

Data Storytelling: Best Practices for Communicating Impact

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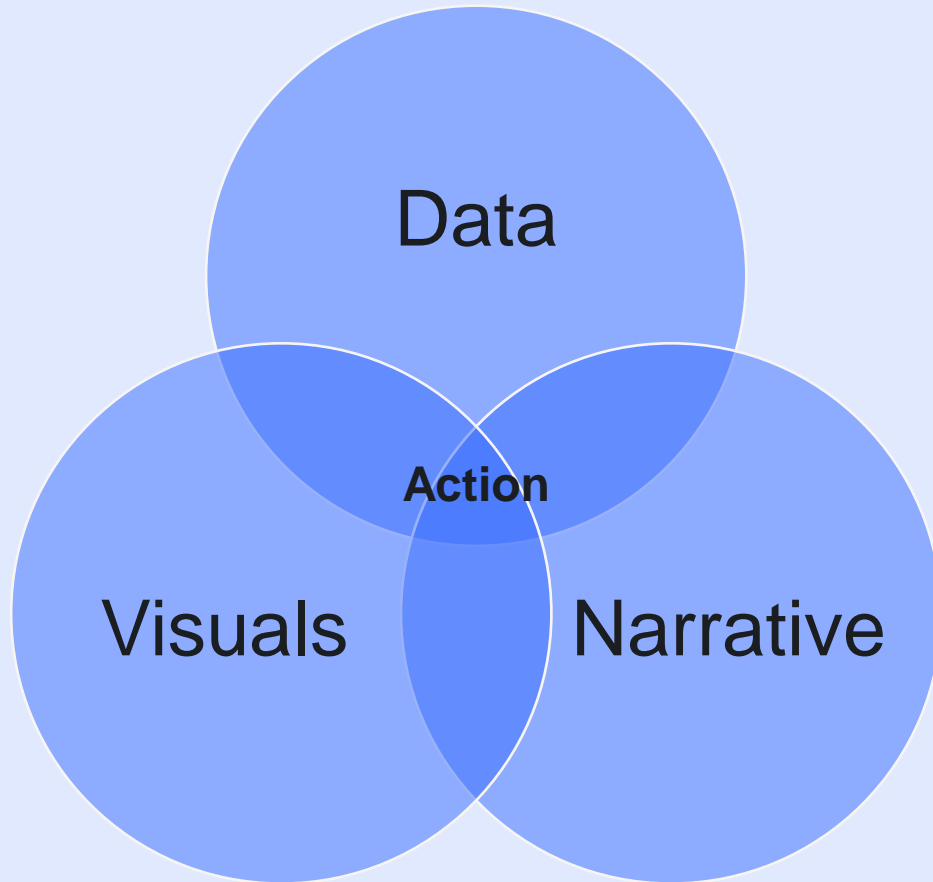
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Storytelling
helps **data**
come alive and
inspire action





Steps for Effective Storytelling

Step 1

Knowing Your Audience

Audience-specific data communication ensures your message is **clear**, **relevant**, and **impactful**.

Step 2

Finding the Story

Knowing what the data is saying will help develop a **meaningful narrative** that is **insightful** for your audience.

Step 3

Visualizing Impact

Displaying data with the right visuals ensures your story is **communicated clearly** and **interpreted correctly**.



Knowing Your Audience



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Importance of Knowing Your Audience



	Researchers/ Academia	Funders/ Donors	Policymakers/ Staffers	Community Members
	Build credibility and contribute to the discourse	Inspire continued or increased support	Motivate legislative or policy action	Build trust, relevance, and engagement
	Is your data valid, reliable, and adding to the body of knowledge?	How did/will my investment make a difference?	How did/will this affect my constituents?	How does this affect me, my family, and my community?

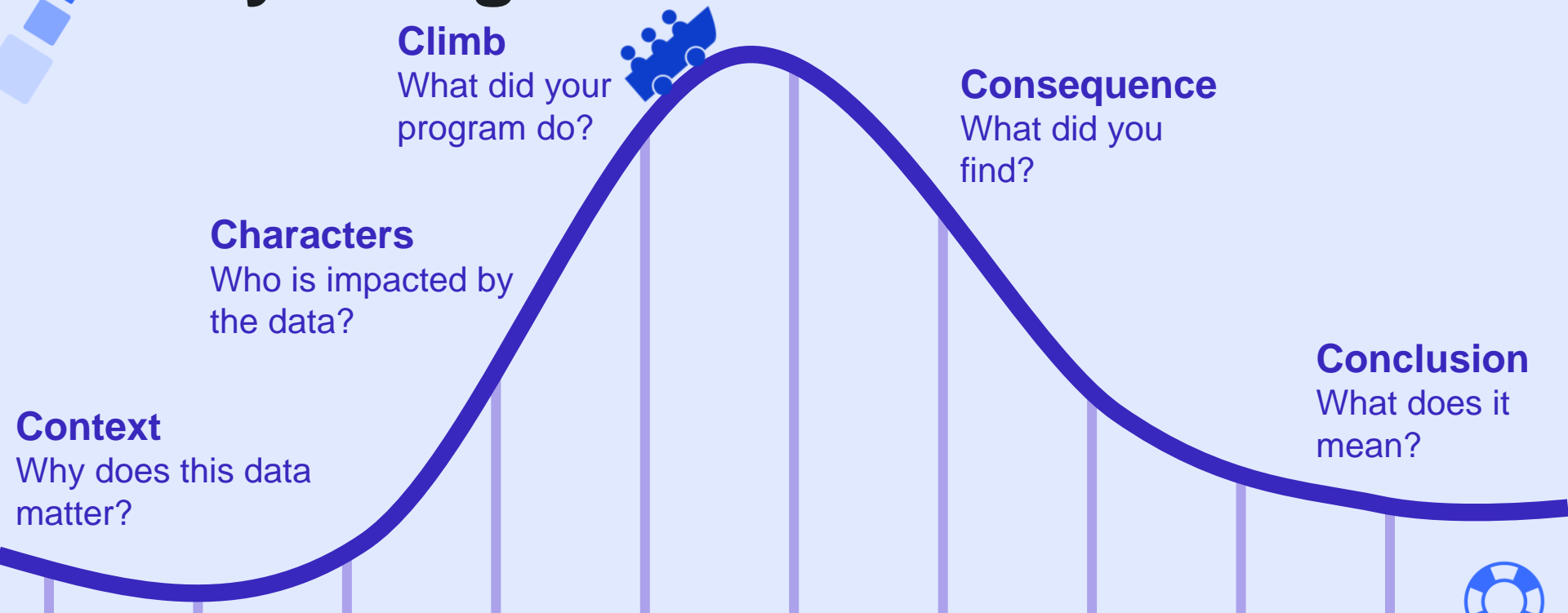


Finding the Story



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Storytelling Structure



Crafting a Narrative

Climb

Co-developed program with advisory committee.

Characters

Keon's friends lost loved ones, and he was inspired to do something more.

Context

Suicide rates increasing among Black and African American communities.

Consequence

2,000 people reached
95% feel comfortable supporting a loved one
20% increase in likelihood to reach out for support

Conclusion

Conversations are happening that weren't before. Scaling reach with Omega Psi Phi.



Visualizing Impact



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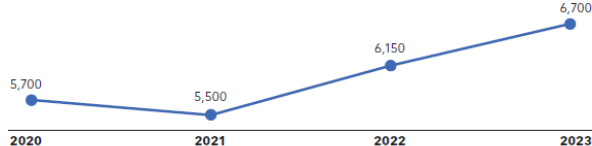
Data Visualization Mediums

- Reports
- Slideshows
- Handouts
- Posters
- Data displays
- Dashboards

Who Was Involved

In 2023, over 6,700 people participated in 308 Survivor Day events – a 10% increase in participation from 2022. Of these events, 284 took place across the United States, while 24 were held in 20 other countries worldwide.

Participation in Survivor Day events has increased by 18% since 2020



9 out of 10 participants were suicide loss survivors (N=824)

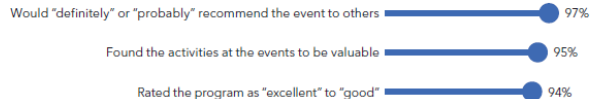


47% of participants had attended a Survivor Day event before (N=922)



82% of participants were women.
46% of participants were 45 to 64 years old.

Nearly all participants had a positive perception of the event and would recommend it to others (N=859)



273 Clinical Cohort participants since launching

1. Gain peer support and sense of community
2. Gain peer support and sense of community
3. Demonstrate practice change related to clinical outcomes.

To Support Implementation Goals in Primary Care

Howell¹, Corbin J. Standley², Jenna Brown¹, Julie

Methods

Overview
Pediatric healthcare providers participated in an 8-month clinical cohort featuring both a QI and an education-only track. Monthly 75-minute learning sessions featured didactic content, discussion, and care transformation topics.

Cohort 5
To better meet the needs of pediatric healthcare providers and in line with an equity-driven approach, Clinical Cohort 5 of the Project ECHO initiative was redesigned to increase participant engagement, facilitate uptake of QI, and put evidence into practice.



Participants

- 26 participants representing 20 clinical practices participated in Clinical Cohort 5.
- 68% pediatricians
 - 85% primary care providers
 - 32% white
 - 50% in suburban areas

VISUALIZING IMPACT

91%

of adults in the U.S. believe that suicide can be prevented, at least some of the time



suicidepreventionnow.org

Results

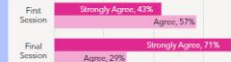
"You realize that every interaction you have with a child is **suicide prevention**."

Pediatrician Participant

100% of respondents found the session **content** and group **discussion** relevant to their work.

50% of respondents felt confident in their staff buy-in to participate in **suicide prevention training**.

All participants reported feeling **confident in their ability to apply the skills they learned in practice**. The percentage of respondents who "strongly agreed" increased by 28% between the first and final sessions.



"I feel like I'm really able to have a very **meaningful impact** on my patients' lives."

Pediatrician Participant

Conclusion

By utilizing mixed methods evaluation findings and engaging participant voices, learning collaboratives can be leveraged to:

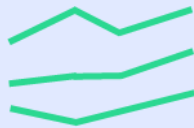
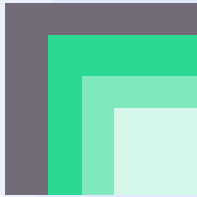
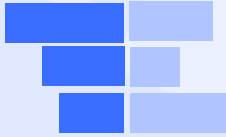
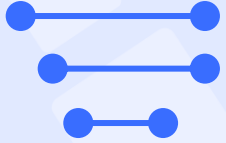
1. Create **iteratively tailored content** to meet participant needs.
2. Foster **participant engagement** in learning sessions
3. Reduce the **burden of quality improvement (QI) measures** while maintaining data integrity, and
4. Facilitate **protocol implementation** and outcome measuring across practices.



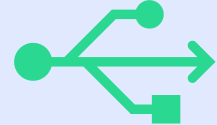
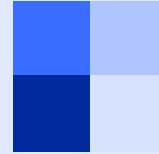
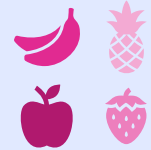
Types of Visualization

Quantitative

75%



Qualitative



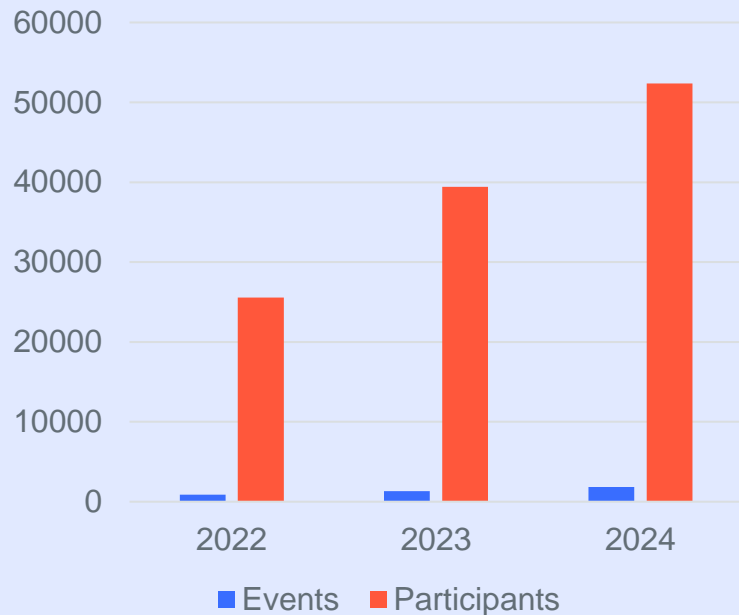
Examples



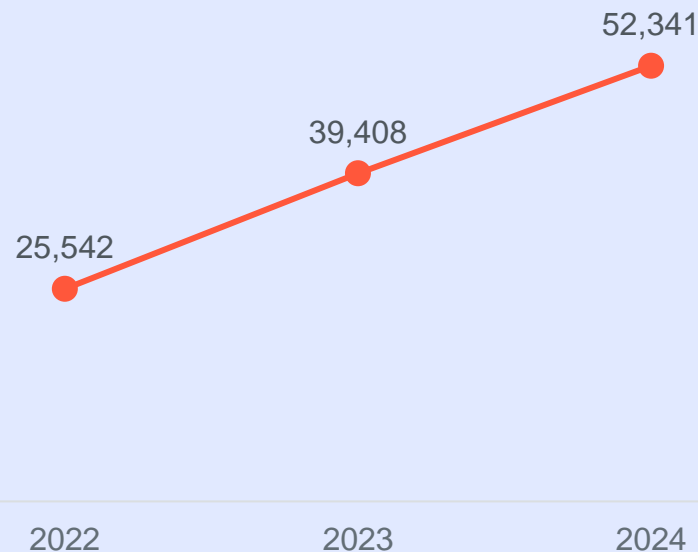
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Quant: Before and After

Talk Saves Lives
Events and Participants by Year



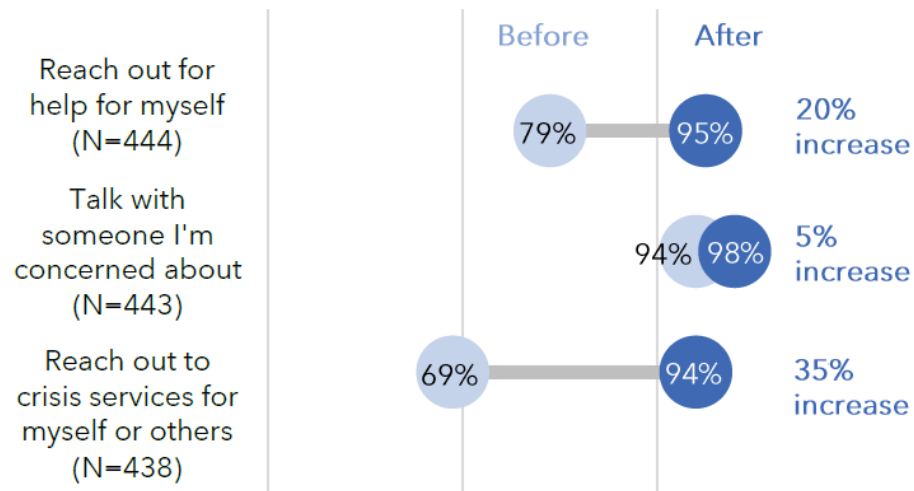
Participation in *Talk Saves Lives* has **increased by over 2 times** since 2022.



Other Quantitative Examples



Most participants reported **increases in their likelihood to engage in suicide preventative behaviors**, including reaching out and having a conversation.





Qual:



“

“



Other Qualitative Examples



"The best part of this program is how it provides practical guidance for how to be mindful of warning signs of suicide and how to approach someone to discuss their struggles with mental health. The program provided enough information to be immediately impactful without being overwhelming."

– Talk Saves Lives participant



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Thank you

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