

The background image shows the silhouettes of two people, a woman on the left and a man on the right, standing in a room. The wall behind them is covered with numerous small, rectangular cards hanging from thin wires. Each card has a few words or phrases written on it in a light-colored font. The cards are arranged in a grid-like pattern, and the overall lighting is dim, creating a moody atmosphere. The text 'Champion Provider Fellowship: Data Storytelling Workshop' is overlaid in the center of the image in a large, white, sans-serif font.

Champion Provider Fellowship: Data Storytelling Workshop

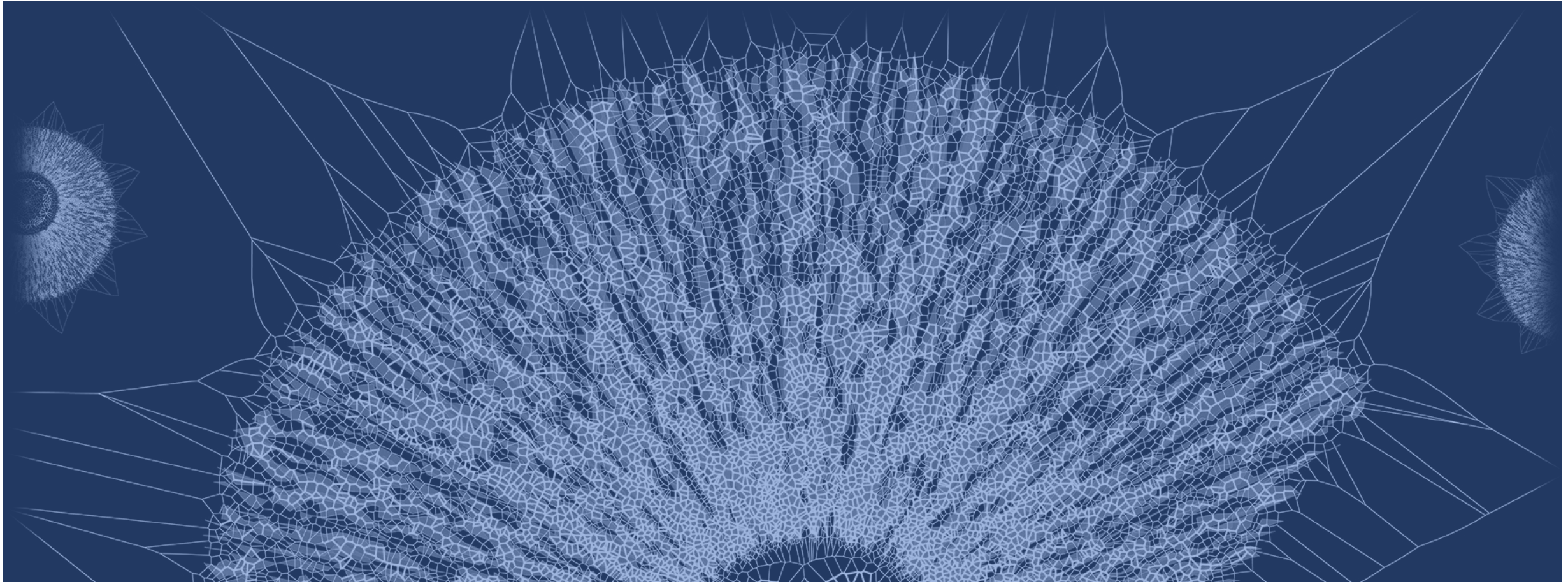
June 12, 2025



HILLCREST
ADVISORY

Agenda

- Lessons learned in communicating with data (30 minutes)
- Data Storytelling Tools (10 minutes)
- Roll-up-Your-Sleeves Exercise to Practice Data Storytelling (45 minutes)



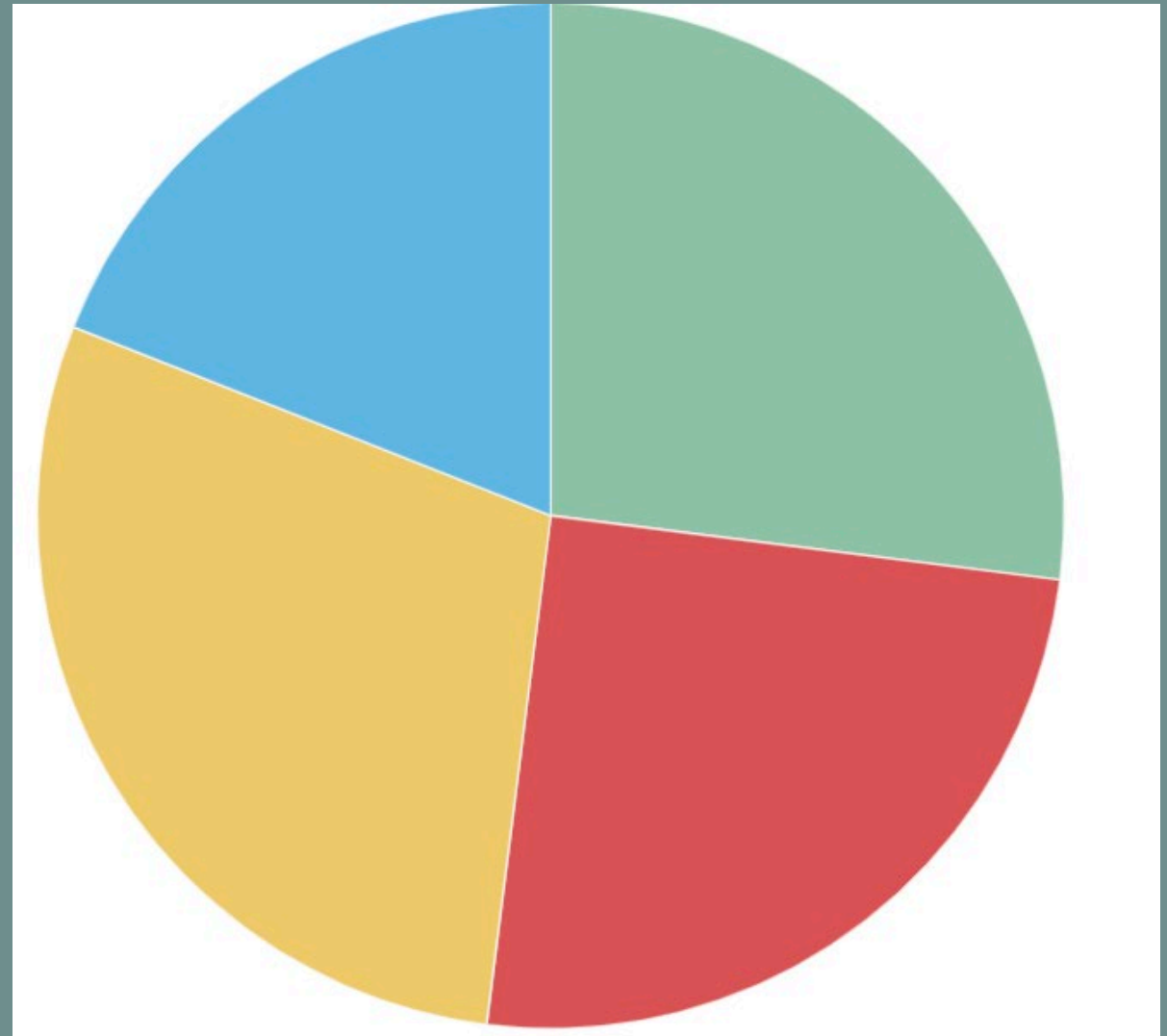
Lessons Learned: Building Visualizations

Lesson # 1
The type of chart you choose
matters greatly.

For example, be careful with the pie graph...

It can be hard to distinguish between “slices” of a pie chart.

Lesson # 1



It's easier for us to interpret the same information as bars.

Helpful Links:

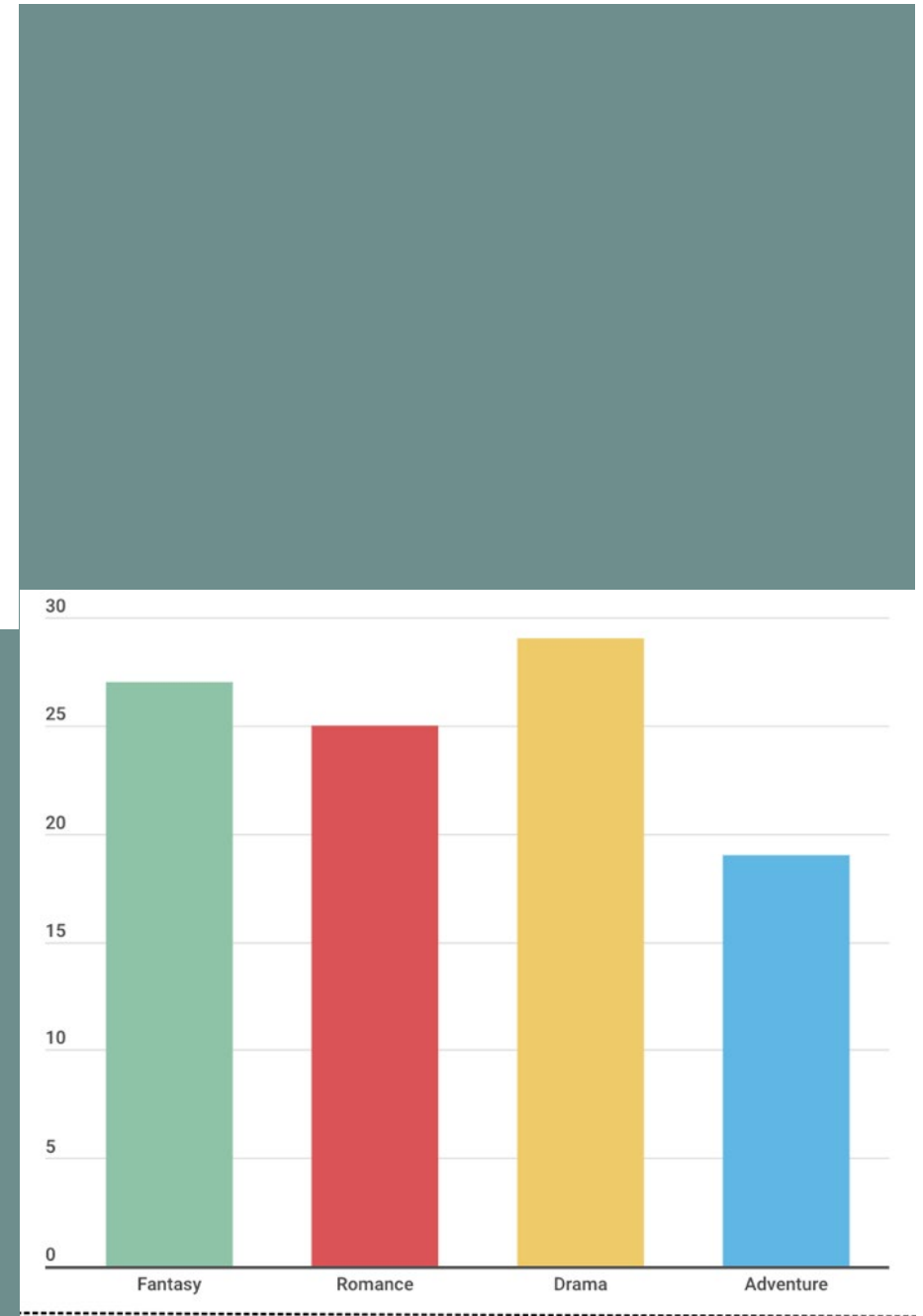
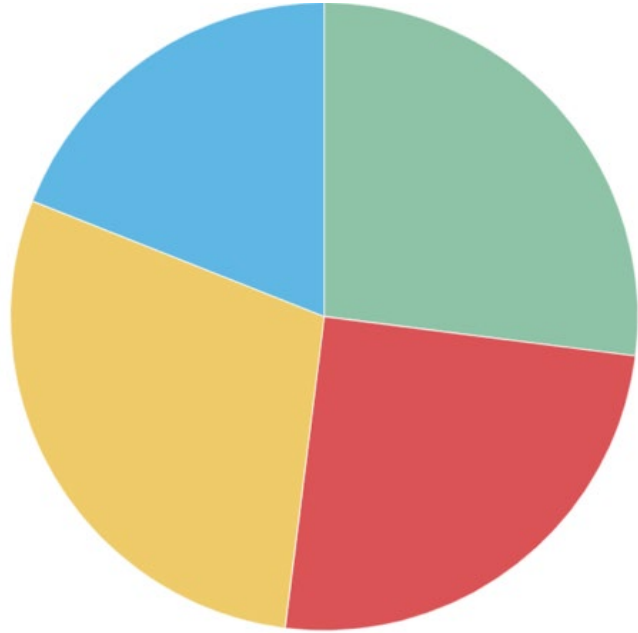
[Chart types: Choosing the right chart or map](#)

[Financial Times' guide to graph options](#)

[A primer on table design](#)

[When to use pie charts](#)

Lesson # 1



Speaking of choices,
the colors you choose
for visualizations also
make a difference.

Helpful Links:

[Datawrapper: How to pick more beautiful colors](#)

[Datawrapper: What to consider when choosing colors for data viz](#)

[Nightingale: Your brand colors don't work for data viz](#)

Lesson # 1

Broaden your understanding of colors



NOT IDEAL



BETTER

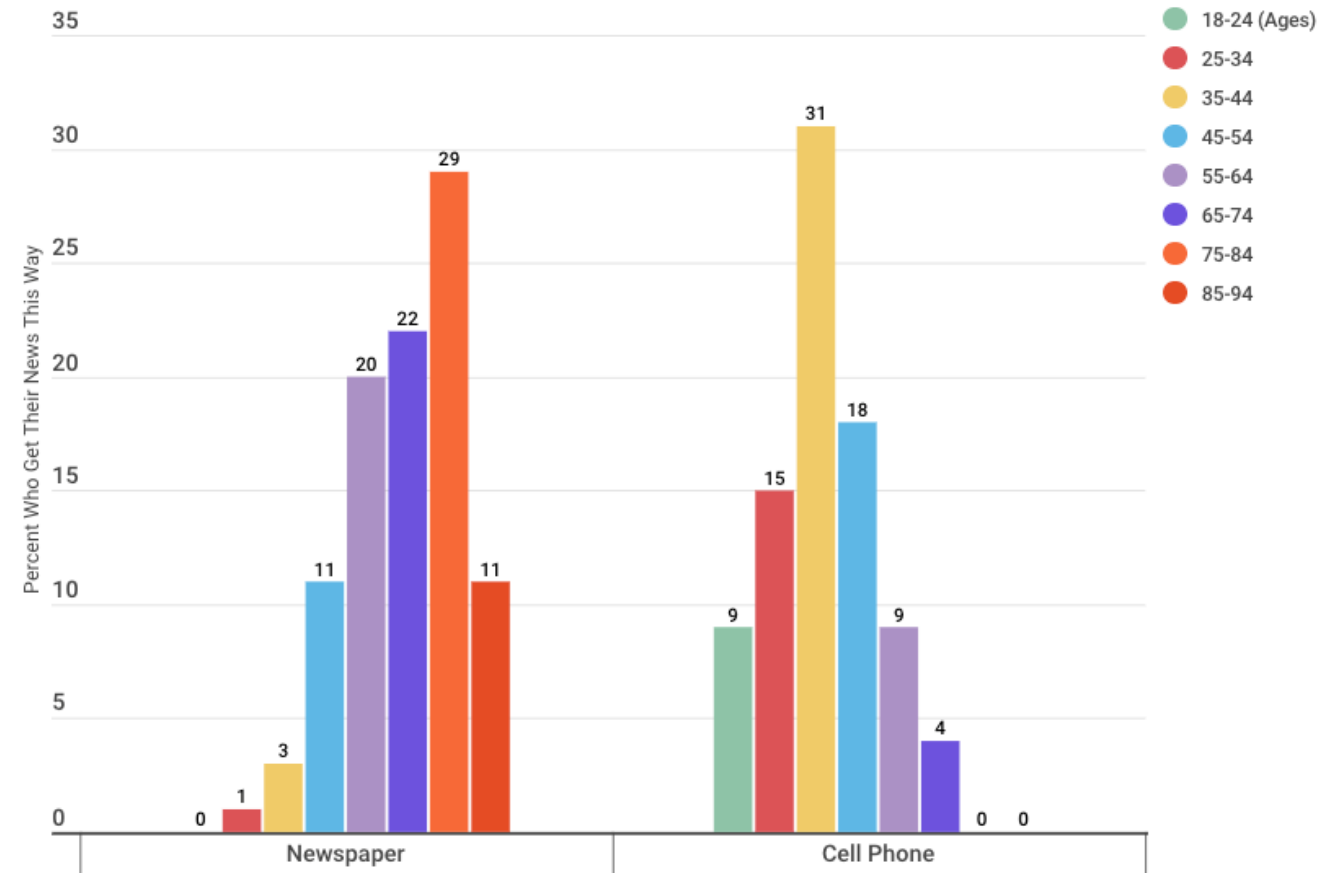


Lesson # 2

**When creating a chart, simplify, simplify –
and then simplify some more...**

Any ideas what we can do to simplify this chart?

How People Get News, by Age (Comparison Between Newspaper and Phone)

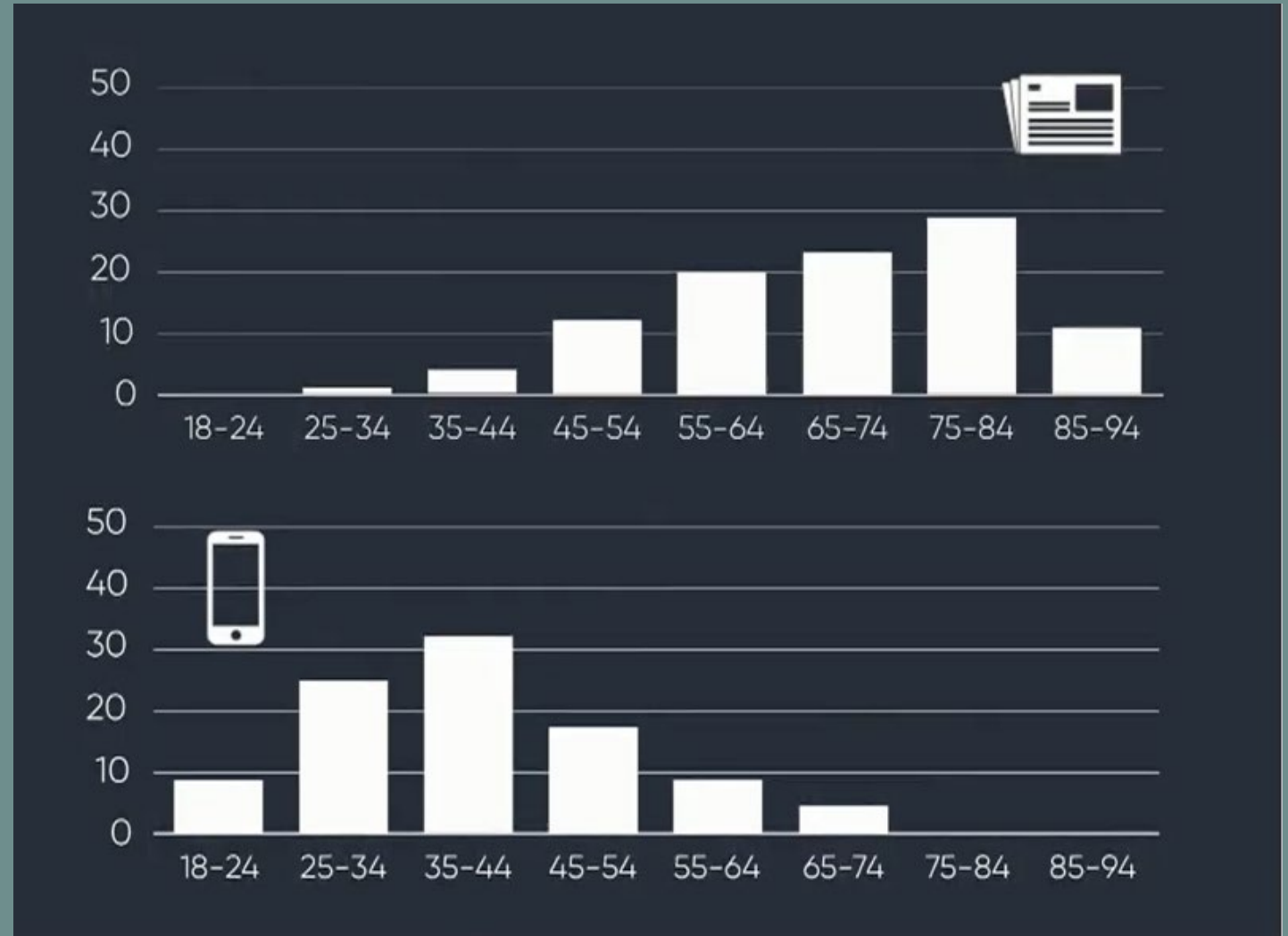


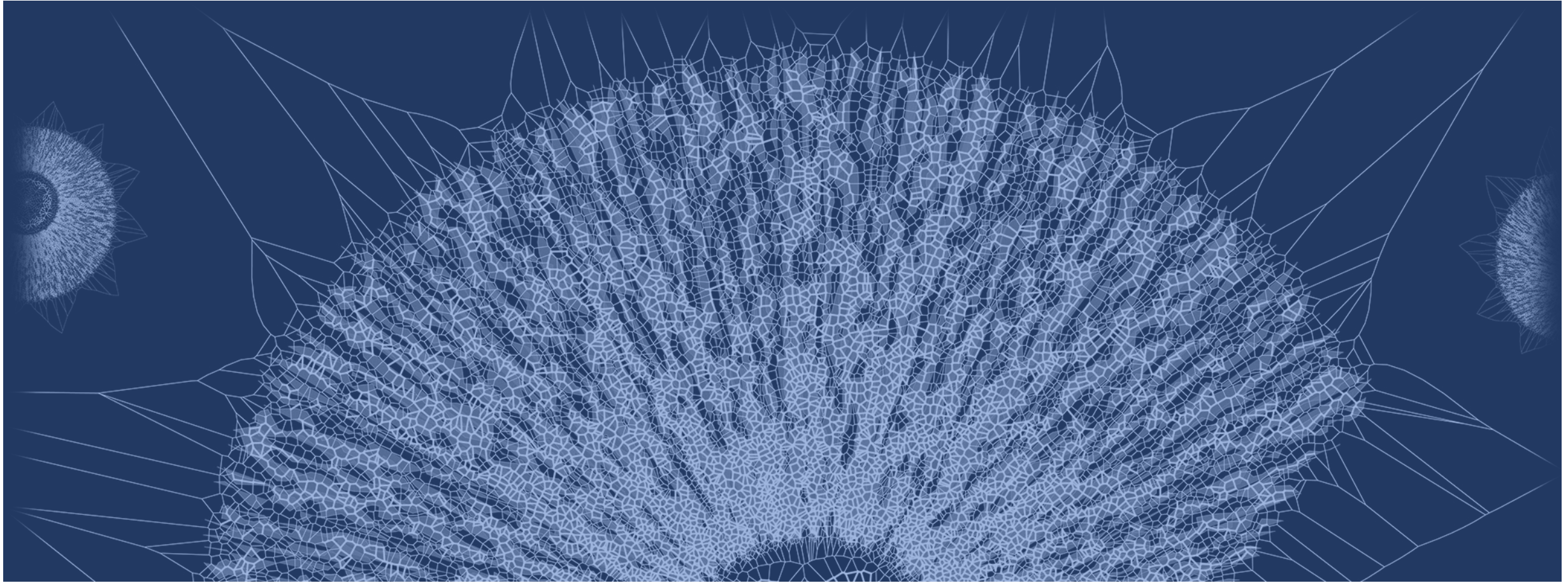
Lesson # 2

The simplest chart
I've seen...

No bells and whistles
(or for that matter,
words), but it gets
the point across.

Lesson # 2

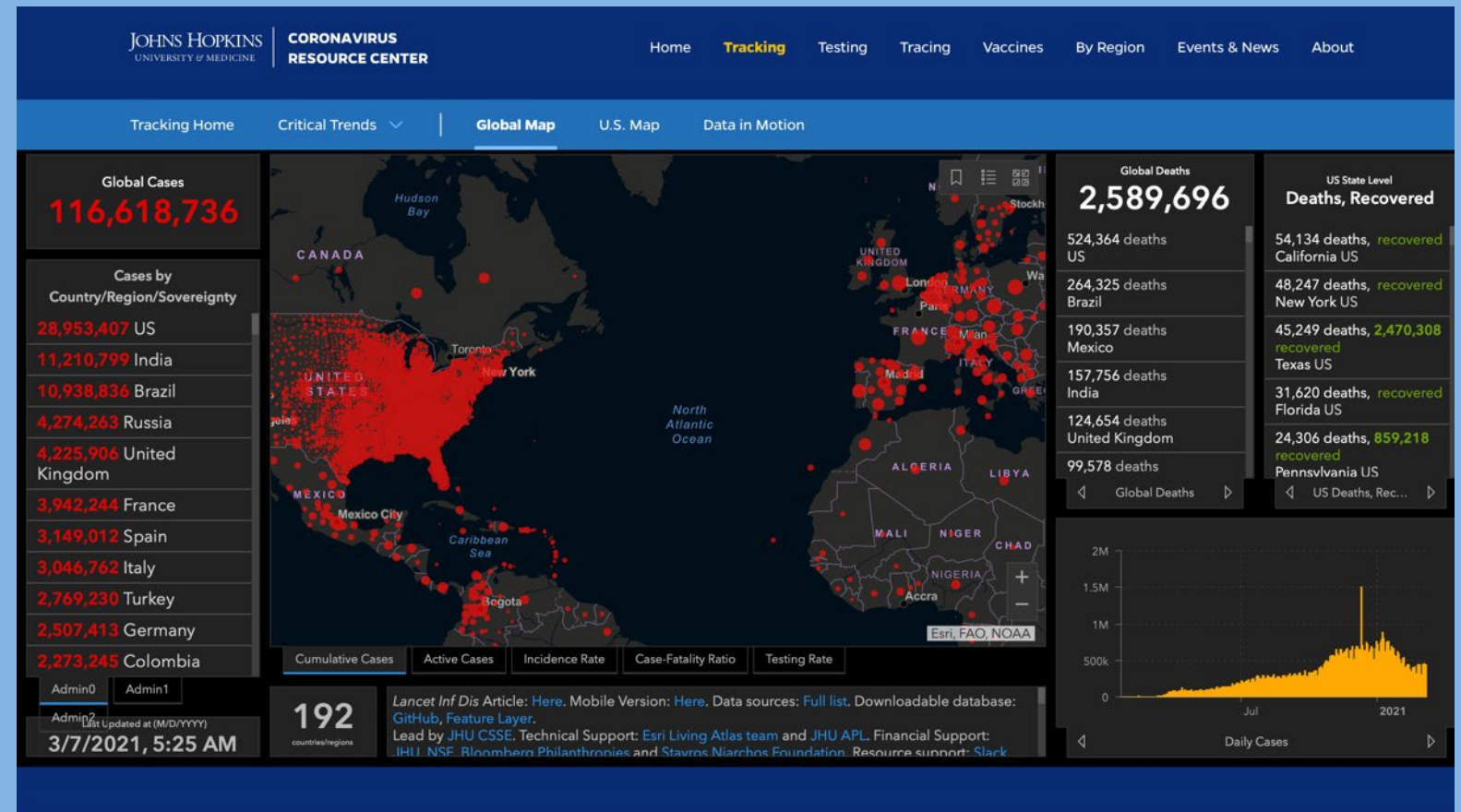




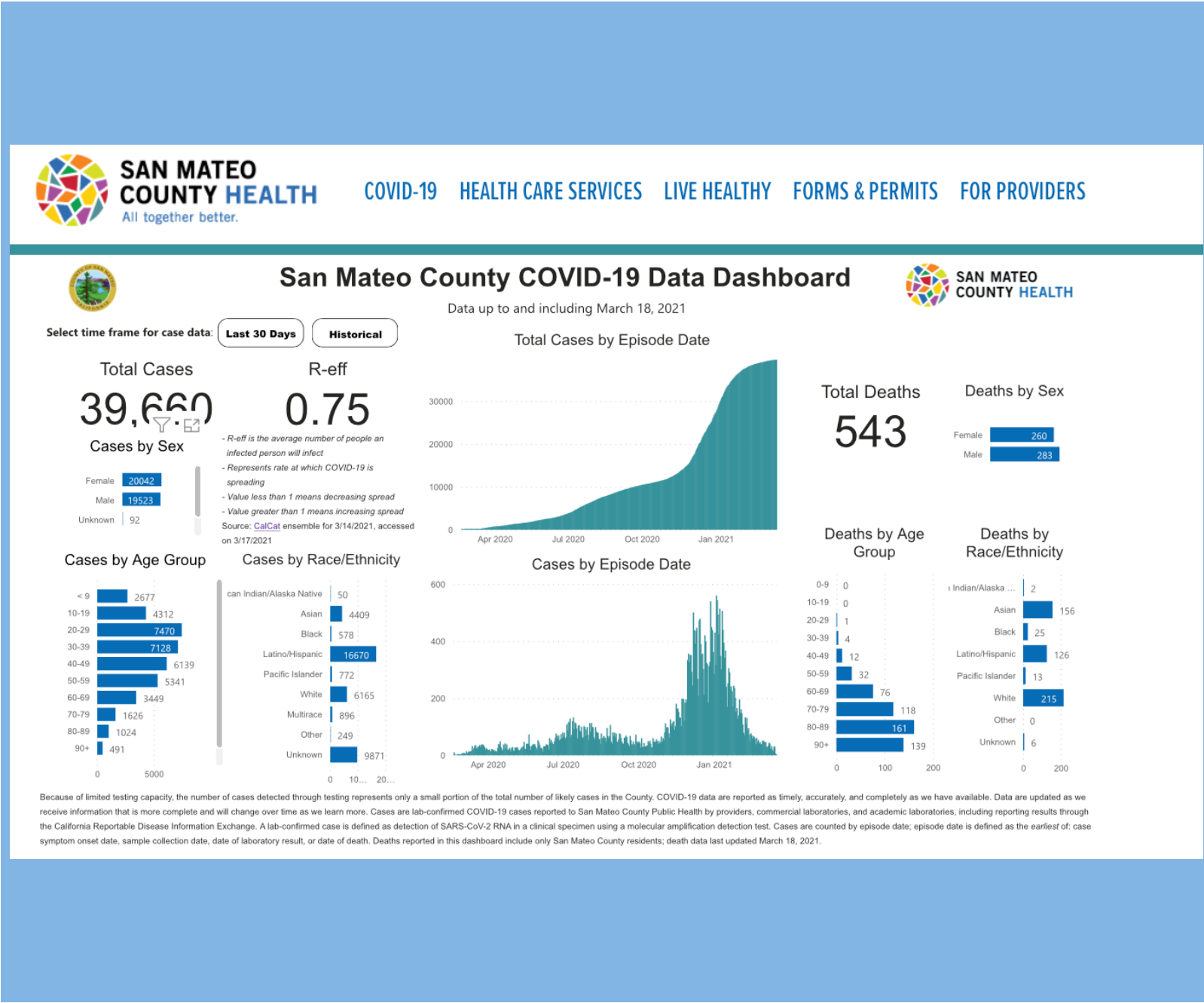
Lessons Learned: Data Storytelling

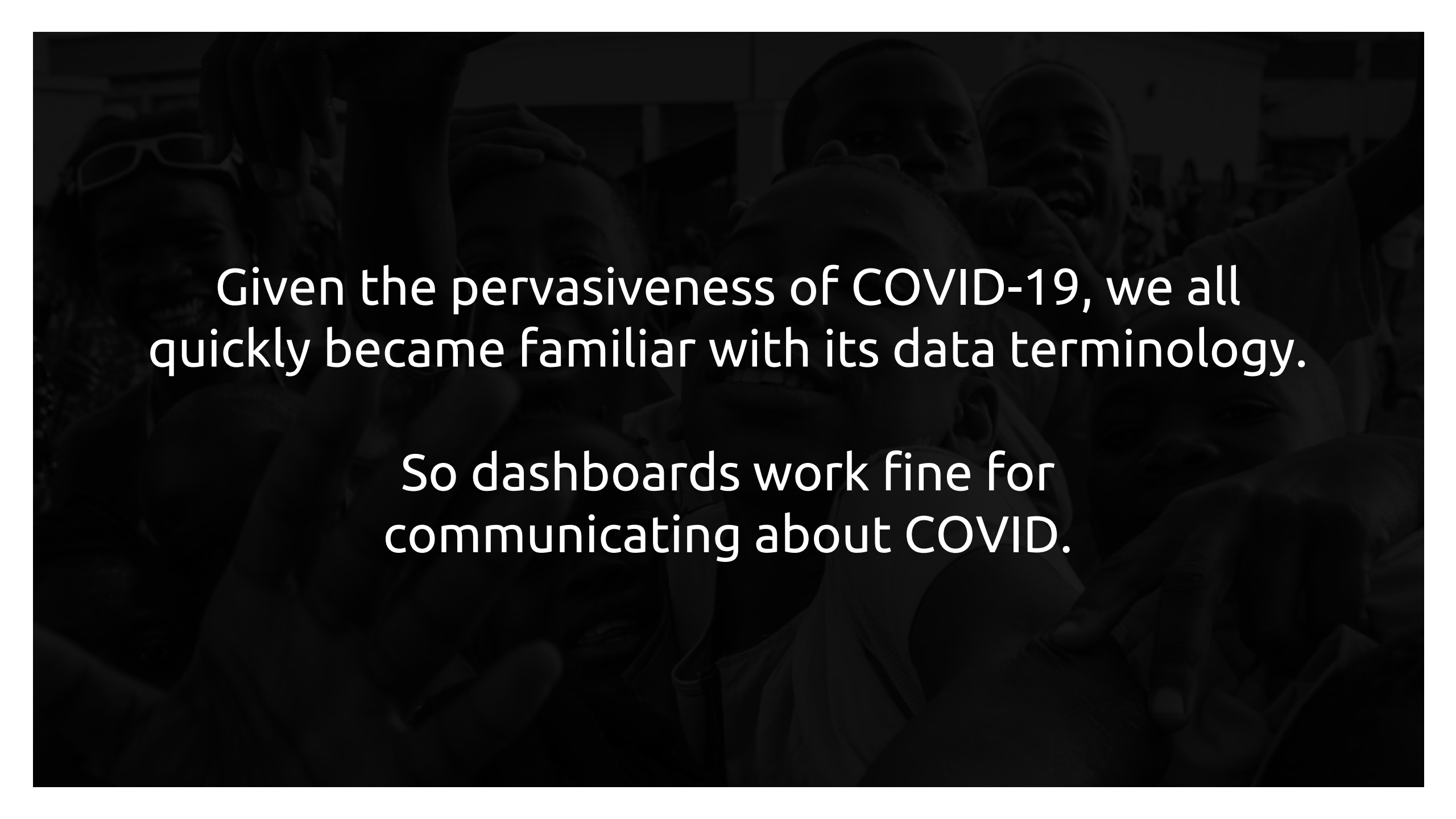
Lesson # 3
Leverage Other Display Formats
Besides Dashboards

COVID-19 has made all of us very familiar with viewing data through dashboards.



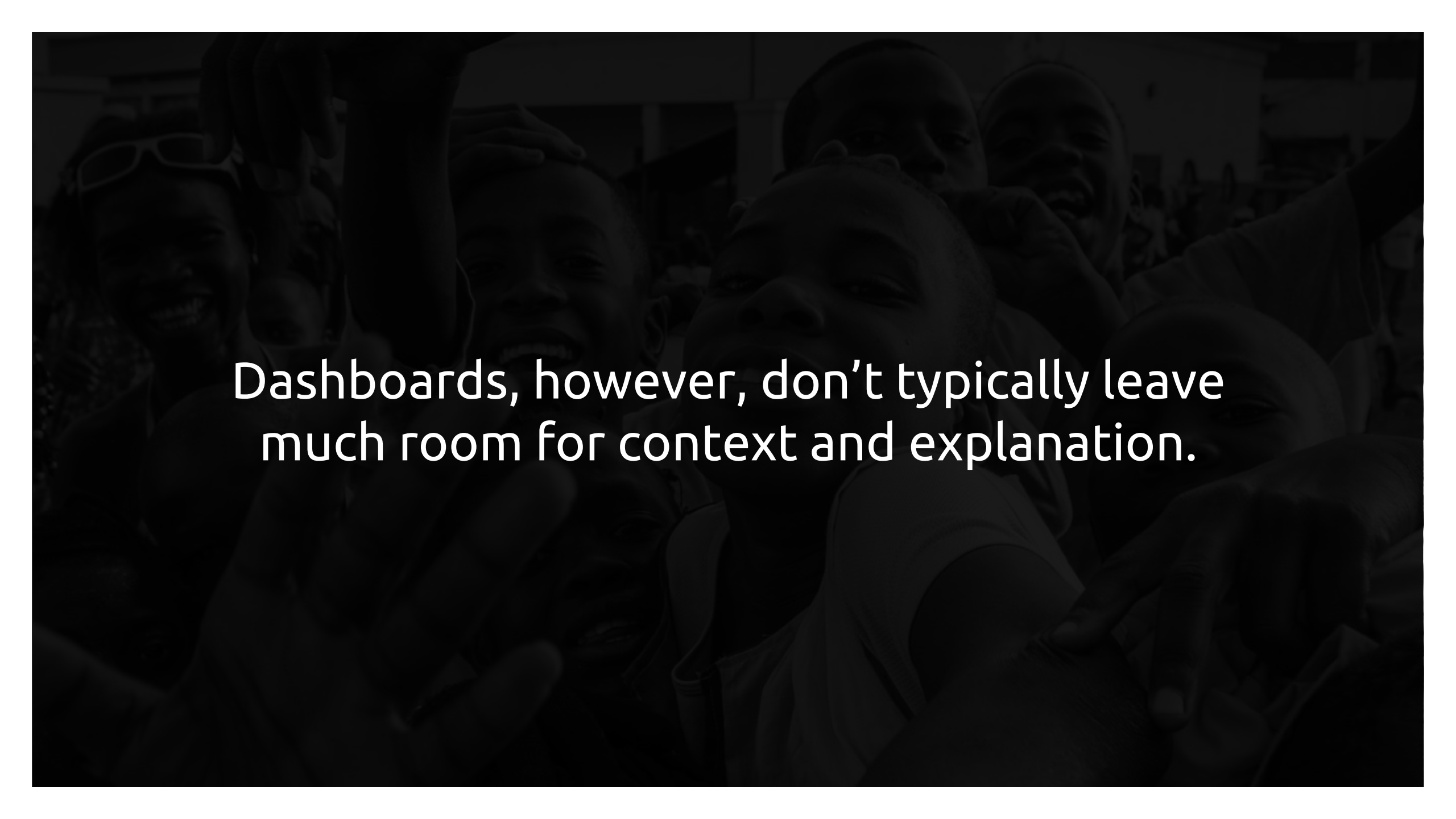
With dashboards, it's all about the graphs.



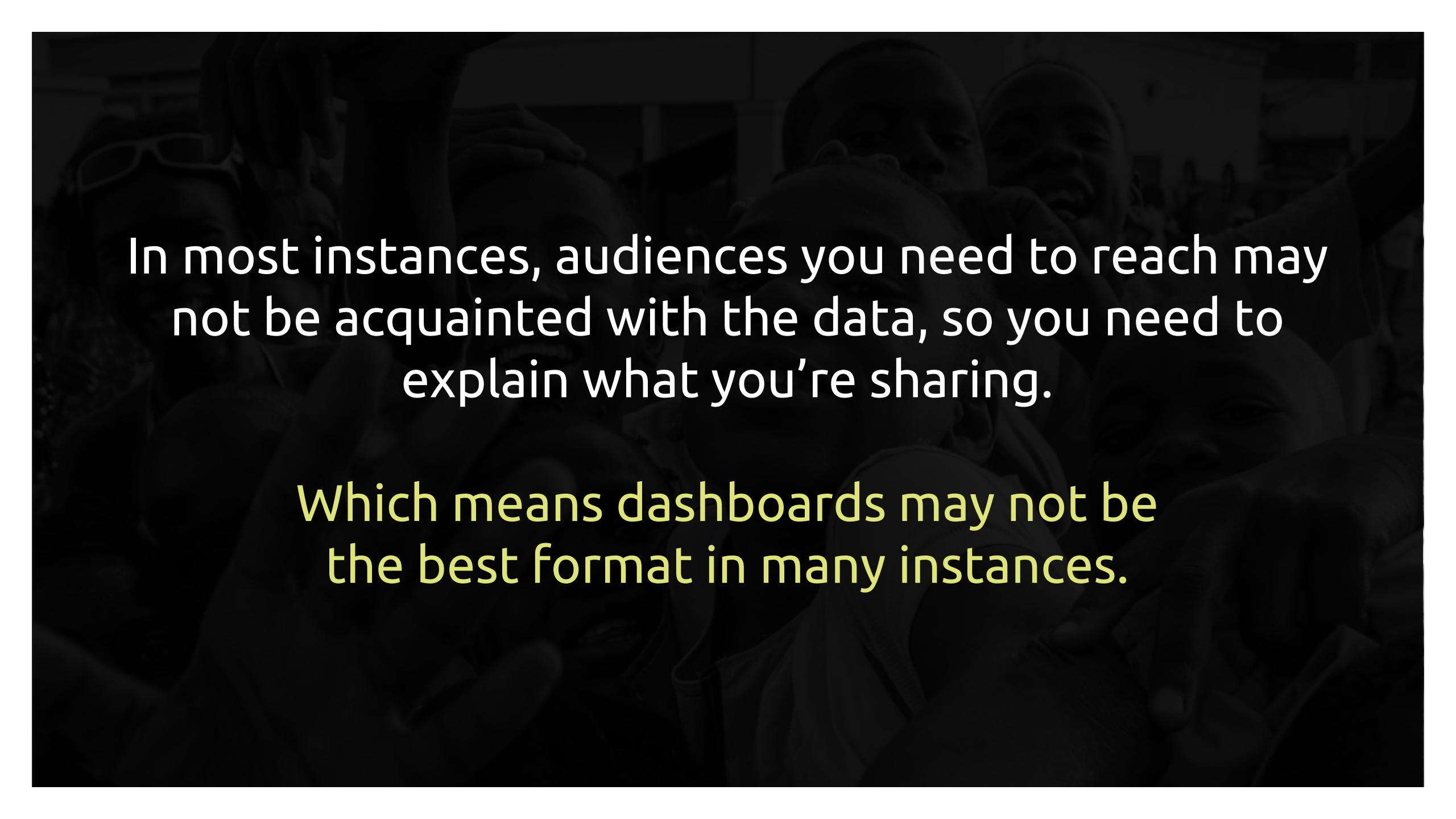


Given the pervasiveness of COVID-19, we all quickly became familiar with its data terminology.

So dashboards work fine for communicating about COVID.

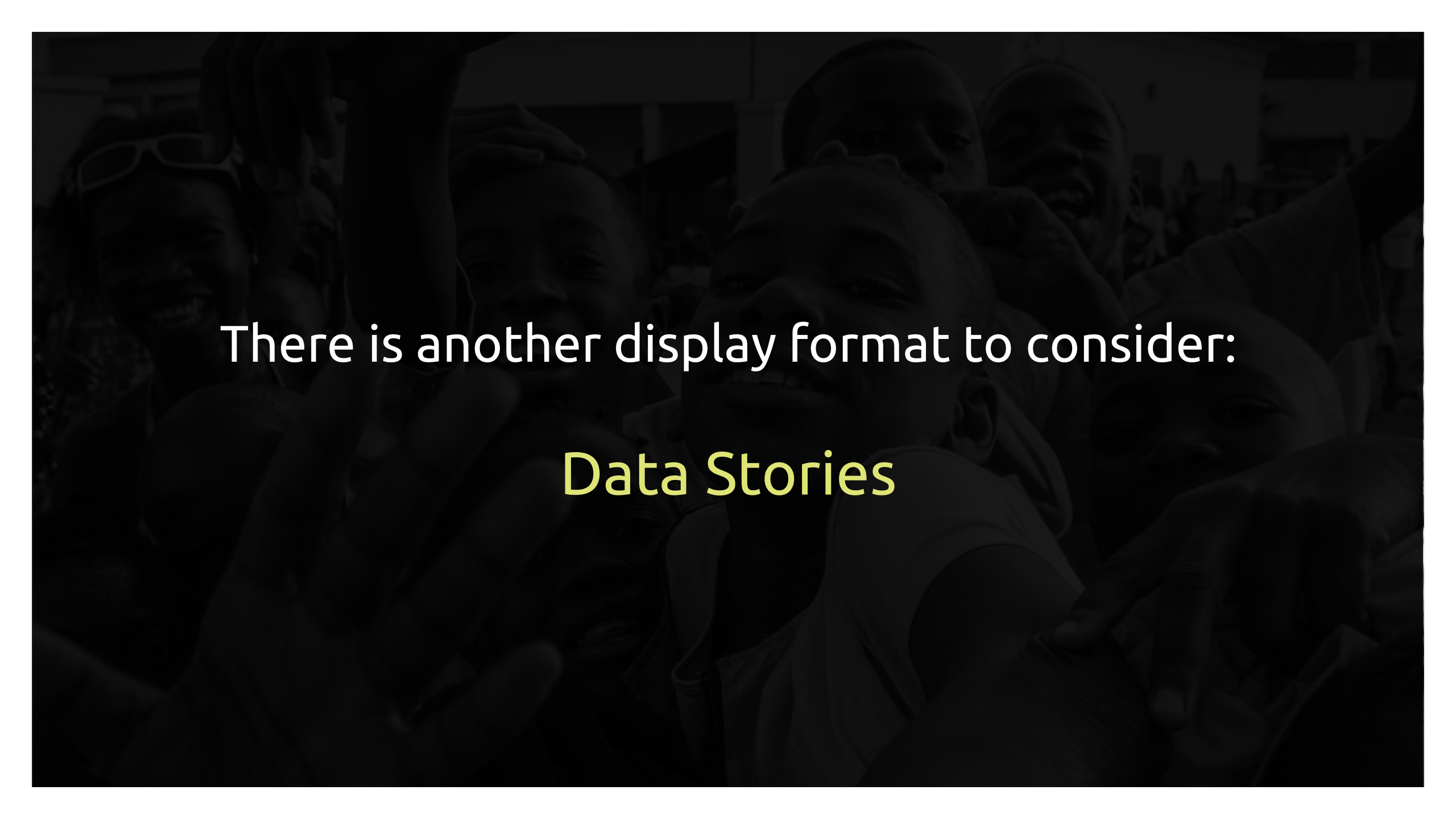


Dashboards, however, don't typically leave much room for context and explanation.



In most instances, audiences you need to reach may not be acquainted with the data, so you need to explain what you're sharing.

Which means dashboards may not be the best format in many instances.



There is another display format to consider:

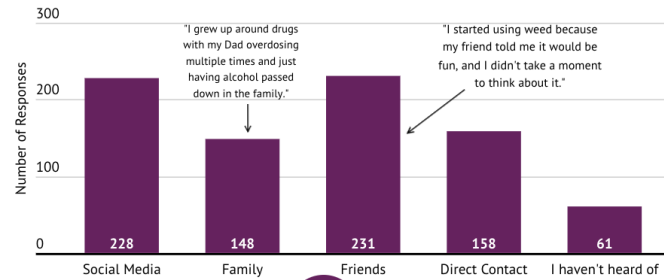
Data Stories

Findings from Survey of Local Teens



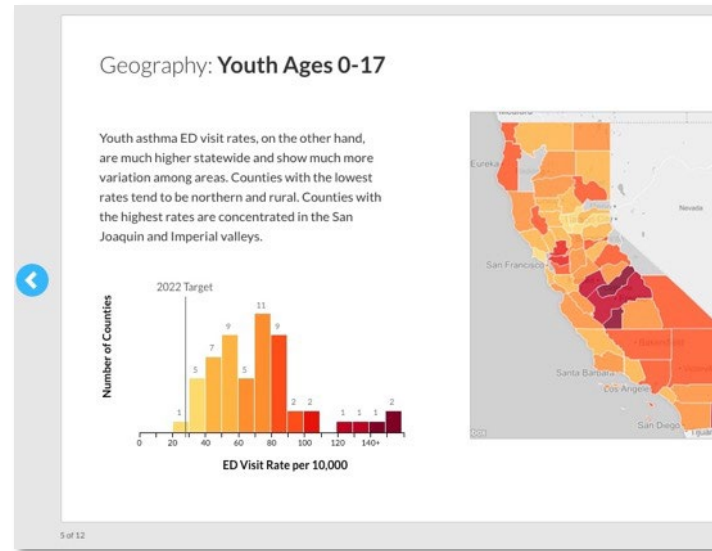
#1

Where have you heard people obtain substances from?



#2

Fact Sheet Handout



Slideshow

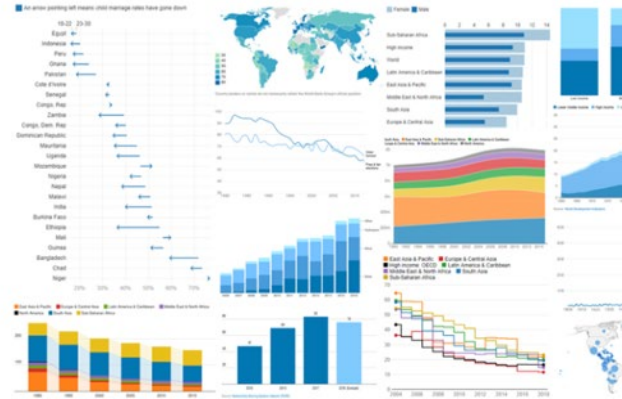


Infographic

How Can We Display Data?

There are numerous data storytelling formats...

Year in Review: 2017 in 12 Charts



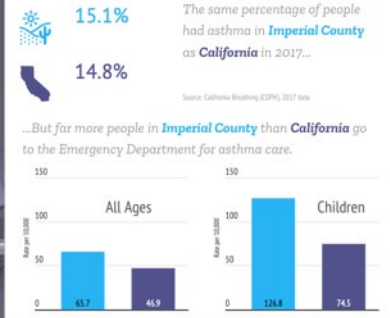
© World Bank

List



Learning to manage my asthma

I love teaching. My students always lift my spirits. So you can imagine how hard it is to miss class when asthma knocks me out of commission. I've tried to soldier through, but it all came to a head a few months ago when I had a bad attack and had to be ambulated to the emergency room. I don't know what was worse, the attack, or seeing the fear in my students' eyes.



Persuasive Narrative



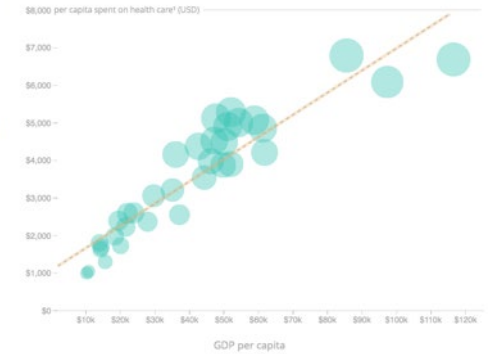
America's Health Care Crisis

Why the United States Leads the World in Health Care Spending

by Leighann Kinter

The U.S. leads the world in health care spending, but why is that alarming?

It's no surprise that wealthier countries tend to spend more on health care. In fact, we see a strong linear relationship between GDP and relative health care spending per capita for most industrialized countries.

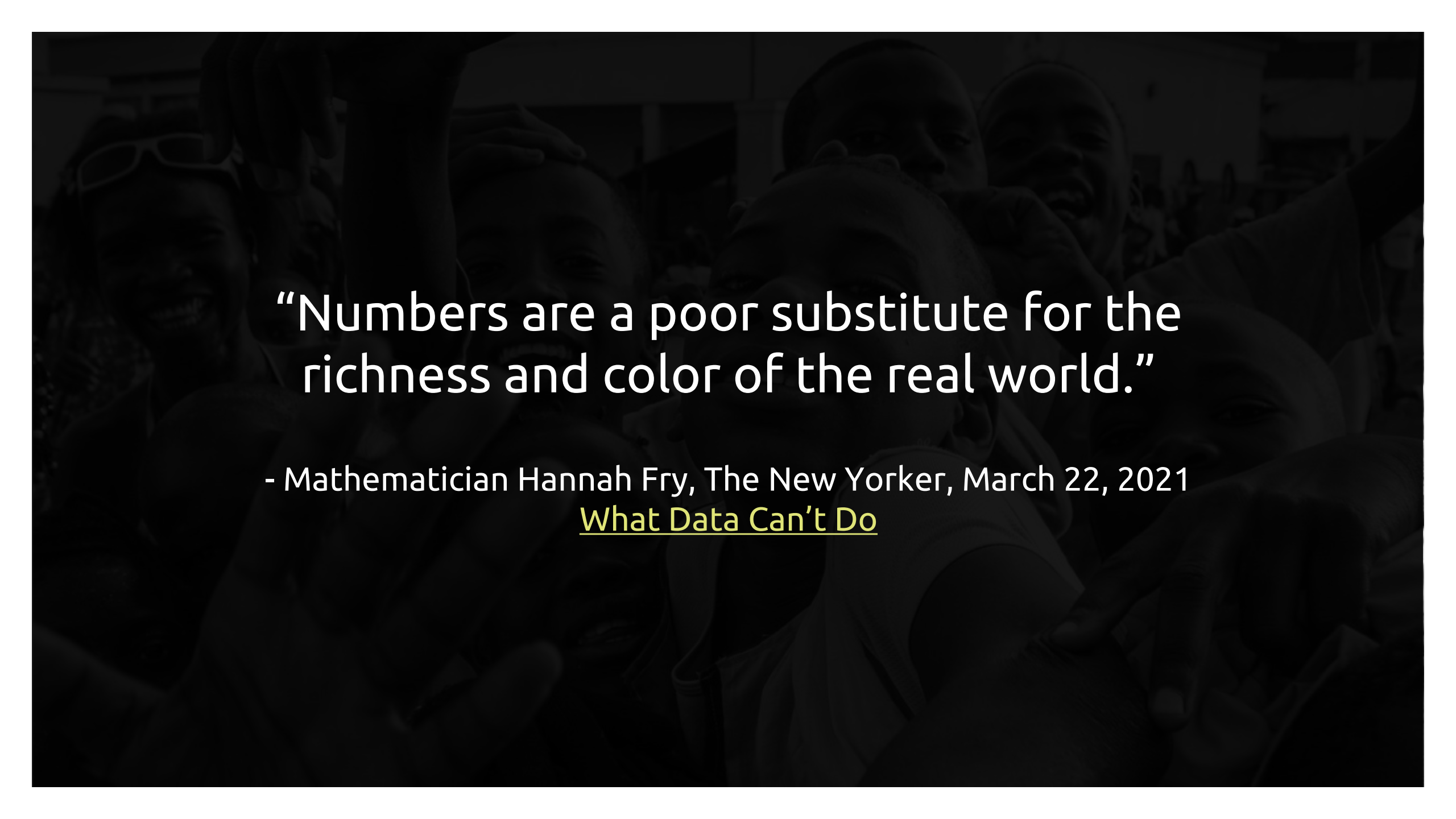


Q&A

How Else Can We Display Data?

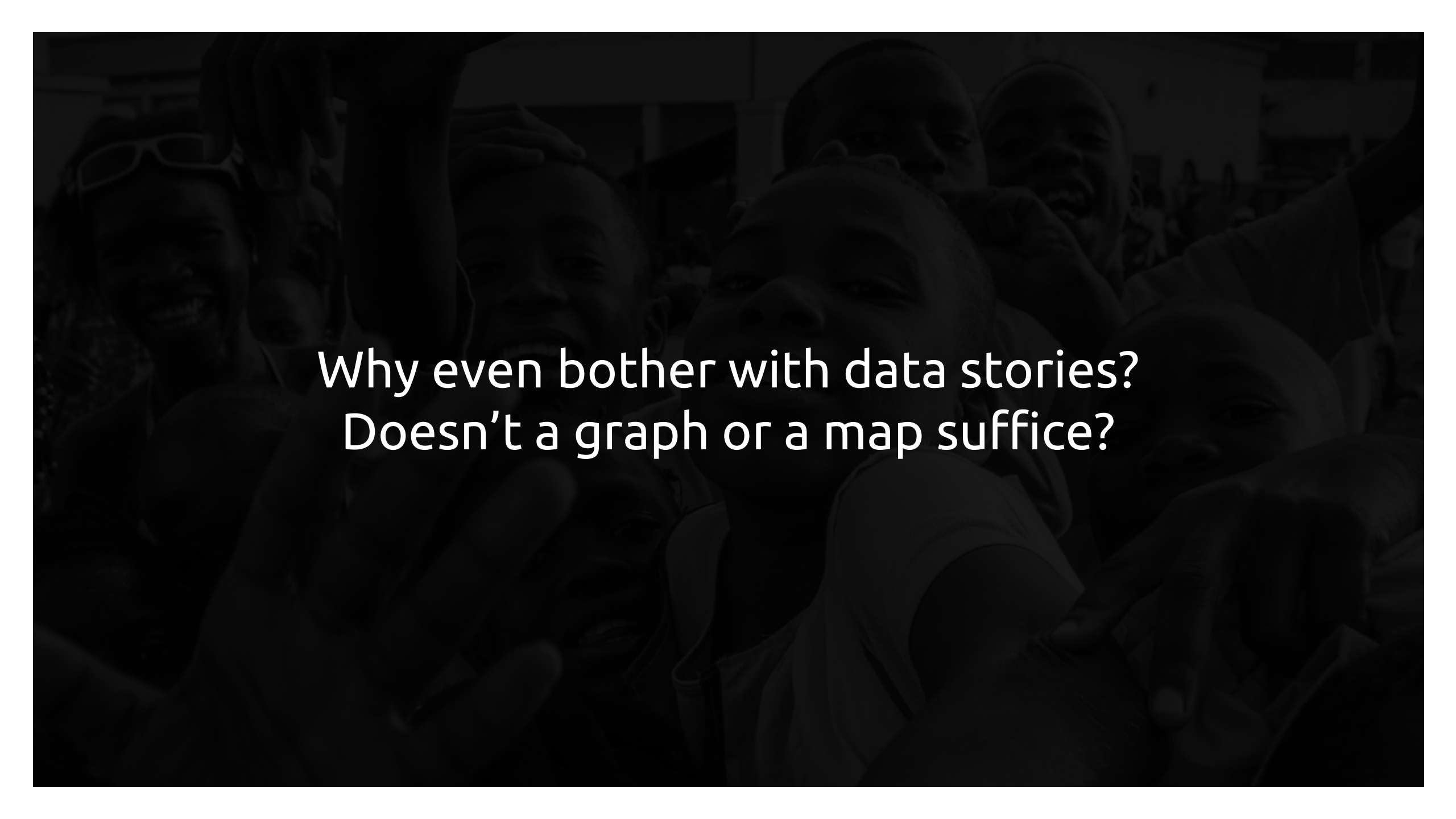
There are numerous data storytelling formats...

Lesson # 4
Appeal to both the heart
and the head.

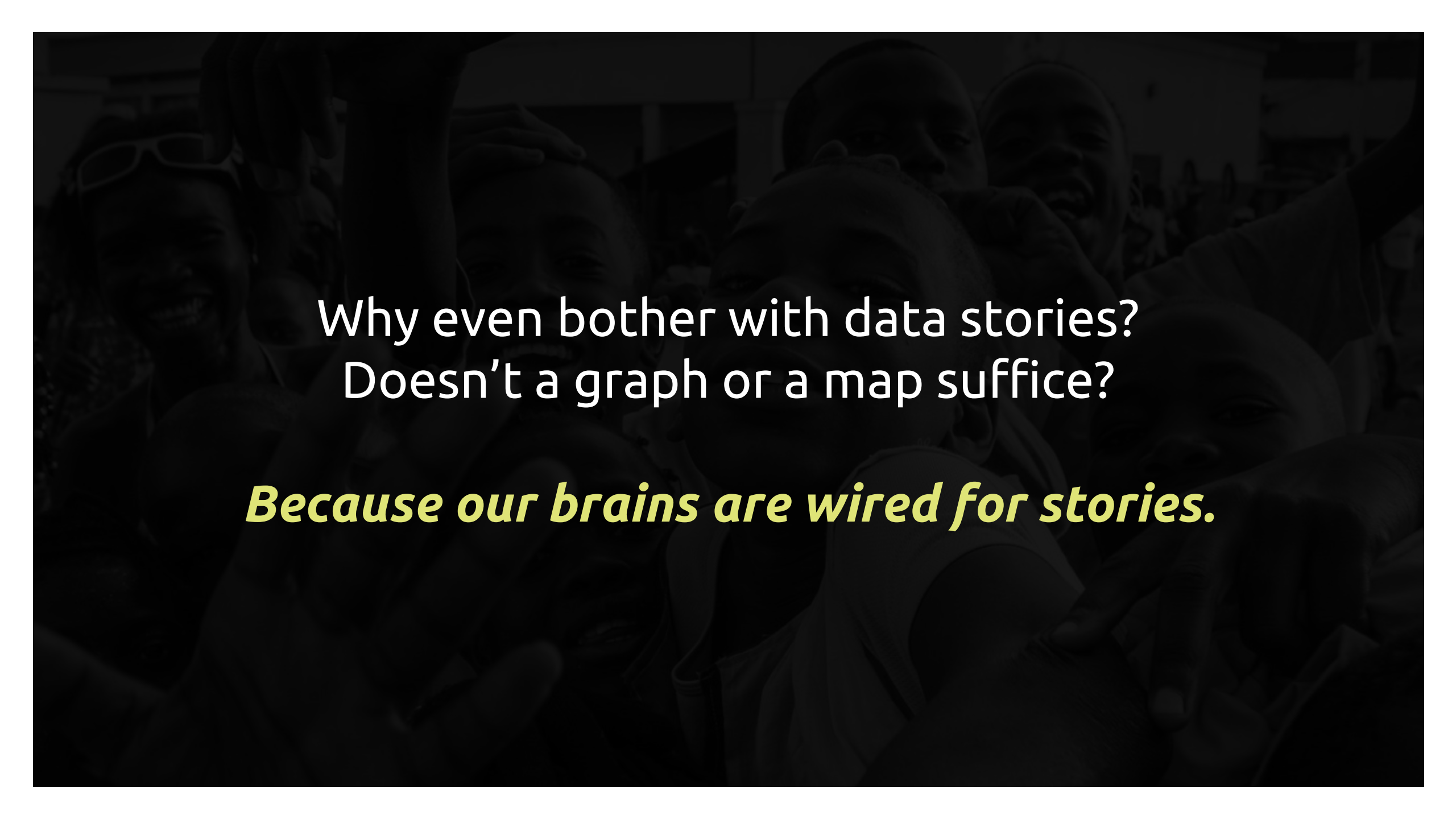


“Numbers are a poor substitute for the richness and color of the real world.”

- Mathematician Hannah Fry, The New Yorker, March 22, 2021
[What Data Can't Do](#)



Why even bother with data stories?
Doesn't a graph or a map suffice?



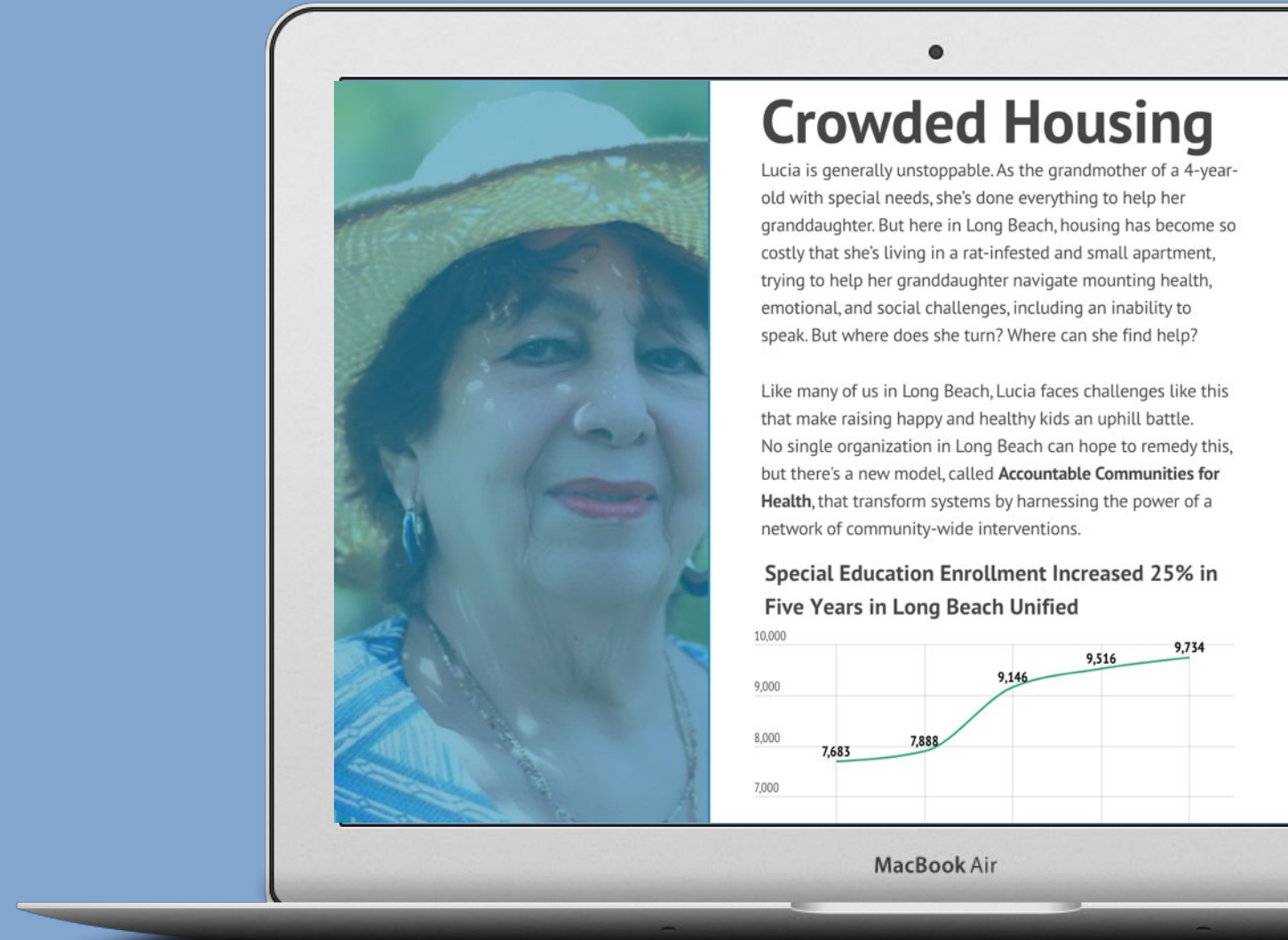
Why even bother with data stories?
Doesn't a graph or a map suffice?

Because our brains are wired for stories.

Poignant quotes and personal stories to draw the reader in.

Example

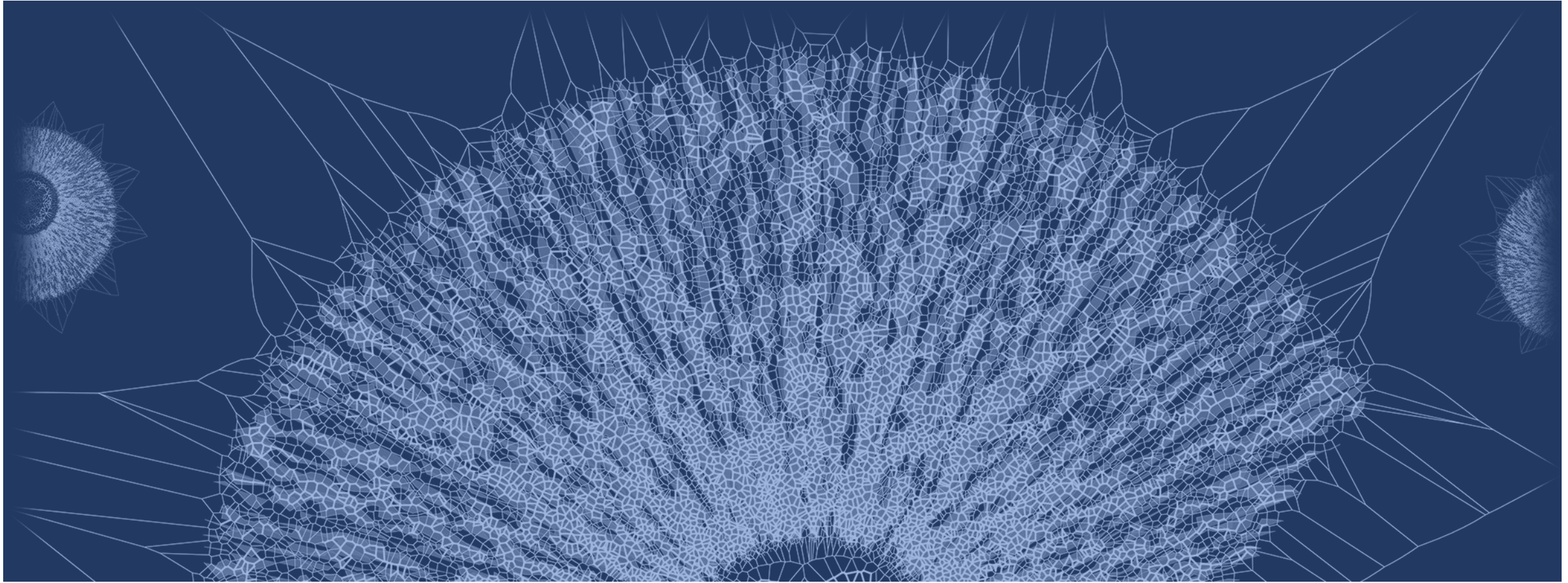
Lesson # 4



Introduce individuals
to help you narrate
your data findings.

Lesson # 4





**Lessons Learned:
Process Matters**

Lesson # 5
Always talk to your end-users

Talking to your constituents – early and often – is the best way to ensure that you build data tools that are useful and used.

Example

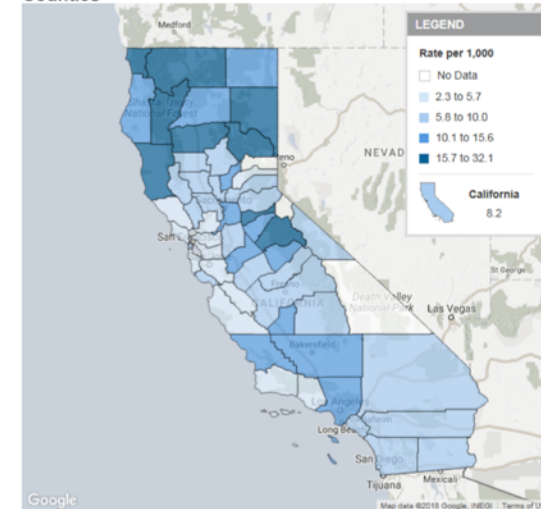
Lesson # 5

kidsdata.org

A Program of  Lucile Packard Foundation
for Children's Health

Child Abuse and Neglect in California

Substantiated Cases of Child Abuse and Neglect: 2015; Showing Counties



Definition: Number of substantiated cases of abuse and neglect per 1,000 children under age 18 (e.g., in 2015, there were 8.2 substantiated cases of abuse and neglect per 1,000 California children).

What It Is

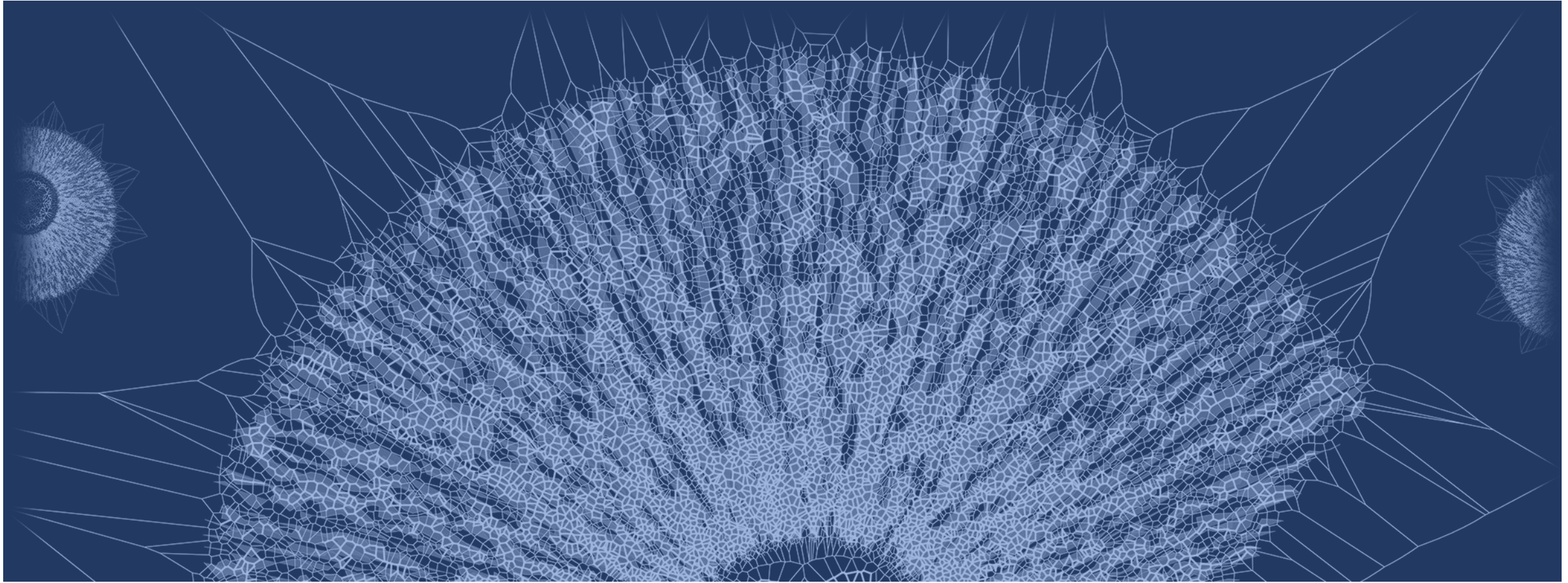
Child abuse and neglect indicators are broken into two broad categories: the incidence of child abuse and neglect reports and the incidence of substantiated cases. Generally speaking, most reports of child abuse/neglect are not substantiated by Child Protective Services after an investigation. Typically, as the public becomes more aware of child maltreatment and how to report it, the rate of reports goes up. The rate of substantiated cases is generally a more reliable measure of the prevalence of abuse and neglect because it reflects verified reports. On kidsdata.org, data on both reports and substantiated cases of abuse/neglect are provided overall, by age, by race/ethnicity, and by type of abuse.

Why This Topic Is Important

Child maltreatment can cause serious physical injuries and even death (1). Children who are abused or neglected, including those who witness domestic violence, also are more likely to experience cognitive, emotional, and behavioral problems, such as anxiety, depression, substance abuse, delinquency, difficulty in school, and early sexual activity (1, 2). In addition, child maltreatment can disrupt brain and physical development, particularly when experienced in early childhood, increasing the risk for health problems in adulthood, e.g., heart disease, cancer, obesity, depression, and

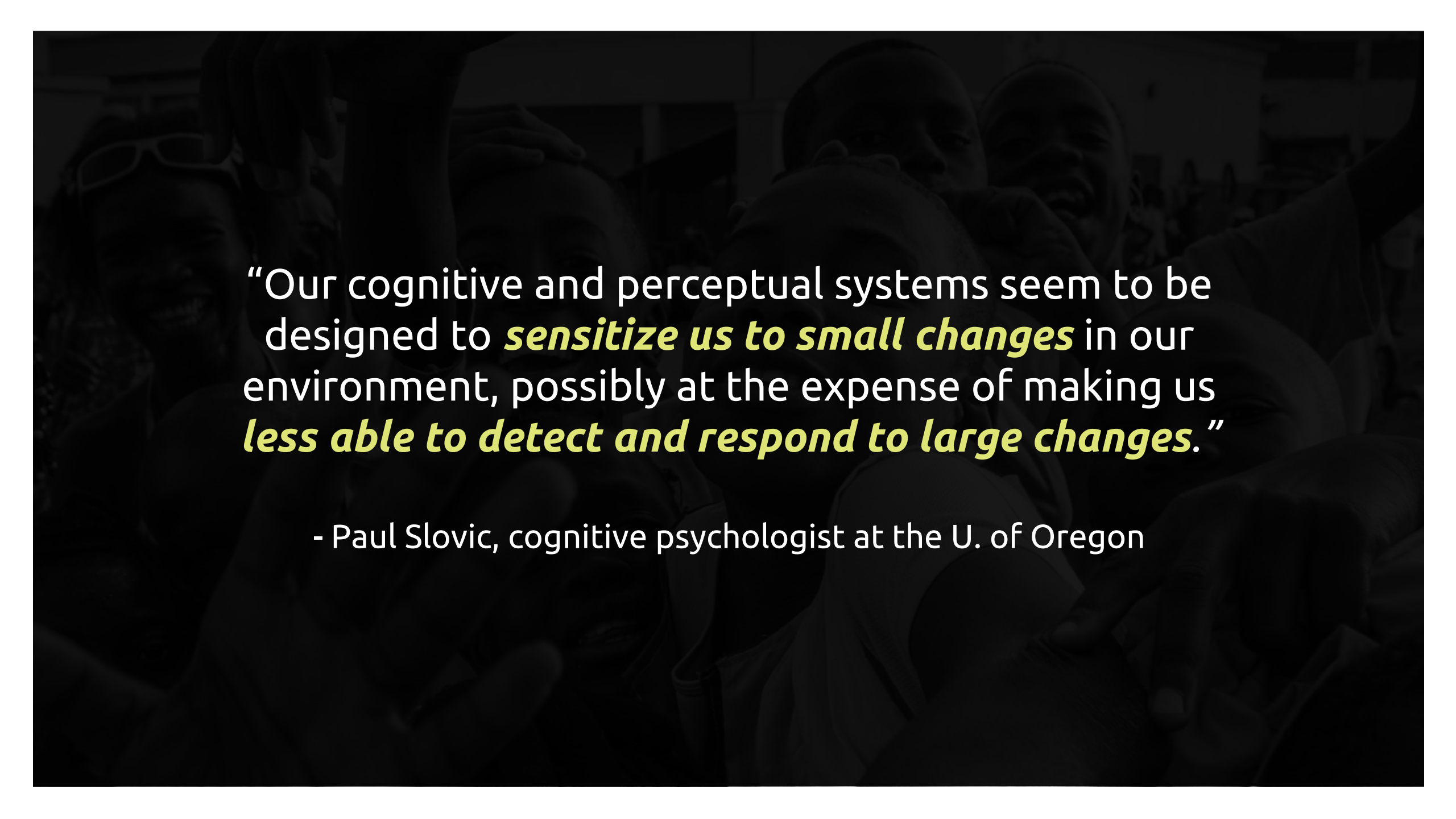
MacBook Air

Lesson #6
Don't start with the complete story.



Lessons Learned:
Make Data Relatable

Lesson # 7
**Be careful with large numbers. They
can be abstractions.**



“Our cognitive and perceptual systems seem to be designed to *sensitize us to small changes* in our environment, possibly at the expense of making us *less able to detect and respond to large changes.*”

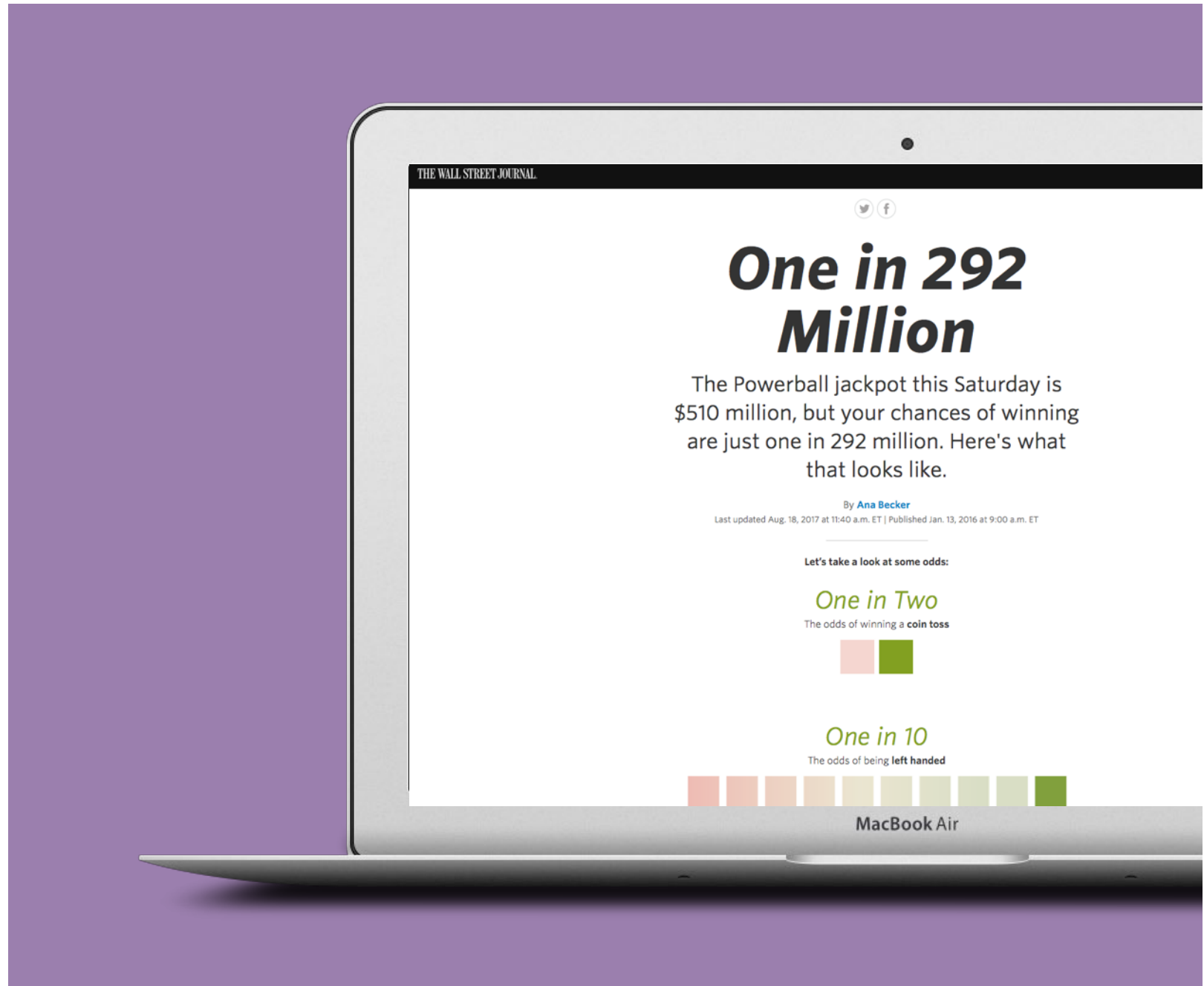
- Paul Slovic, cognitive psychologist at the U. of Oregon

Lesson # 7

100

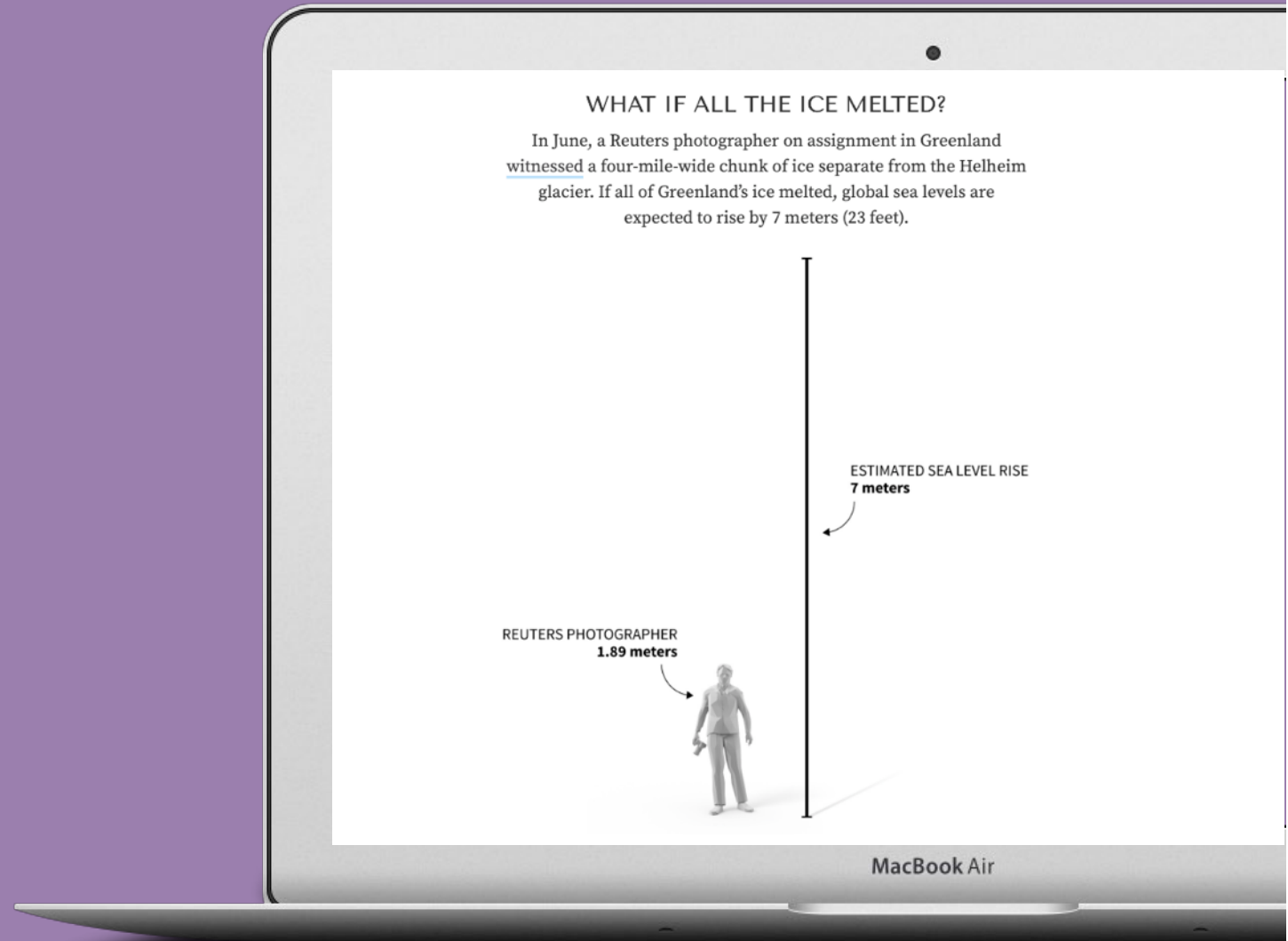
It's hard for humans to appreciate numbers that are larger than what we experience in our day-to-day lives.

Lesson # 7



To make large numbers relatable, you can compare data to known objects.

Lesson # 7



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Lesson # 7



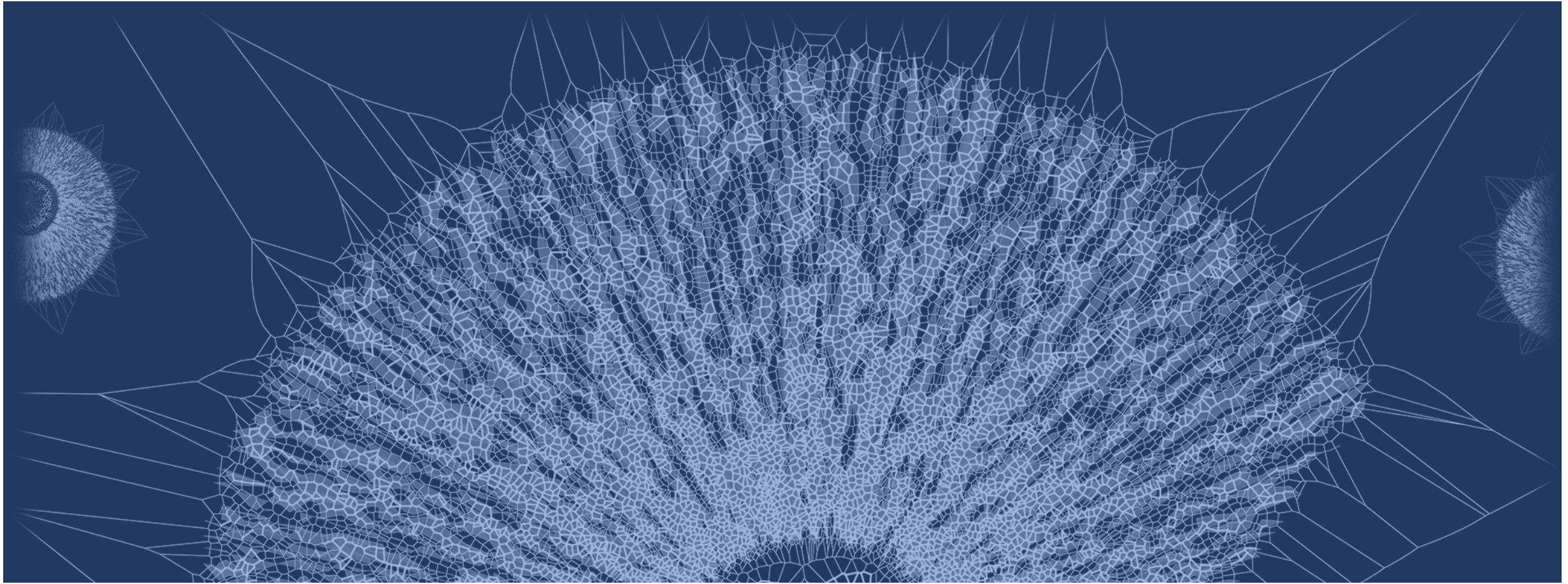
Lesson # 8
Finally, let's not forget
to make data fun...

Create intellectual exercises from data, in order to engage your users and encourage them to share what they're learning.

Example

Lesson # 8

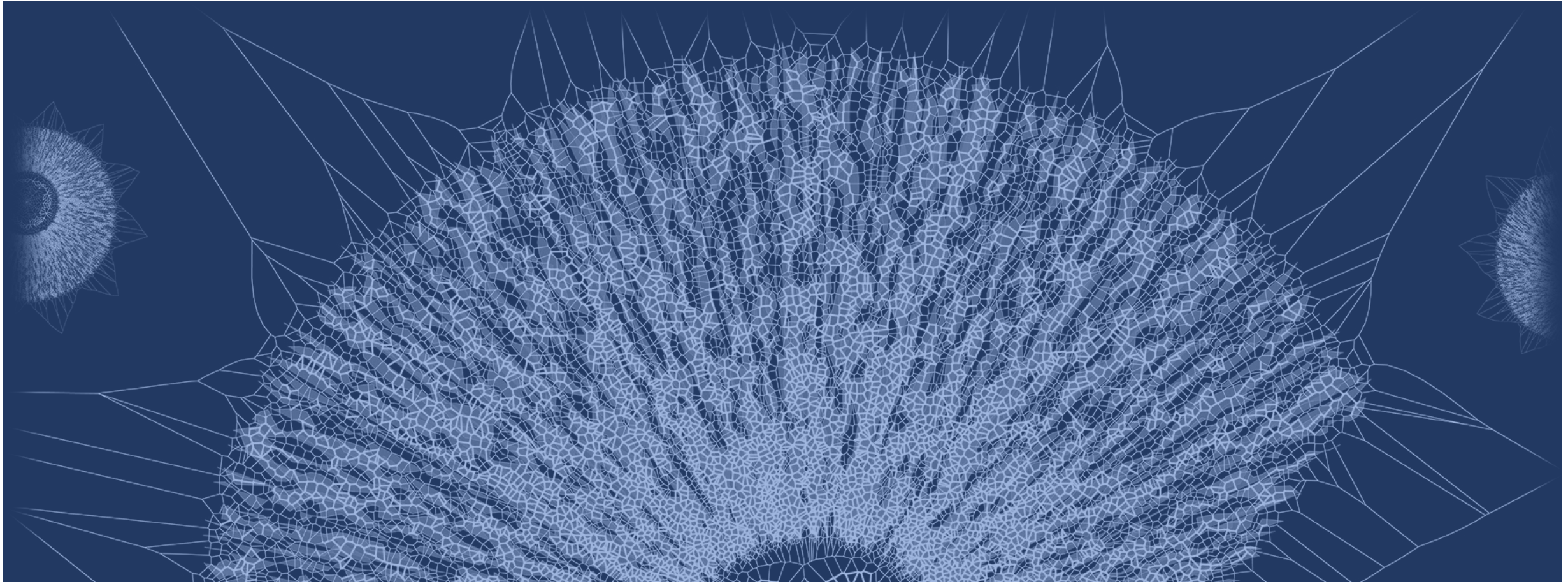




Data Tools

Free Tools you can use to create maps,
graphs, and stories
*(in addition to Excel, Google Sheets, PowerBI or
Tableau):*

- ☑ **Infogram** (see tutorial)
- ☑ **Datawrapper** (see tutorial)
- ☑ **Flourish** (see tutorial)



Practice Building a Data Story

Now it's your turn...

We'll break into groups to think through
a data story.

We'll supply the data.
You'll come up with the story.

Your Group's Goal

- Choose an audience/action
- Determine ways to visualize data
- Consider the content to include in a data story and a presentation format

Questions to Discuss:

- **For which of the above measures are the data most compelling? That is, what do you think is most important to share with others (choose one or two measures)?**
- Audience: What specific audience do you most need to reach with these data?
- Action: What do you need that audience to do with the information you're presenting?
- What kinds of graphs or maps would you use to summarize these data? In other words, how would you visualize the data you want to share?
- How would you bolster these data with a story?
- What format would work best for presenting this content to your audience?

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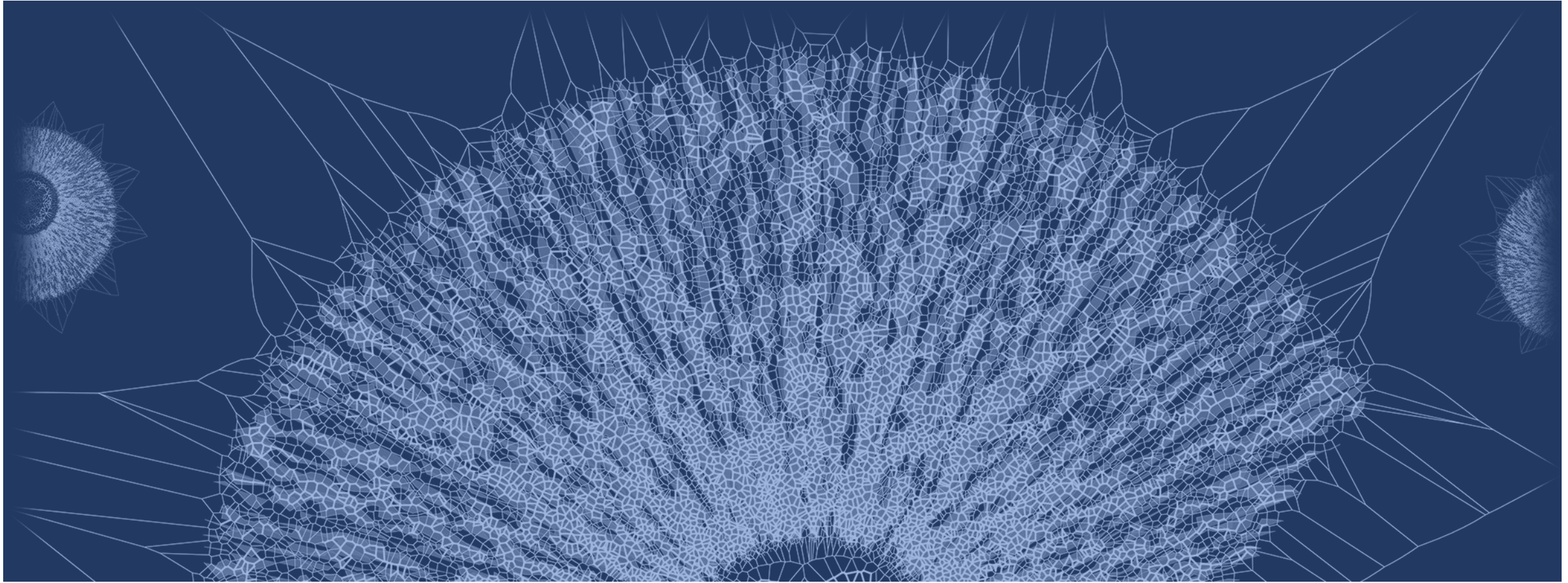
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Data Story Report Out

Let's see what you came up with...

Thank you.

andy@hillcrestadvisory.com
(if you have a question)

www.hillcrestadvisory.com
(more resources)