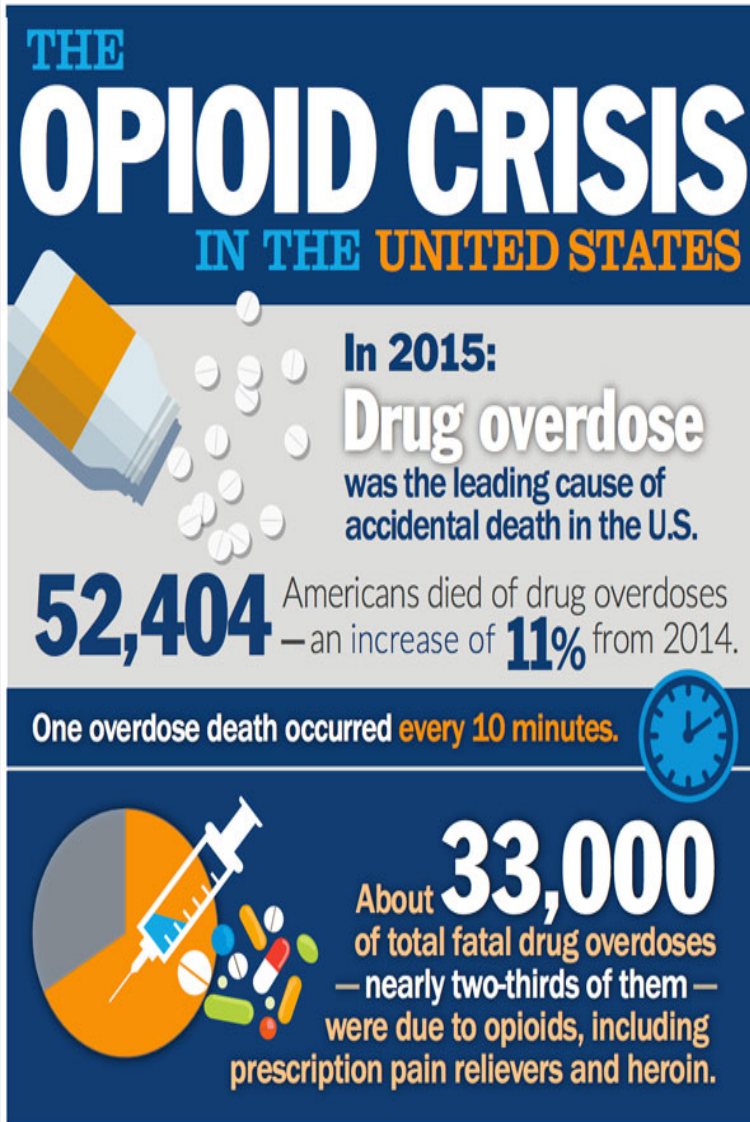
Infographic

"Infographics (Information Graphics) are visual representations of data, information or knowledge that tell a story through visual communication."

-SAMHSA

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Fact Sheets

- One to two page stand-alone document that provides information on one topic

- Should be written in layman's terms

- Should contain a combination of text and graphs, tables, or maps

Before Communicating Survey Results

- Ensure adequate number of responses
  - Overall population
  - Within populations of interest (e.g., disparate population)
- Identify goals and objectives

Focus Group Findings

- Results are compiled in a comprehensive report
- Identify themes and relevant quotes
  - What patterns/themes emerged within and across focus group discussions?
  - How can these patterns/themes help answer your broader prevention question?
  - Are there any deviations from these patterns/themes? If yes, what are they and what factors could explain these atypical responses?

Focus Group Findings

- Share your findings with selected focus group participants or other members of your focus population. They can:
  - Help you fill any data gaps
  - Correct any misunderstandings or misinterpretations
  - Offer valuable insights into the meaning of any surprising or confusing findings
  - Affirm that you got it right!

Sample Outline of a Comprehensive Focus Group Report

- Introduction
- Methods
  - Design (location/dates of focus group, who conducted the focus groups, description of consent process)
  - Topic areas covered in facilitator's guide
  - Participant recruitment
    - Methods
    - Criteria and methods for selecting participants
    - Enrollment process and number of participants in each group
- Description of participants
- Description of methods used for analysis
- Results
  - Summary of results organized by topics
  - Quotations
- Discussion/Conclusion

Adapted from: https://www.ahrq.gov/professionals/quality-patient-safety/pharmhealthlit/pharmlit/pharmlitap6.html
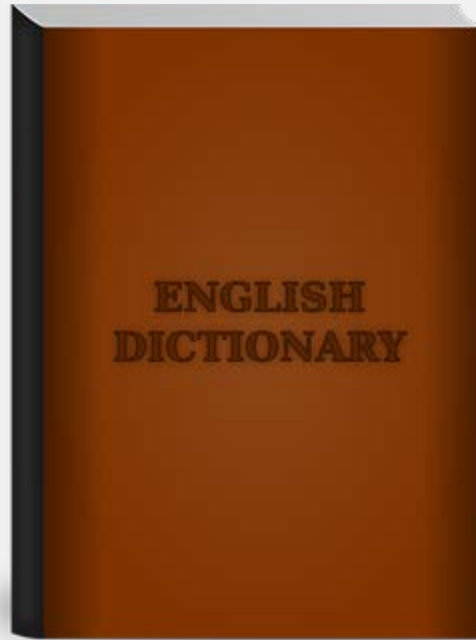
Language

Keep it clear, concise and simple

Getting the Message Across

The written word

- Use clear, plain language rather than technical language or jargon
- Messages that evoke images or emotion tend to be more memorable
  - ➢ Shared through stories to which audiences can relate
  - ➢ Has relevance for the public and answers the question "Why should my audience want to read about this?"
  - ➢ Catches the reader's attention quickly with a headline or image

Tips For Clear Writing

- Use short sentences
- Aim for one idea per sentence
- Break up long sentences
- Start each paragraph with the most important message
- Keep paragraphs short
- Keep your writing crisp
- Use active voice
- Avoid jargon

Telling a story to explain meaning in the numbers

An example of a compelling message

Another Compelling Message

The number of Oklahomans aged **12 and older who used marijuana** in the past month is **enough to fill Gaylord Memorial Stadium 2 times**.

Narrative-An Example: Sample Results of Student Focus Group on Alcohol

How hard is it for people your age to get alcohol?

- "It's easy. A lot of parents let their kids drink as long as they stay at their house. I've been to a lot of parties with alcohol where parents were there."

- "Not hard for me. My brother is 22 and I get it from him."

- "The gas stations here ID people all the time so you can't get it there. It's easy to get from other people."

Youth in the focus group believe it is easy for people their age to get alcohol.

Use of Wording-An Example

How often do you store your prescription drugs in a locked, secure cabinet or medicine box?

Answered: 47   Skipped: 0
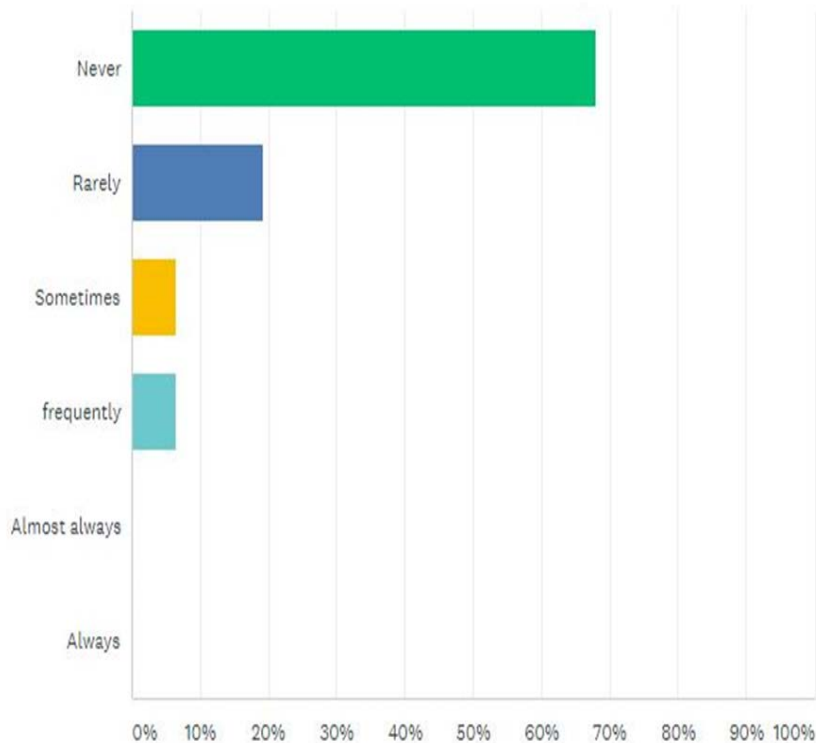
Locking up prescription drugs is one of the easiest thing parents can do to prevent misused, poisoning, injury, or even death. However,

9 out of 10

adults never or rarely lock up prescription medications.

Visualization

a picture is still worth a thousand words

Checklist for Developing Good data Visualizations

1. **The target population:** different forms of communication may be needed for different audiences
    -   E.g., physician or public health professionals, or the general population
2. **The role of the graphic in the overall communication:** analyzing the big picture or focusing attention on key points may require different types of visuals
3. **How and where the message will be presented:** a long, detailed analysis or a quick slideshow or speech
4. **Contextual issues that may distort understanding:** expert or novice data user
5. **Whether textual analysis or a data table would be a better solution**

Checklist for Developing Good data Visualizations (Cont.)

6. **Accessibility considerations:**
    - Provide text alternatives for non-text elements such as charts and images.
    - Don't rely on color alone. If you remove the color, is the presentation still understandable? Do color combinations have sufficient contrast? Do the colors work for the color blind (red/green)?
7. **Consistency across data visualizations:** ensure that elements within visualizations are designed consistently and use common conventions where possible.
    - E.g., red to represent negative outcome on the map
8. **Size, duration and complexity:**
   - Is your communication material easy to understand?
    - Is it too much for the audience to grasp at a given session?
9. **Possibility of misinterpretation:** test your communication materials out on colleagues, friends or some people from your target group to see if they get the intended messages

Source: Making Data Meaningful. A guide to presenting statistics. United Nations Economic Commission for Europe

Visualization-An Example

How often do you store your prescription drugs in a locked, secure cabinet or medicine box?
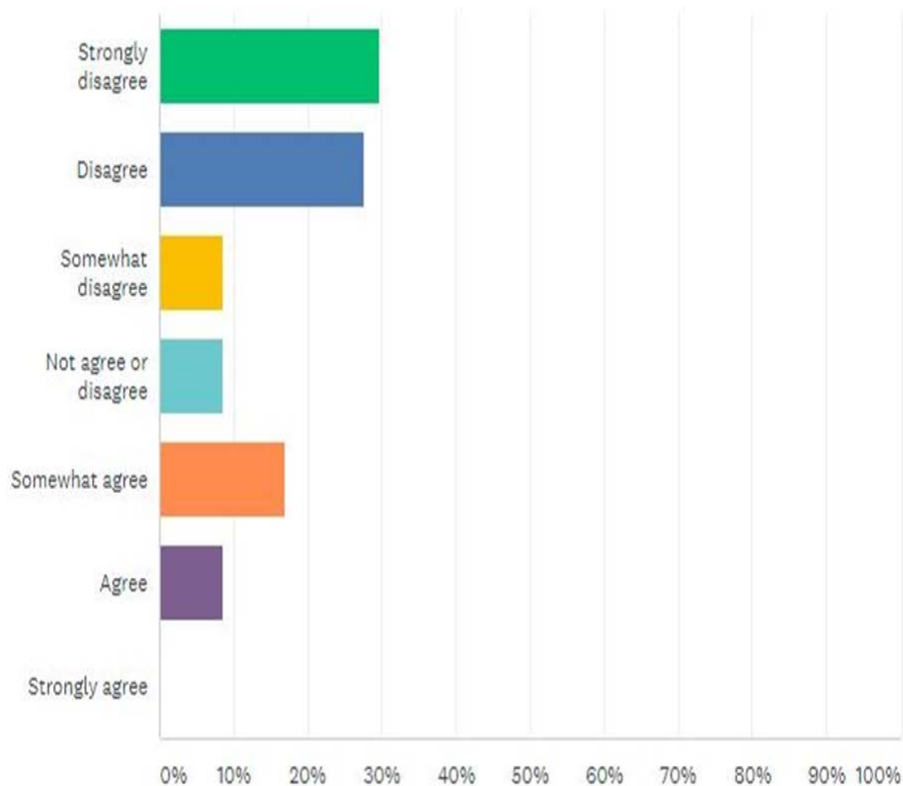
Answered: 47   Skipped: 0
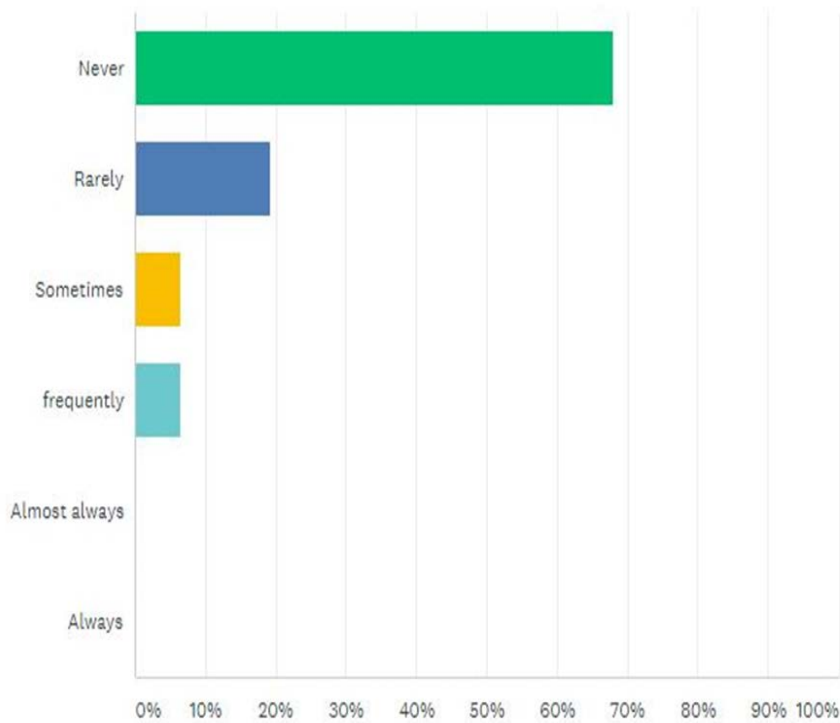
9 out of 10

adults never or rarely lock up prescription medications

Visualization-An Example

It is safe to take someone else's prescription drugs when you are sick or injured without talking to a doctor first.

Answered: 47   Skipped: 0

1 in 3

adults believe it is safe to take another person's prescription drugs

Key Messaging Guidelines for Public Communication

WHAT TO DO	WHAT TO AVOID
✓ Use **clear, plain language**	✗ Technical language or jargon
✓ Make issues **tangible** with analogies and stories	✗ Abstract concepts or terms
✓ **Break down and round numbers**; place numbers in context	✗ Complex numbers, or large numbers without any context
✓ Identify people by **shared experiences**	✗ Labeling people by group membership
✓ Leave the audience with a memorable story or fact that can be easily repeated	✗ Being forgettable
✓ Use a **conversational and familiar** tone	✗ A clinical or academic tone
✓ **Understand your audience**—this includes customizing your message by selecting appropriate tools, approaches and information	✗ Assuming the same message will work for all audiences
✓ **Prepare** your message content and presentation	✗ Speaking off the cuff
✓ Focus on communicating **one thing** at a time	✗ Trying to do too many things at once

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Source: Communicating the Social Determinants of Health. Guidelines for Common Messaging.

Breakout

It is against the law to share your prescription drugs with other people. Did you know this was illegal before taking this survey?
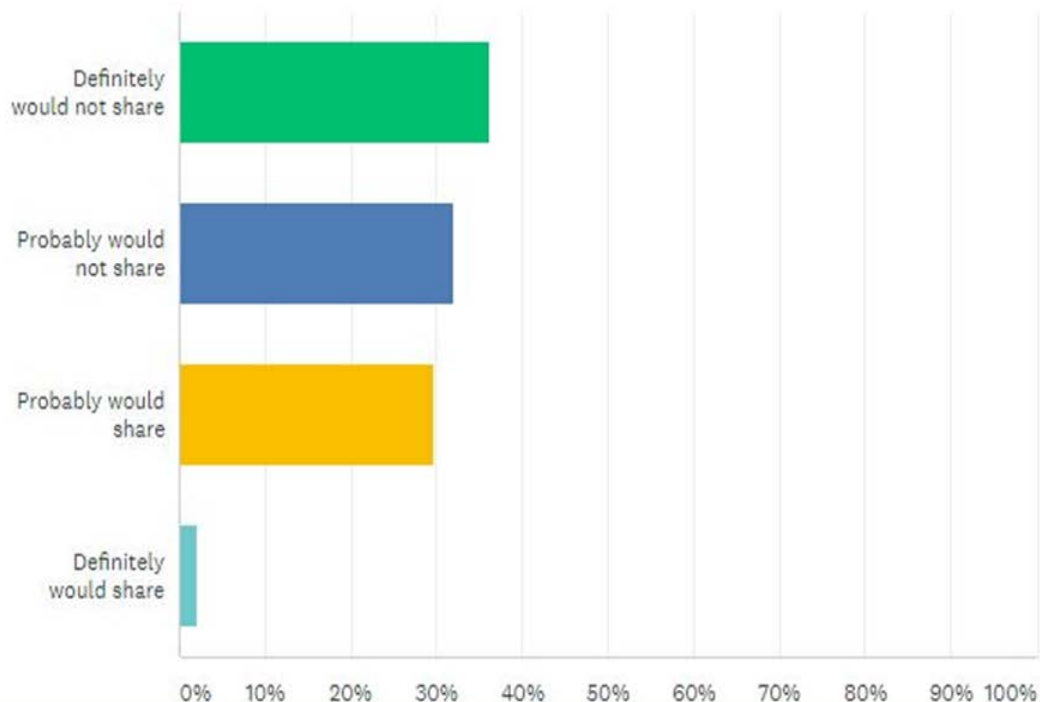
Answered: 47   Skipped: 0
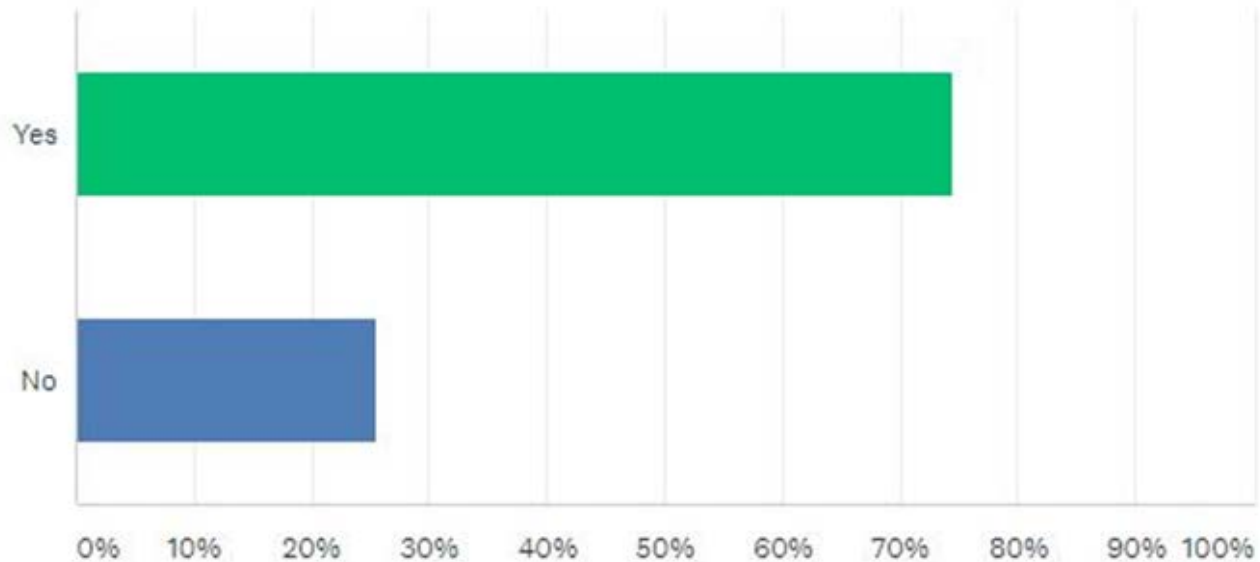
Breakout

A friend or family member is suffering from a medical issue similar to one that you had in the past that you had a prescription drug for. How likely are you to share your prescription drug with them, assuming that you have some in your home?
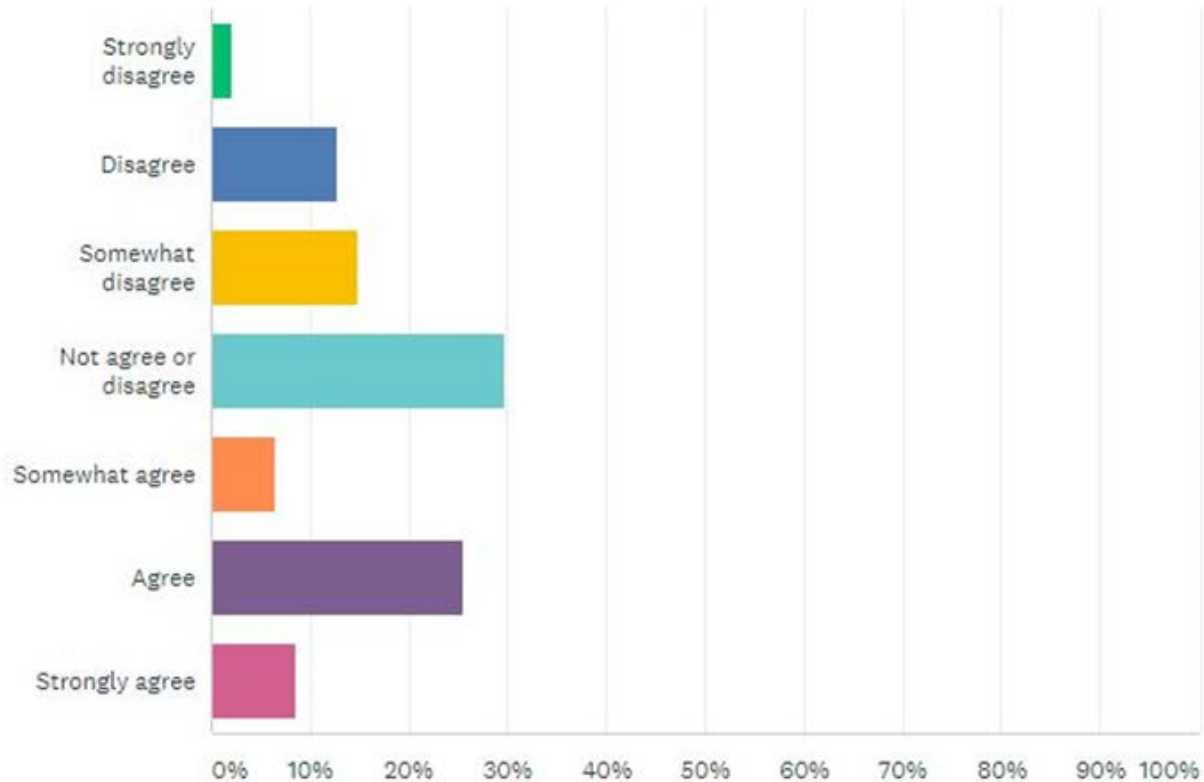
Answered: 47   Skipped: 0

Breakout

It is important that people dispose of their leftover or unused prescription drugs rather than keep them for later use.

Answered: 47   Skipped: 0

Useful Resources

- https://pixabay.com
  - An international website for sharing high quality public domain photos, illustrations, vector graphics, and film footage. All images and videos on Pixabay are released under the Creative Commons CC0. Thus, they may be used freely for almost any purpose - even commercially and in printed format. Attribution is appreciated, but not required.

- https://www.canva.com/
  - A free graphic-design tool website that uses a drag-and-drop format and provides access to over a million photographs, graphics, and fonts. The tools can be used for both web and print media design and graphics

- https://piktochart.com/
  - A web-based application which allows users to easily create infographics, flyers, posters, presentations and reports without intensive experience as graphic designers using themed templates.

Questions or Comments??

Contact Information

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Please complete the evaluation form

Oklahoma Department of Mental Health and Substance Abuse Services

Our Mission: To promote healthy communities and provide the highest quality care to enhance the well-being of all Oklahomans.