

GLS National Outcomes Evaluation Data Webinar Series

August 15, 2019

Sophia Zanakos, PhD



Turning Your Data into Knowledge and
Action:

Creating Shareable Information

Part 3 of 3

August 15, 2019

Jessie Rouder, MA



Webinar Video and Handouts

Today's webinar is being recorded

The slides were e-mailed to you prior to the webinar

If you did not receive the message, check your spam e-mail folder

The video will be made available on the Suicide Prevention Data Center (SPDC)

<https://www.suicideprevention-datacenter.com>

and the Suicide Prevention Resource Center website

<https://www.sprc.org/>

Need Assistance?

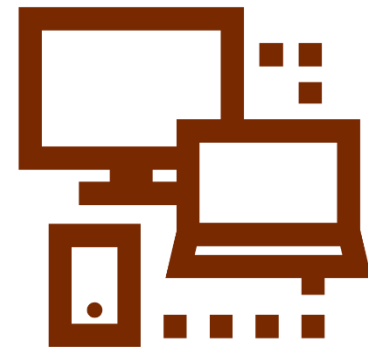
For technical support:

Contact us via the **Chat Pod**

E-mail: Connie.Maples@icf.com

Previous Webinars Recap

- Define goal, audience, and priorities.
- Identify NOE and secondary data.
- Translate data into meaningful and actionable findings.



Where are we going?

What is your goal?

Who is your audience?

What is the message?

What action should the audience take?

What GLS related data are available?

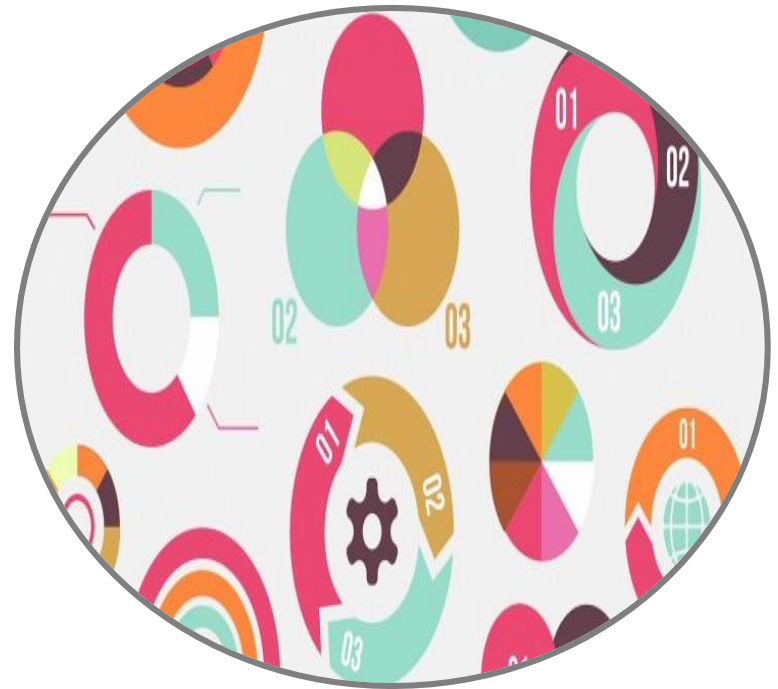
How do you translate the data?

How do you visually display your data?

How do you create an infographic?

Why is visualization important?

- Helps to communicate more effectively
- Engages your audiences
- Think critically about your findings



What is visualization?

Helps people understand the significance of data by placing it in a visual context



How to use data visualization to tell your story.

OUR BRAIN PROCESSES VISUALS **60,000x** FASTER THAN TEXT



90%

OF INFO TRANSMITTED
TO THE BRAIN IS VISUAL



70%

OF YOUR SENSORY RECEPTORS
ARE IN YOUR EYES



50%

OF YOUR BRAIN IS ACTIVE
IN VISUAL PROCESSING



40%

OF PEOPLE RESPOND
BETTER TO VISUALS

How do I get started?

What the data is telling you?

- What is the best chart or graphic to display this data?

What key message do you want to convey?

- What information needs to be displayed?

Who your audience includes and what is relevant for them?

What visual strategies should be used?

- Colors, fonts, headers, labels, layout

What are the best **visual tools**?

Color



Font

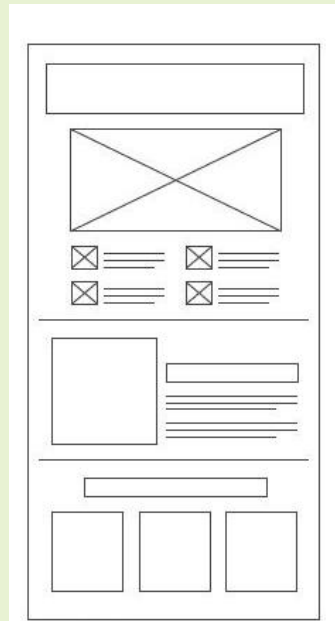
ABCDEF
GHIJKL
MNOPQR

Thin
Thin Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Bold
Bold Italic

Icons & graphs



Flow & layout

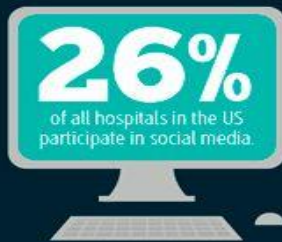


RISING

Use of Social & Mobile In Healthcare

Brought to you by Demi & Cooper Advertising and DC Interactive Group

HOSPITALS



How are they participating in Social Media?



DOCTORS

60% of doctors say
social media improves the quality
of care delivered to patients.



CONSUMERS



One-third of consumers now use social media sites such as Facebook, Twitter, YouTube, and online forums for health-related matters, including seeking medical information, tracking and sharing symptoms, and broadcasting how they feel about doctors, drugs, treatments, medical devices and health plans.



would be likely
to engage.



56%



More than half of the senior population online was ready to use the internet to manage their health care and communicate with their physicians.

More than
80%

of individuals between the ages of 18 and 24 said they were likely to share health information through social media channels and nearly 90 percent said they would trust the information they found there.

Color

Clearly defined
color palette

- Avoid bringing in too many colors
- Rely on online tools that help with color palettes

<https://www.design-seeds.com/>

<https://www.canva.com/color-palette/>

Generate a color palette based on an uploaded photo

TIPS AND TRICKS



Shape Fill

- Theme Colors
- Standard Colors
- Recent Colors
- No Fill
- More Fill Colors...
- Eyedropper**
- Picture...
- Gradient
- Texture

WordArt Styles

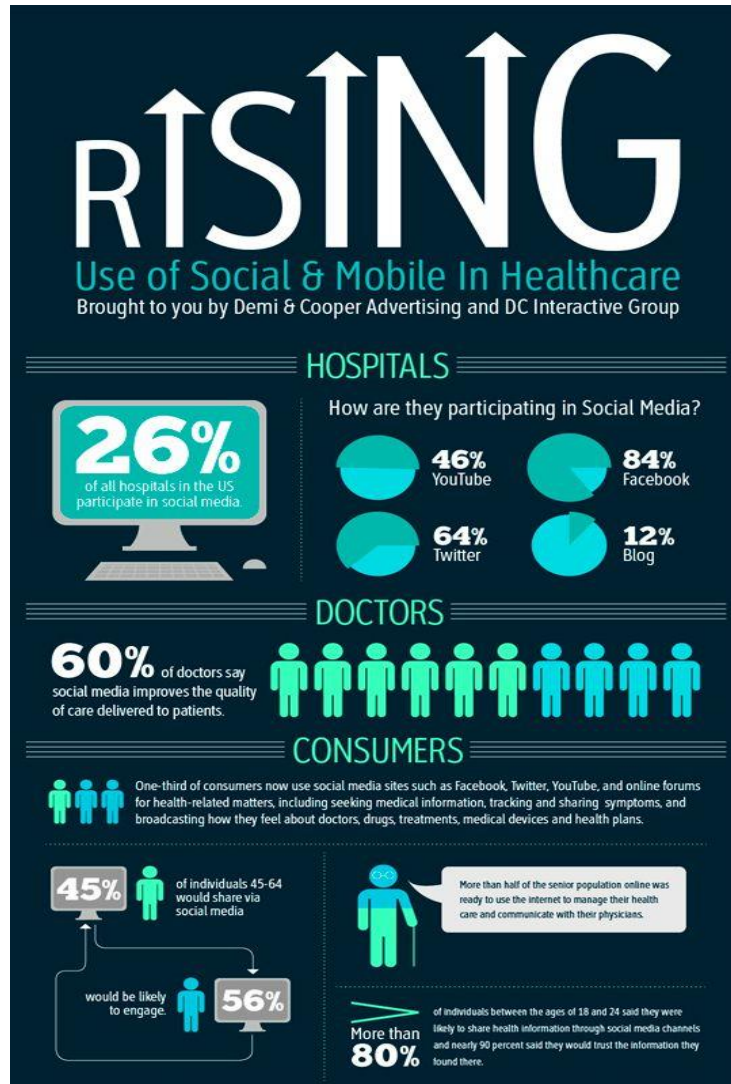
Arrange

- Bring Forward
- Send Backward
- Selection Pane
- Align
- Group
- Rotate

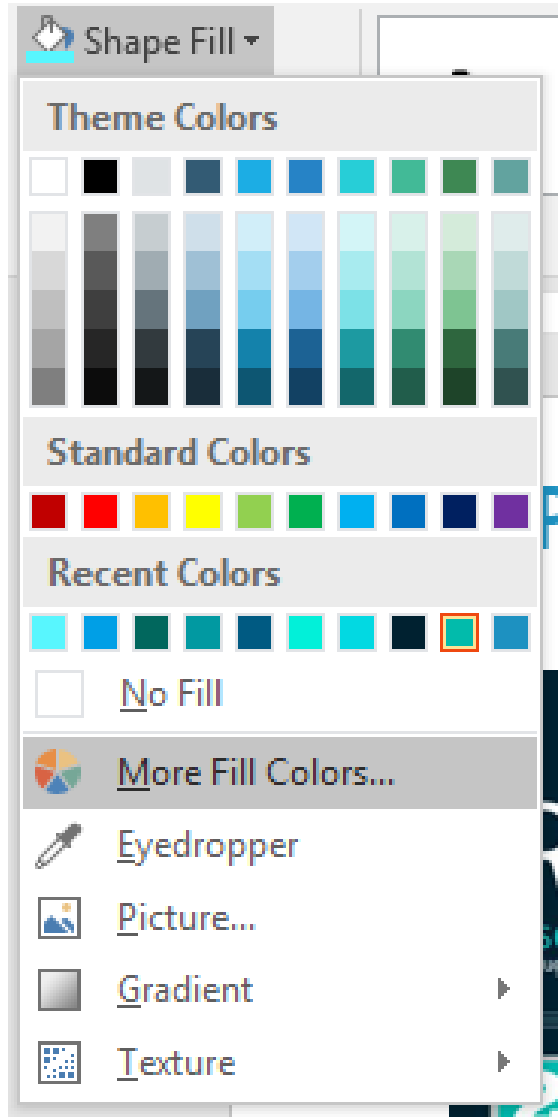
Eyedropper Fill

Pick a fill color by clicking within the app window. To pick a color outside of the app window, click and drag.

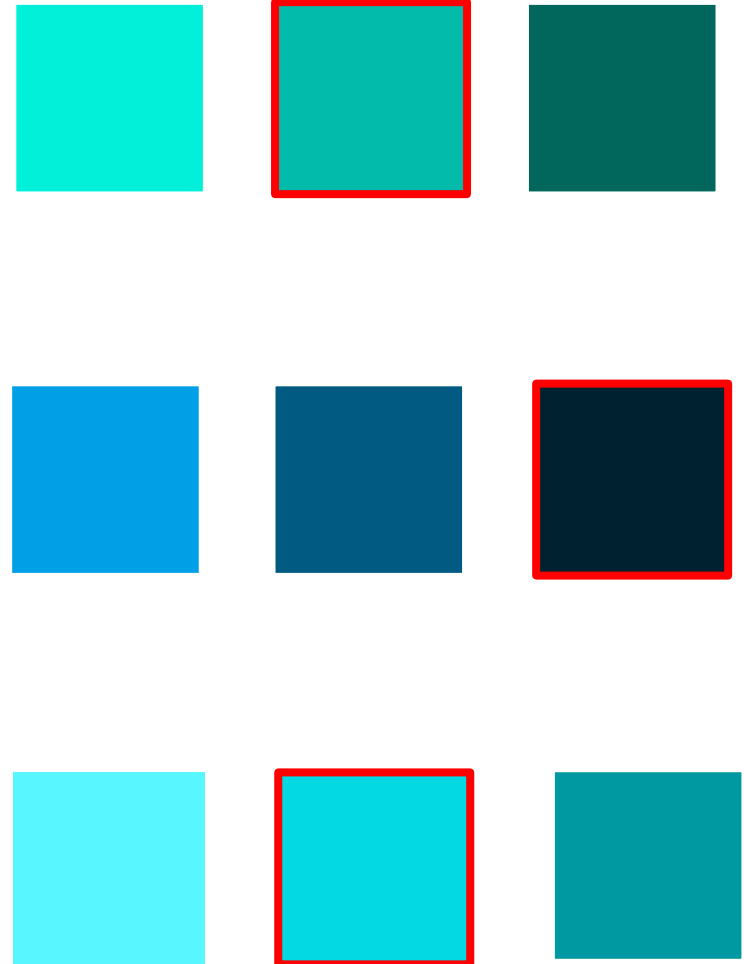
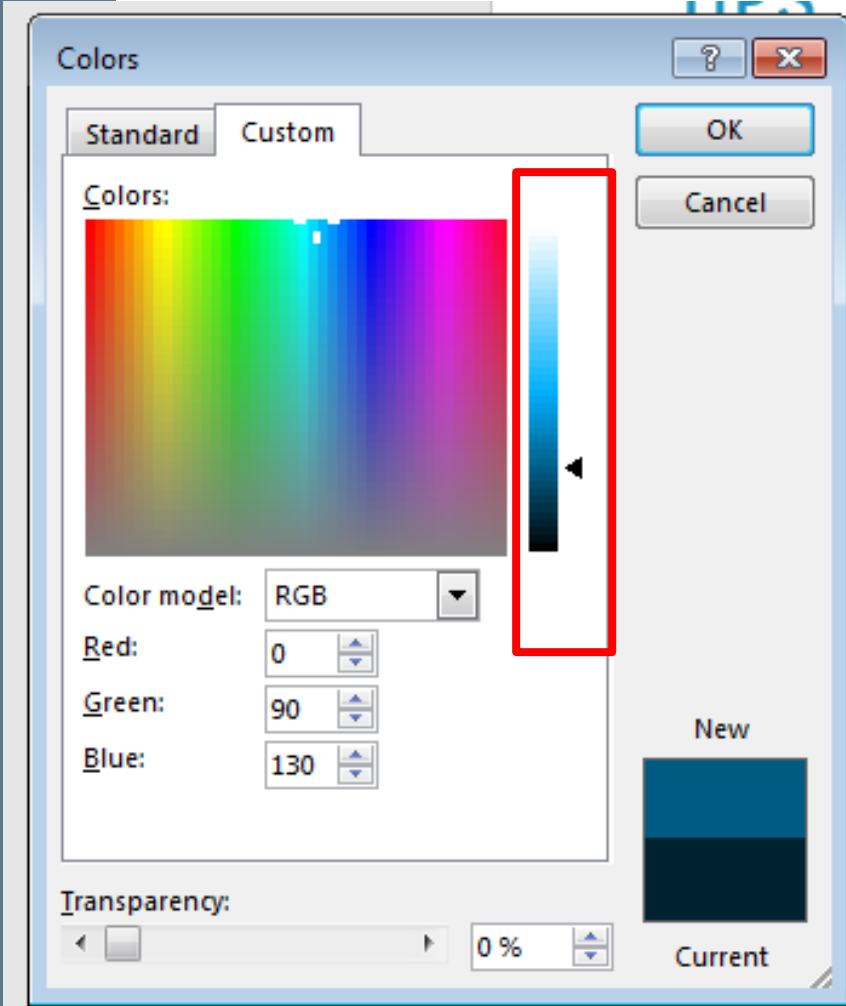
TIPS AND TRICKS



TIPS AND TRICKS



TIPS AND TRICKS



TIPS AND TRICKS



Microsoft PowerPoint ribbon: Insert, Design, Transitions, Animations, Slide Show, Review, View, Office Timeline+, **Format**, Tell me what you want to do

Format ribbon options: Color, Artistic Effects, Compress Pictures, Change Picture, Reset Picture, Picture Border, Picture Effects, Picture Layout, Bring Forward, Send Backward, Selection Pane

Color Saturation

Color Tone

Recolor

More Variations, Set Transparent Color, Picture Color Options...

TIPS AND TRICKS

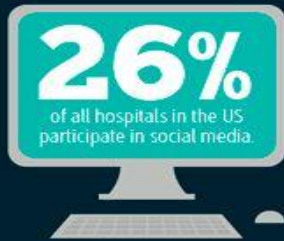
A large blue line-art icon of a lightbulb inside a speech bubble, centered on the slide. It is surrounded by a grey selection box with corner handles and a rotation handle at the top.

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More than half of the senior population online was ready to use the internet to manage their health care and communicate with their physicians.



of individuals between the ages of 18 and 24 said they were likely to share health information through social media channels and nearly 90 percent said they would trust the information they found there.

Font

Use different
font sizes and
CAPITALIZATION
to call attention to
particular text

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Font

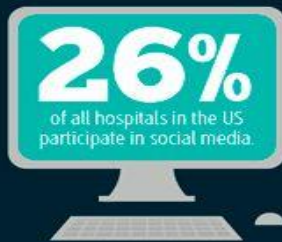
Bold or use large fonts to call attention to important numbers

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Icons and graphs

Use icons and graphs
to break up the text

*But, don't use so many
icons or clipart that your
project looks juvenile!*

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Icons and graphs

Vary the types of charts or graphs as appropriate

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Flow and layout

Consider the way you line up data

Use the *align button* so everything is lined up

Use headers to guide the reader through the information

Arrows may help the reader to understand the flow of information

Create balance

Make sure you have white space

TIPS AND TRICKS



The screenshot displays the Microsoft PowerPoint interface. The title bar shows '19.pptx [Read-Only] - PowerPoint' and the 'Drawing Tools' ribbon is active. The 'Format' tab is selected, showing options for 'Text Fill', 'Text Outline', and 'Text Effects'. The 'Align' dropdown menu is open, listing various alignment options. The slide content features the text 'TIPS AND TRICKS' at the top and three blue rectangles below it, each with a rotation handle. The 'Align Selected Objects' option at the bottom of the menu is checked.

19.pptx [Read-Only] - PowerPoint

Drawing Tools

Review View Office Timeline+ Format Tell me what you want to do...

Fill Outline Effects WordArt Styles Arrange

Text Fill Text Outline Text Effects

Bring Forward Send Backward Selection Pane

Align 1.67"

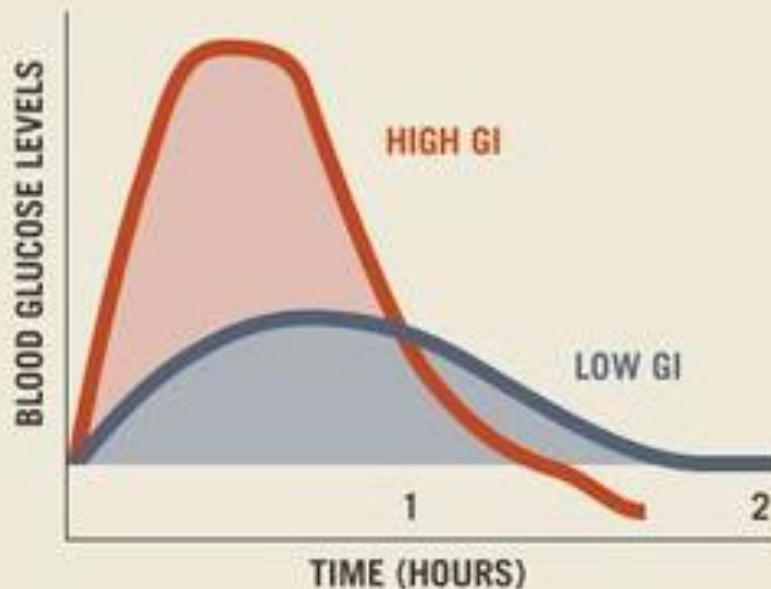
- Align Left
- Align Center
- Align Right
- Align Top
- Align Middle
- Align Bottom
- Distribute Horizontally
- Distribute Vertically
- Align to Slide
- ✓ Align Selected Objects

TIPS AND TRICKS

What are visualization **best practices**?

Keep charts and tables minimal– remove chart junk (grid lines, titles that don't add value)

Carbohydrates are all essentially sugars our body converts to glucose (blood sugar) which is stored for energy. The Glycemic Index measures how much a particular food raises your blood sugar level when you eat it.



HIGH GI = BAD CARBS

High-GI foods are quickly digested and absorbed. This rapid fluctuation in blood sugar level has often been called a sugar crash, which leaves you feeling tired and hungry faster.

LOW GI = GOOD CARBS

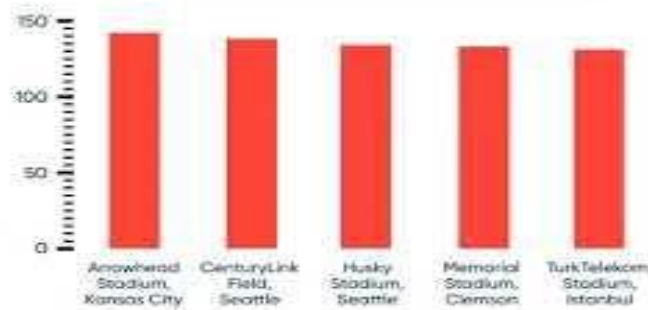
Low-GI foods are digested and absorbed slower which produces a gradual rise in blood sugar. They have benefits for weight control because they help control appetite and delay hunger.

What are visualization **best practices**?



Direct Label

World's Loudest Stadiums (dB)



playfairdata.com



<https://playfairdata.com/data-ink-ratio-animation-and-how-to-apply-it-in-tableau/>

What are visualization **best practices**?

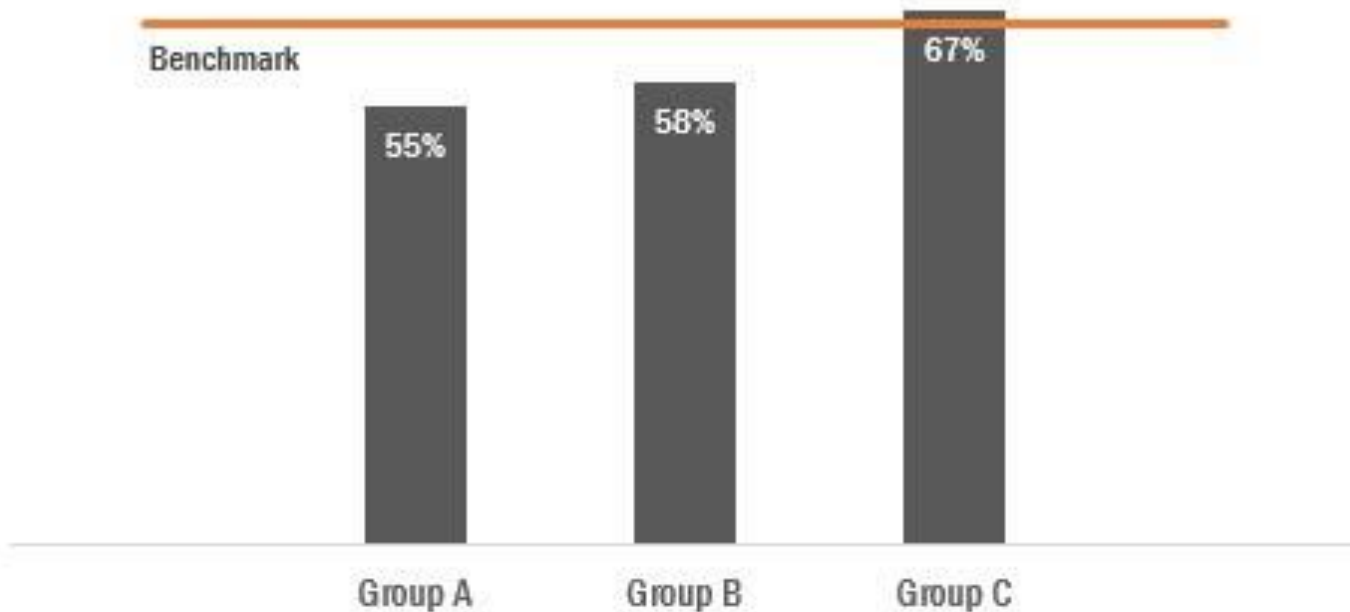
White space improves readability and reduces cognitive overload



What are visualization **best practices**?

Consider how to include a threshold/target/benchmark

Two of the three grantee groups did not meet performance **benchmarks** this year.



What are visualization **best practices**?

Use color consistently, and be purposeful with the colors you select (usually, less is more)

NOT IDEAL



BETTER



What are visualization **best practices**?

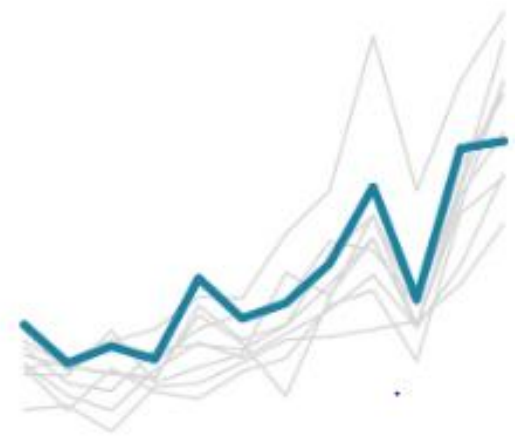
Use color consistently, and be purposeful with the colors you select (usually, less is more)

Use gray for less important elements to make sure the critical elements stand out

NOT IDEAL



BETTER



What are visualization **best practices**?

Use color consistently, and be purposeful with the colors you select (usually, less is more)

If you need more than seven colors in a chart, consider using another chart type or to group categories together.



What are visualization **best practices**?

Bars should be in a meaningful order:

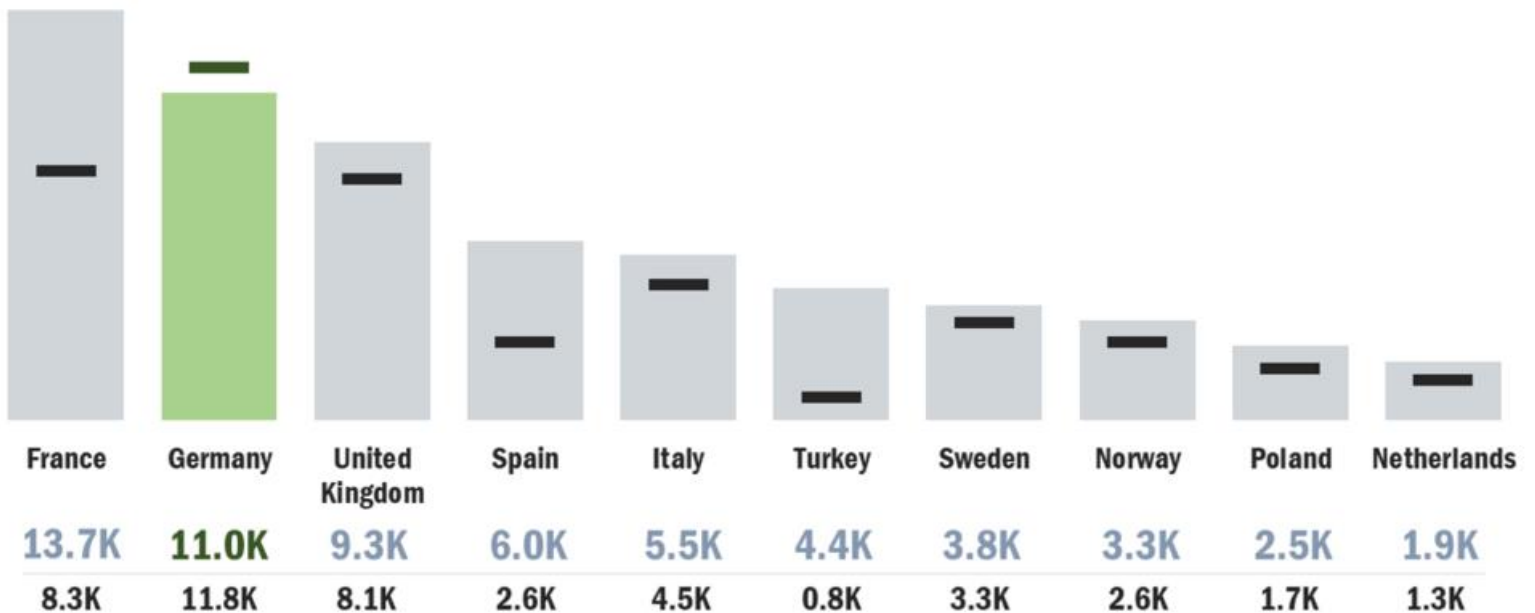
High to low

Logical (alphabetical, ordinal)

2016 Electricity consumption by household - Top 10 European countries

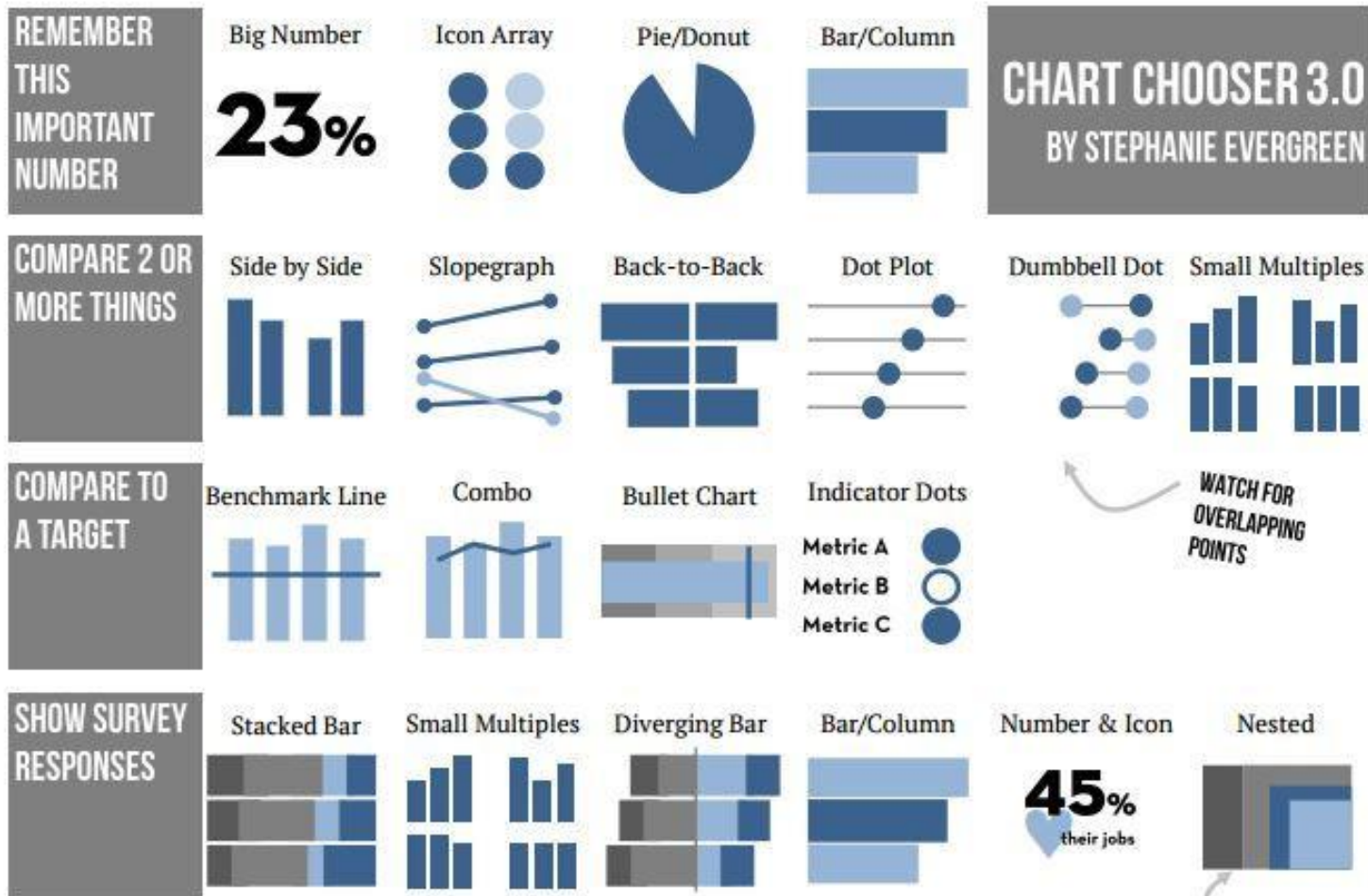
Germany is the only country where the household electricity consumption has decreased compared to 1990

Units on tonnes of oil equivalent



What are visualization **best practices**?

Consider the type of data and the graph you are using



What are visualization **best practices**?

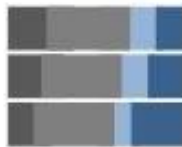
Consider the type of data and the graph you are using

THESE ARE THE PARTS OF THIS WHOLE

Pie/Donut



Stacked Bar



Histogram



Tree Map



Map



FOR BRANCHING QUESTIONS!

VISUALIZE OPEN-ENDED COMMENTS

Quote & Pic



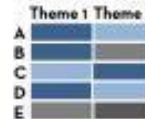
Word cloud



Stock photo Rep



Heat Map



Prezi



ALSO GOOD FOR SHOWING FLOW

HEY, THINGS CHANGED OVER TIME

Line



Stacked Column



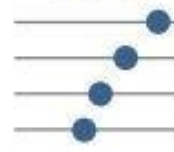
Deviation Bar



Slopegraph



Dot Plot



Sankey

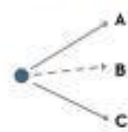


THIS THING CHANGES WHEN THAT THING DOES

Scatterplot



Draw It



FOR MORE SEE

STEPHANIEEVERGREEN.COM/TAG/STEP-BY-STEP
STEPHANIEEVERGREEN.COM/BLOG
PRESENTING DATA EFFECTIVELY

Can you match the graph and the description?

Line charts

show the values of two variables plotted along two axes, the pattern of the resulting points revealing any correlation present between them

Bar charts

proportion of a whole

Pie charts

changes or trends over time and show the relationship between two or more variables

Scatterplot

compare quantities of different categories

Can you match the graph and the description?

Line charts

show the values of two variables plotted along two axes, the pattern of the resulting points revealing any correlation present between them

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proportion of a whole

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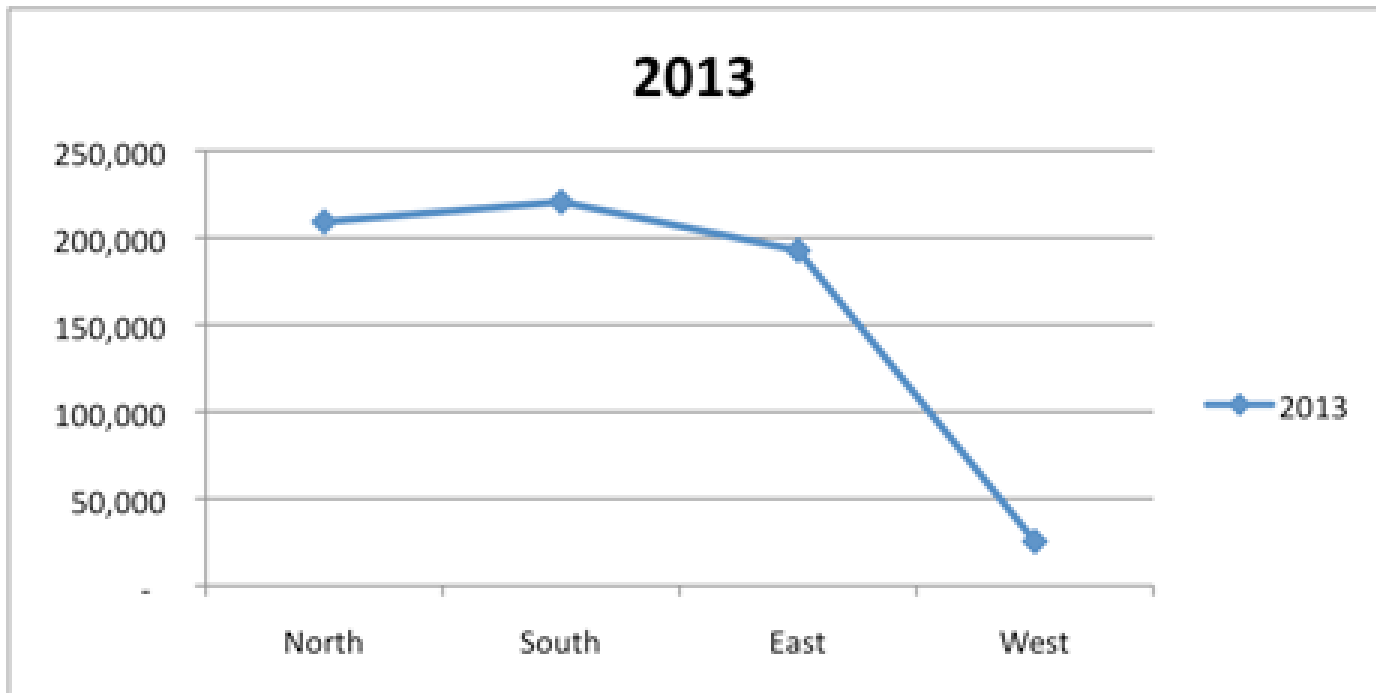
Pie charts

changes or trends over time and show the relationship between two or more variables

Scatterplot

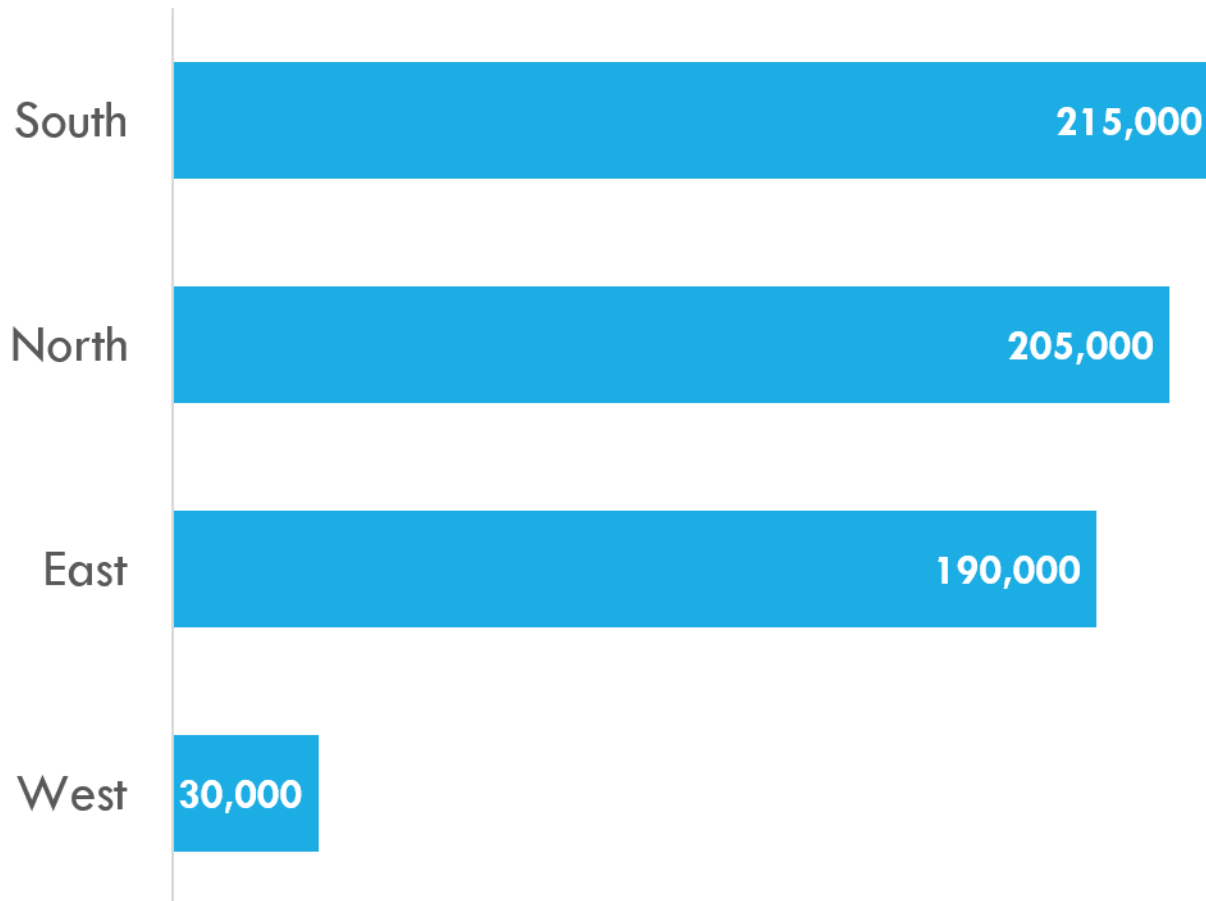
compare quantities of different categories

What is the *right way* to present this data?



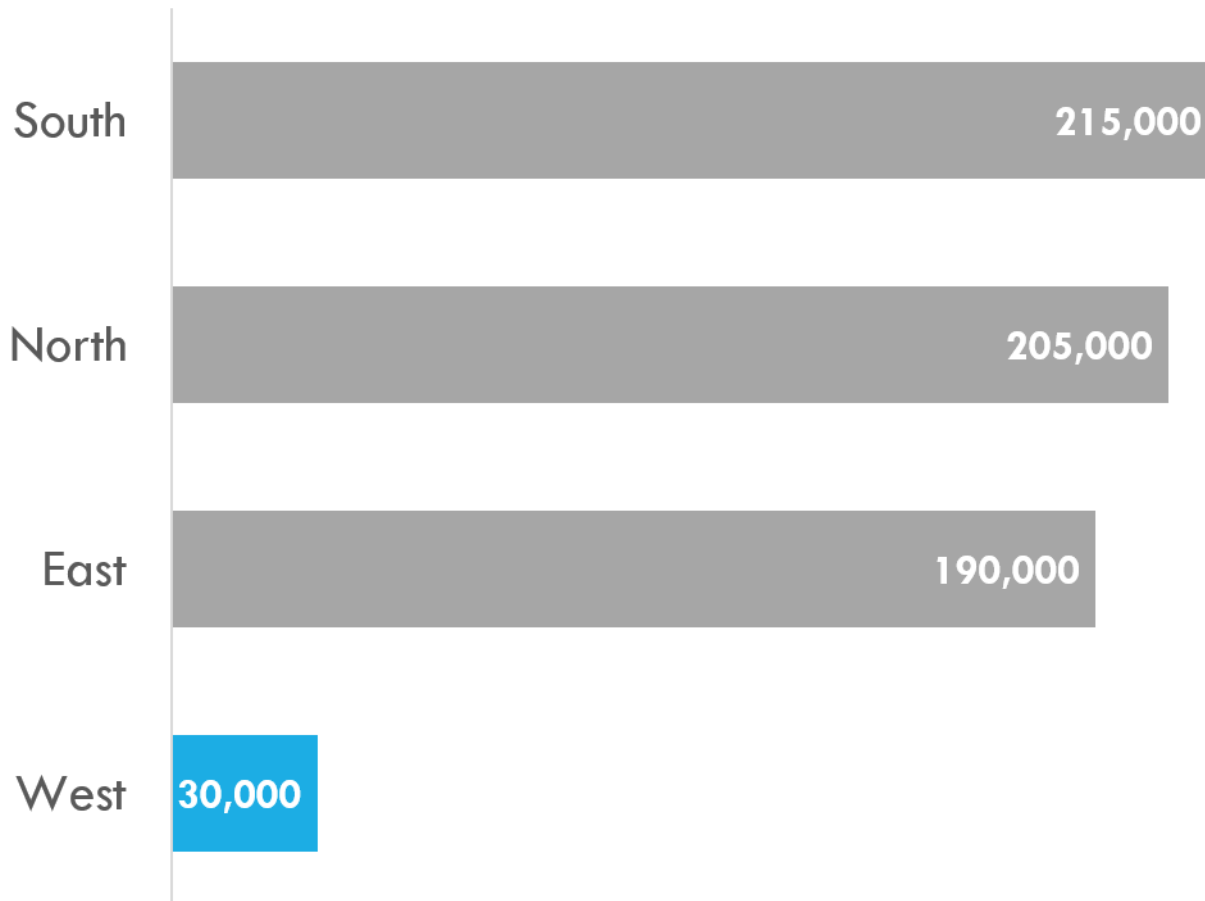
Alternative visualization

In 2013, there were a total of **640,000** training participants

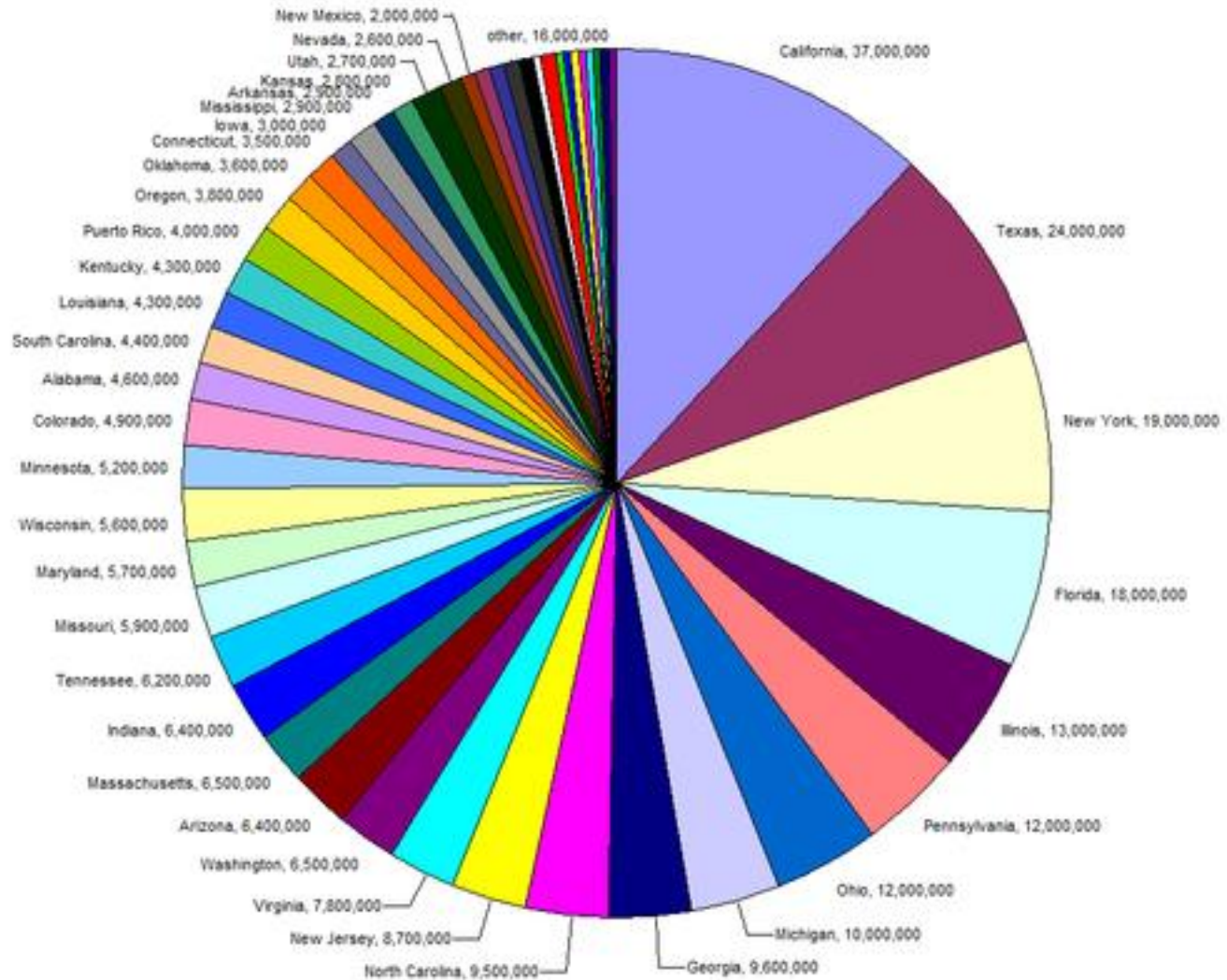


Alternative visualization

In 2013, the **West** significantly underperformed the other three regions



What is the *right way* to present this data?



Mapping data

mapchart.net

World ▾

Europe ▾

Asia ▾

The Americas ▾

Africa ▾

United States ▾

More Maps... ▾

Showcase

Feedback

Tutorial ↗



United States



shutterstock

Step 1

Single Selection

Select the color you want and click on any state on the map. Right-click on a state to remove its color or hide it.

Fill Color:

More Options

Background: Borders Color:

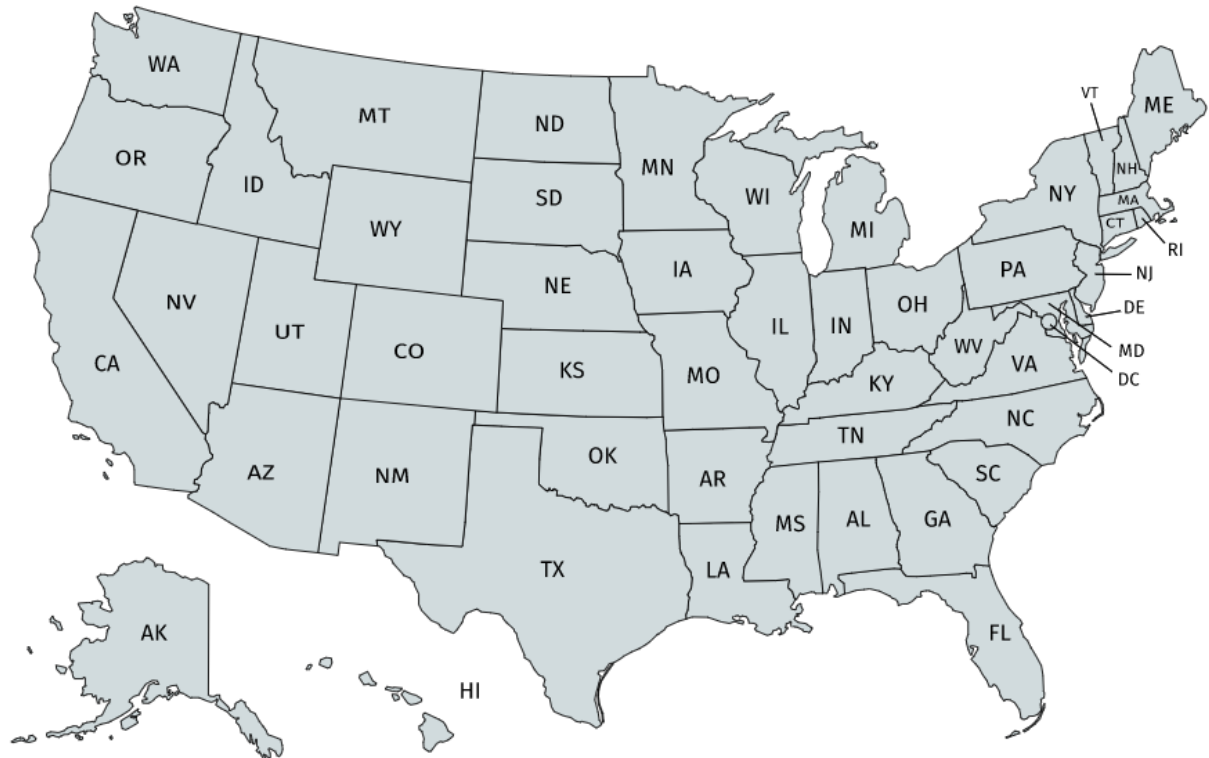
Borders: Show State Names:

Show territories: Show Freely Assoc. States:

Step 2

Add the title you want for the chart's legend and choose a label for each color. Change the color for all states in a group by clicking on it.

Legend Title:



<https://mapchart.net/usa.html>

Mapping data

Step 1: Coloring/Editing the Map

➔ Single Selection

Select the color you want and click on a county on the map. Right-click on a county to remove its color or hide it.

Fill Color: 

➔ State Selection

Select a State and click **COLOR STATE** to color all counties in that state with the selected Fill Color.

State to Color ▼

COLOR STATE

➔ Make a Map of a Single State (with county names shown)

Select the State that you want to isolate and click **ISOLATE STATE**. The single state map also features the county names on the map. To return to the whole map view again, choose **RESTORE STATES**.

OH ▼

ISOLATE STATE

RESTORE STATES

➔ Isolate Multiple States

Fill the field below with the *abbreviations of the States (comma-separated)* you want to isolate on the map and click **ISOLATE**. All other States will be hidden. Use the zoom tool to enlarge the map and center it on the remaining States.

<https://mapchart.net/usa.html>

Mapping data

Step 1: Coloring/Editing the Map

Single Selection

Select the color you want and click on a county on the map. Right-click on a county to remove its color or hide it.

Fill Color: 

State Selection

Select a State and click **COLOR STATE** to color all counties in that state with the selected Fill Color.

State to Color ▼

COLOR STATE

Search for a County and Color it

Search for the county you want and click **COLOR COUNTY** to fill it with the current Fill Color. To remove the color of the selected county, choose **REMOVE COLOR**.

Search for a county... ▼

COLOR COUNTY

REMOVE COLOR

More Options

County Borders:

State Borders:

Background:

Borders Color:

Show County Names:

* Available only on single-state maps

Make a Map of a Single State (with county names shown)

Select the State that you want to isolate and click **ISOLATE STATE**. The single state map also features the county names on the map. To return to the whole map view again, choose **RESTORE STATES**.

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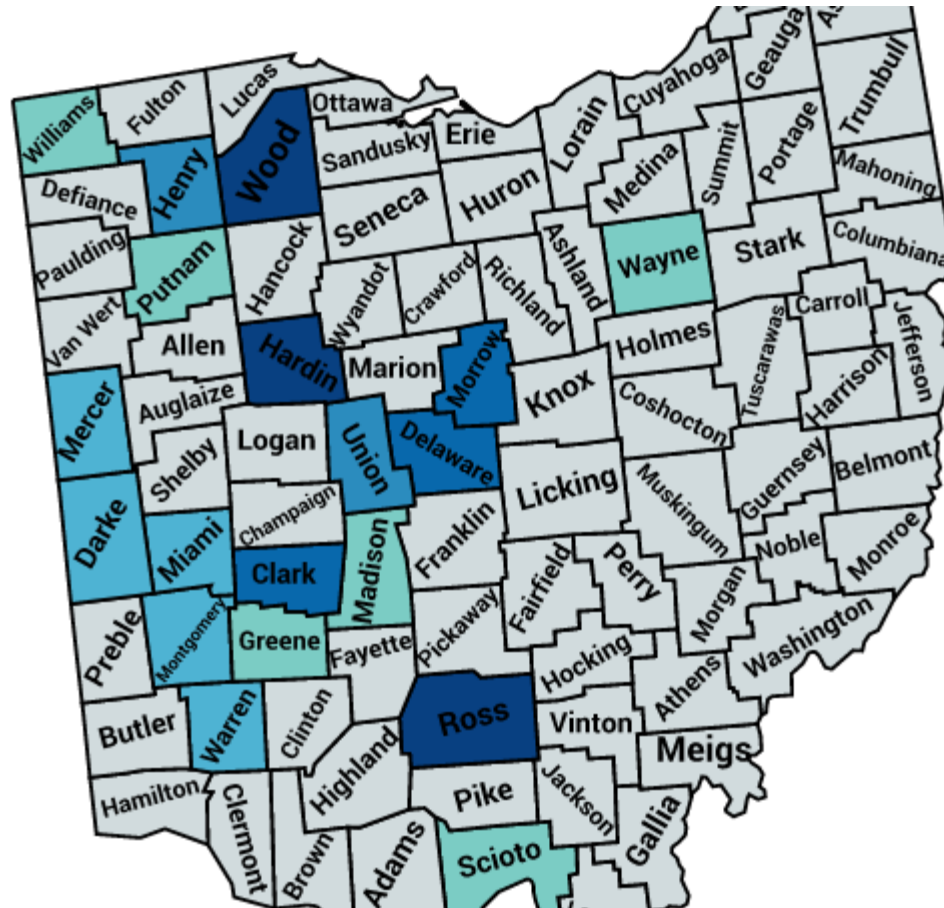
ISOLATE STATE

RESTORE STATES

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Who your audience includes and what is relevant for them?

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How can you translate the findings for the counseling services scenario?

Length of time to eliminate the wait-list with one additional counselor on staff

Social Math – Counseling Services

- 200 students are on a wait list for an initial intake assessment; students must wait up to 2 weeks from requesting appointment to intake.
- Hiring an additional counselor would mean that 6 additional students per day could receive services



200 students



6 students per day



Wait time reduced within 34 working days

OPTION 1

To whom it may concern,

I am pleased to share the following information about the success of our GLS program during AY 2018-19.

As a result of our grant, we successfully screened 500 students at four major screening events. During the Fall, we screened a total of 80 students. Our Spring mental health awareness events were a huge success— we screened 420 students. Our increased efforts to screen have resulted in a higher number of students coming to our counseling center. Unfortunately, this has resulted in a waitlist for students to access services. It is our recommendation that additional funds be allocated to the counseling center to hire an additional counselor. An additional counselor can see up to 6 students a day for risk assessment, and would thereby reduce the current waitlist dramatically. We appreciate your consideration.

Best,
GLS staff

OPTION 2

Name of Event	Date	Number Screened
Event 1	9/15/18	25
Event 2	10/5/18	55
Event 3	2/12/19	200
Event 4	5/1/19	220

OPTION 3

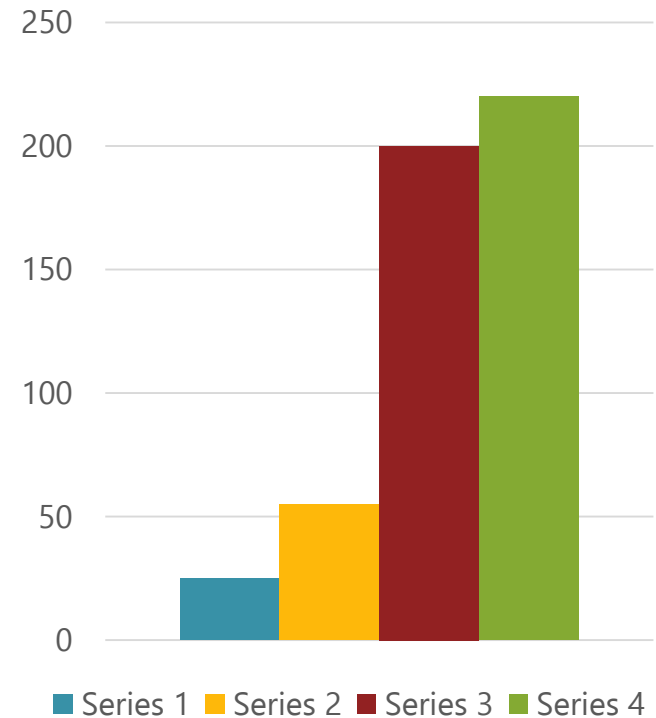
TITLE

Facts/findings

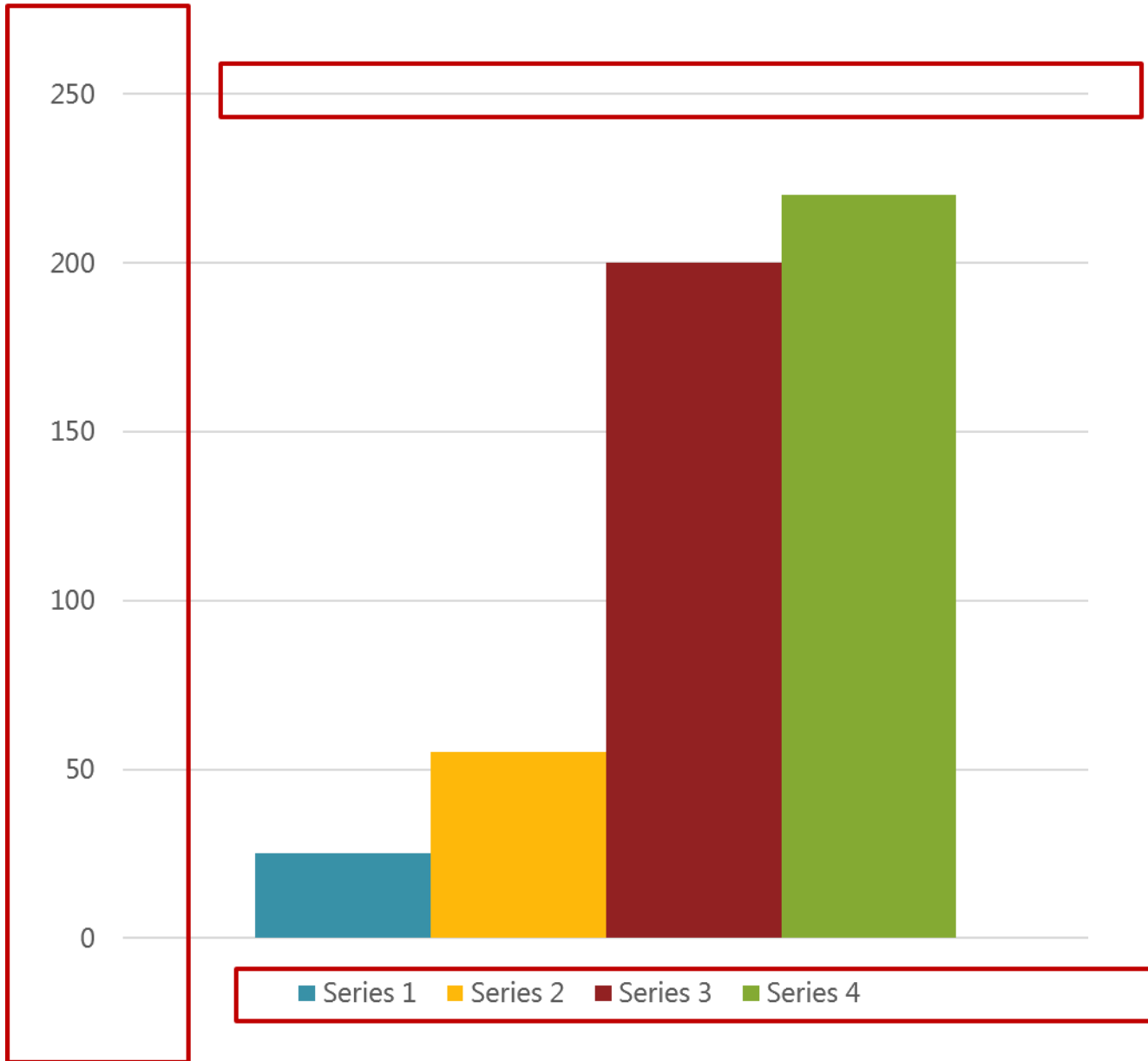
Relevant
graphic/figure

500 STUDENTS SCREENED

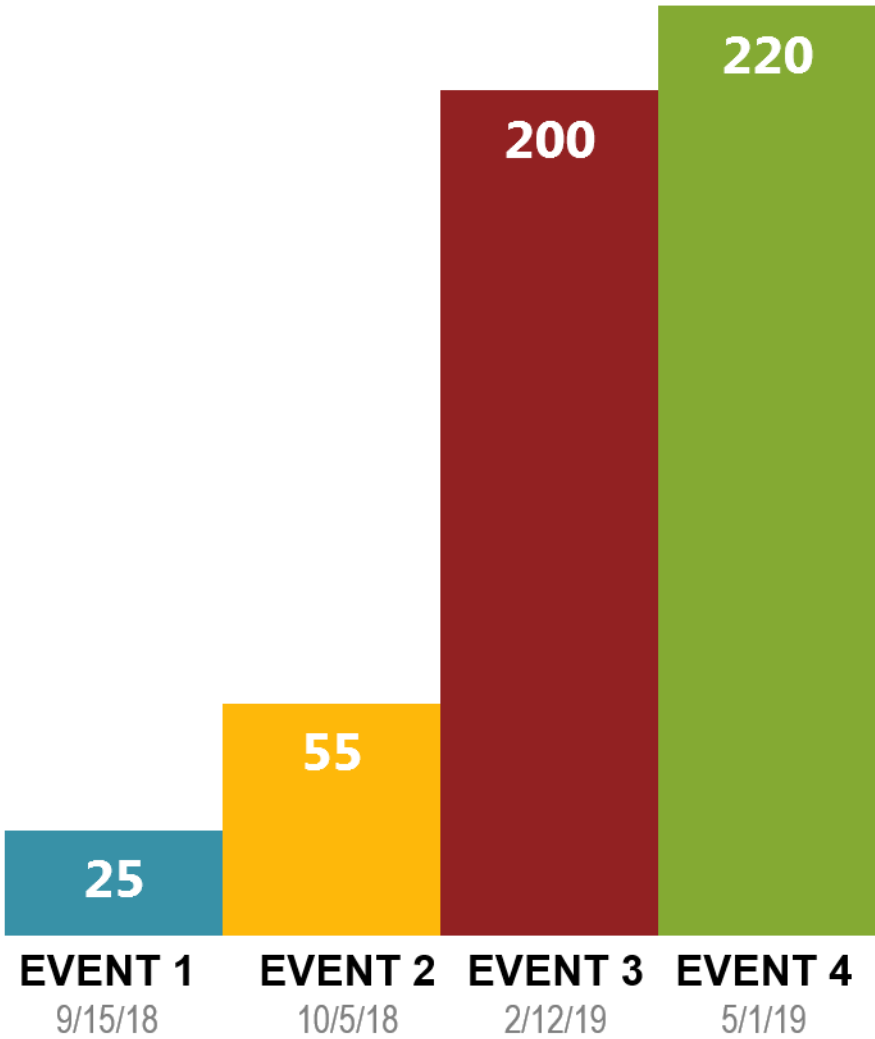
Since Fall 2018, *Campus* has conducted 4 major mental health awareness events resulting in more students being screened



DELETE JUNK

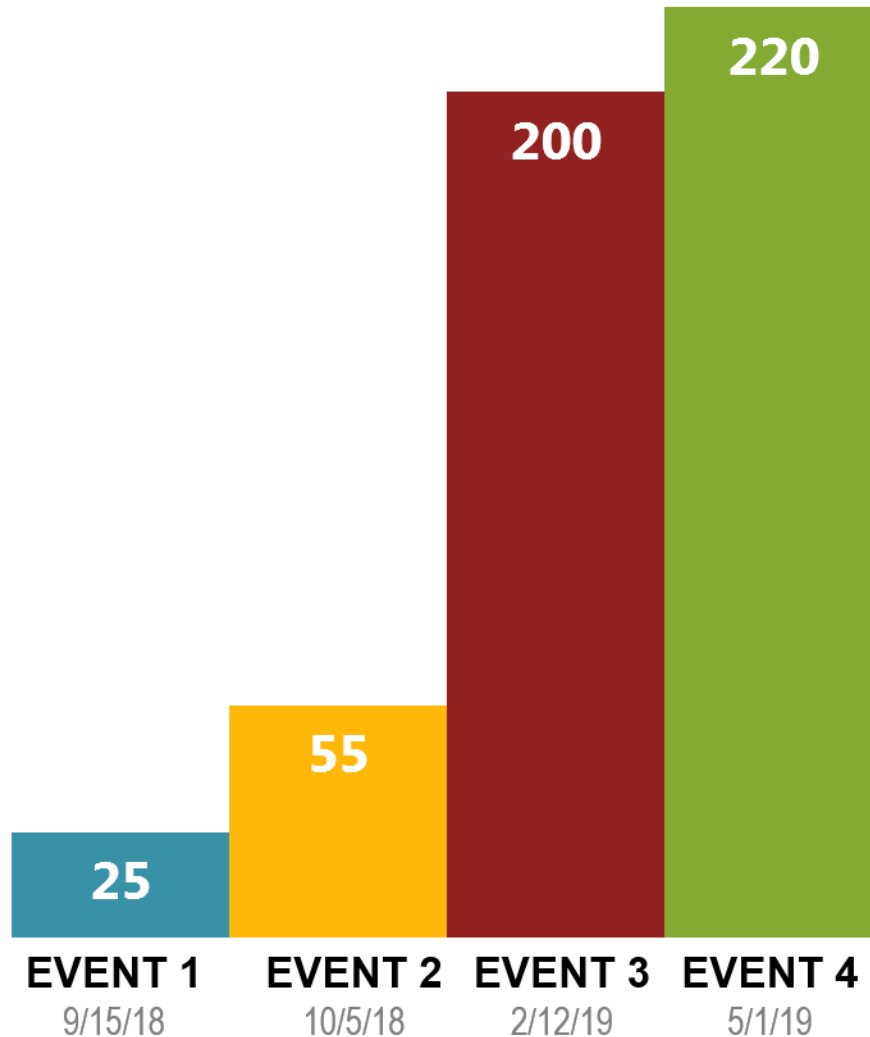


LABEL THE CHART/GRAPHIC



500 STUDENTS SCREENED

Since Fall 2018, *Campus* has conducted 4 major mental health awareness events resulting in more students being screened



USE VARYING FONT COLOR AND SIZE FOR EMPHASIS

500 STUDENTS SCREENED DURING ACADEMIC YEAR '18-'19

EVENT 4
5/1/19

220

EVENT 3
2/12/19

200

EVENT 2
10/5/18

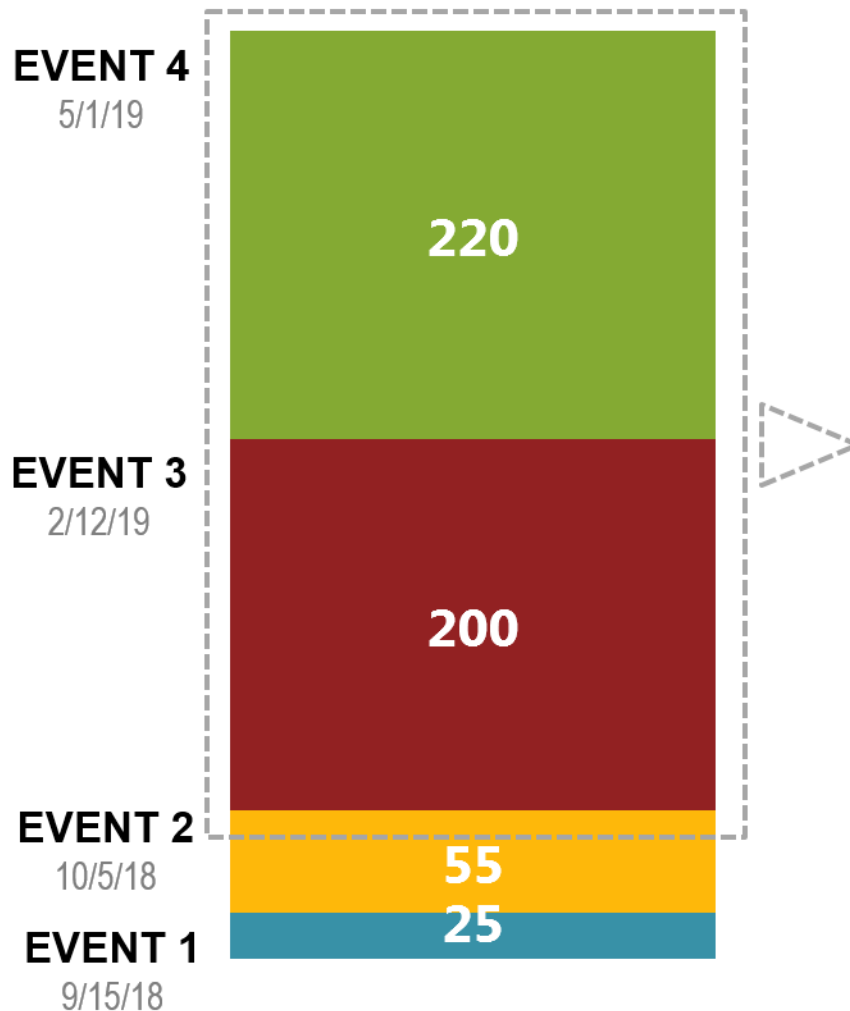
55

EVENT 1
9/15/18

25

Since Fall 2018,
Campus has
conducted **4 major
mental health
awareness events**
resulting in more
students being
screened

500 STUDENTS SCREENED DURING ACADEMIC YEAR '18-'19



In Spring 2019, *campus* had two Mental Health Awareness Runs that lead to a surge in screenings

500 STUDENTS SCREENED DURING ACADEMIC YEAR '18-'19

INCLUDE RELEVANT
INFORMATION TO TELL
YOUR STORY

Since Fall 2018, *Campus* has conducted 4 major mental health awareness events resulting in more students being screened

EVENT 4

5/1/19

220

EVENT 3

2/12/19

200

EVENT 2

10/5/18

55

EVENT 1

9/15/18

25

BECAUSE OF THE
INCREASE IN STUDENTS
SCREENED...

200

students are on a wait
list for an initial
assessment

500 STUDENTS SCREENED DURING ACADEMIC YEAR '18-'19

Since Fall 2018, *Campus* has conducted **4 major mental health awareness events** resulting in more students being screened

EVENT 4
5/1/19

220

EVENT 3
2/12/19

200

EVENT 2
10/5/18

55

EVENT 1
9/15/18

25

USE ICONS OR IMAGES AS
APPROPRIATE

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STUDENTS ARE ON A **WAIT LIST** FOR AN INITIAL ASSESSMENT

How can we eliminate the waitlist ?

1

additional counselor

6

additional students would receive services per day

34

days to serve all students on the waitlist and provide better treatment



How can you translate the findings for the ongoing support scenario?

Number of at-risk youth per year that would have previously not been connected to services

Social Math – Ongoing Support

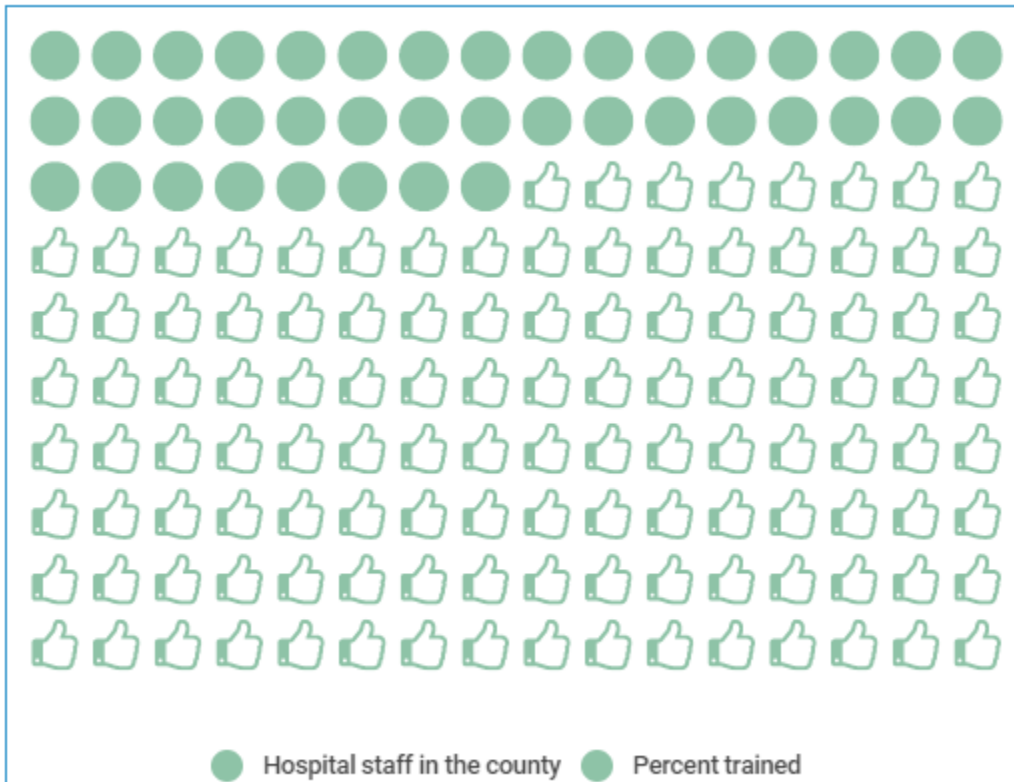
- Average gatekeeper identifies 0.37 youth
- In the county there are 684 emergency department staff



75% of ED staff = 513
staff

By training 75% of ED staff, 190 youth could be identified as at-risk for suicide who had not previously been identified

Pictorial: Infogram



Settings panel for the Pictorial chart.

Edit data | **Settings**

Chart type: Pictorial

Width (px): 512 | Height (px): 390 | Rotation: 0°

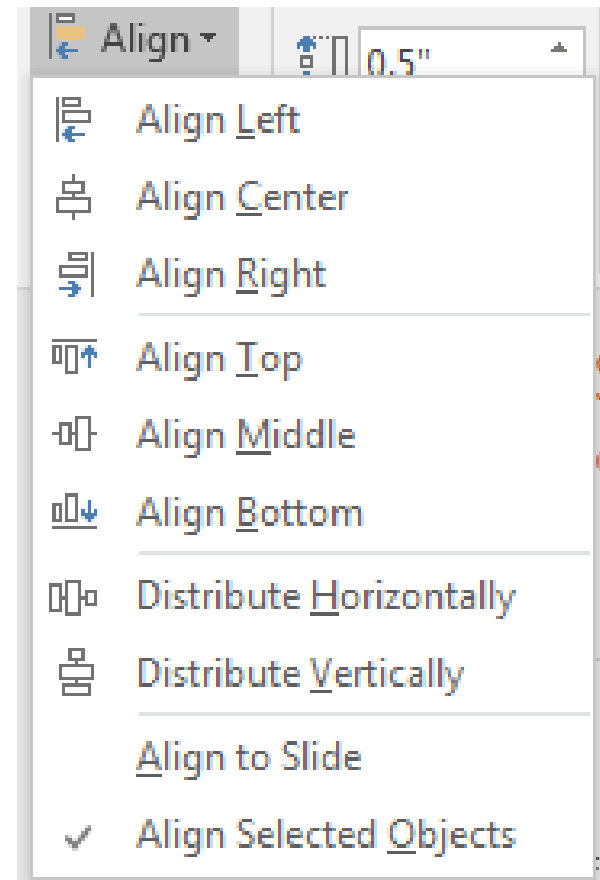
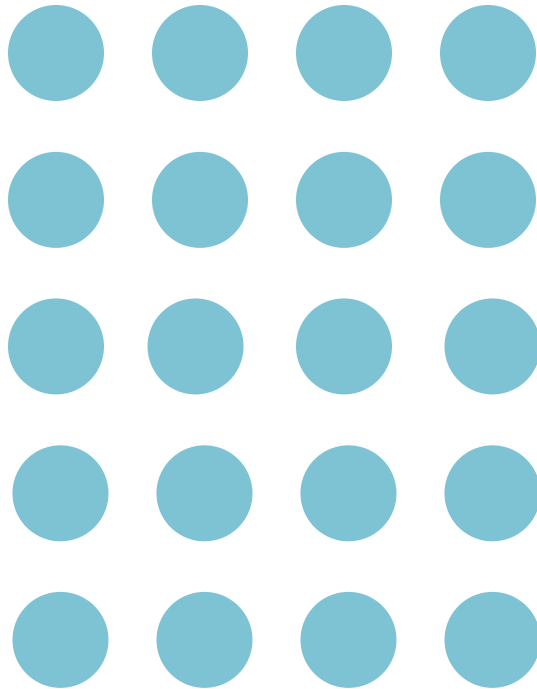
Animation: Add animation

Chart properties

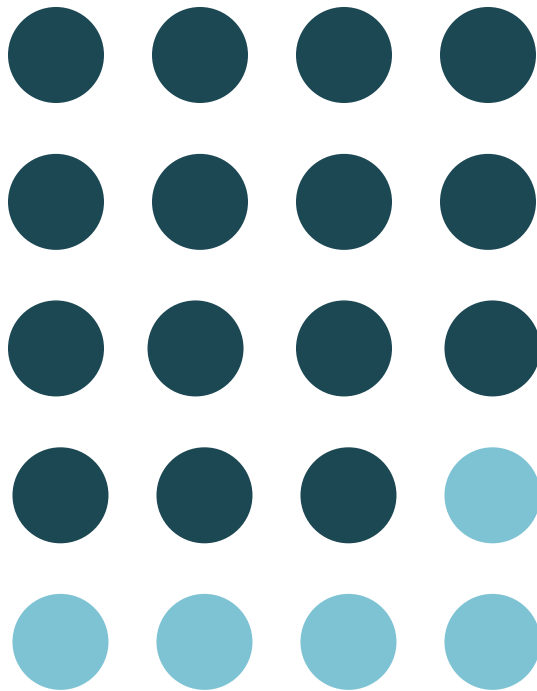
Color

Icons

Pictorial: PowerPoint



Pictorial: PowerPoint

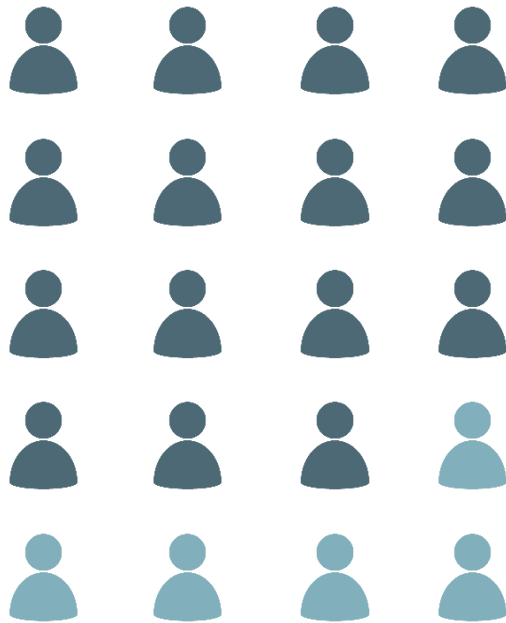


75%

ARE TRAINED

684 EMERGENCY DEPARTMENT
STAFF IN THE COUNTY

Pictorial: PowerPoint



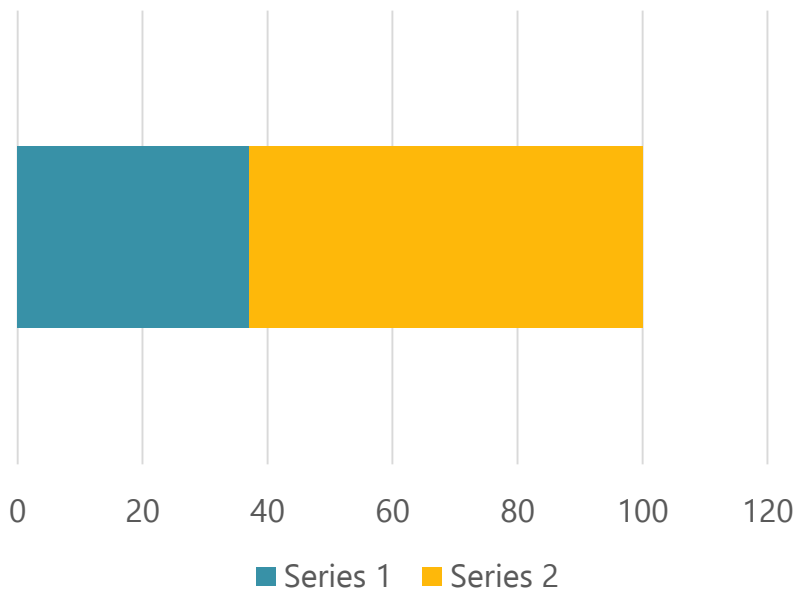
75%

OF EMERGENCY DEPARTMENT
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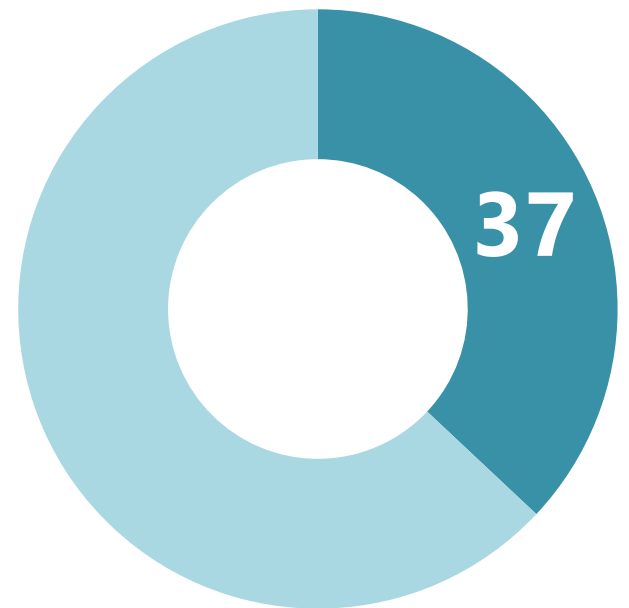
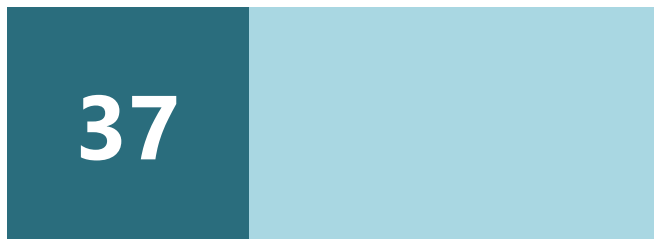
Proportion

Average gatekeeper identifies 0.37 youth



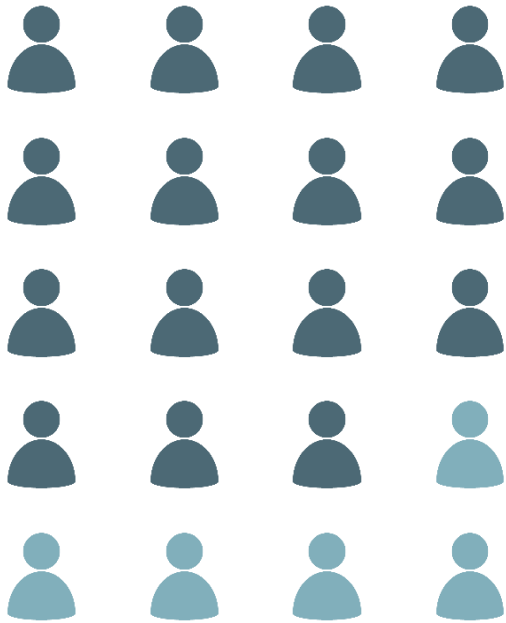
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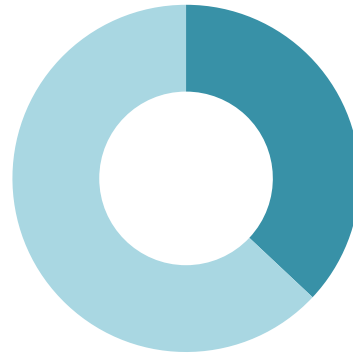


75%

OF EMERGENCY DEPARTMENT STAFF ARE TRAINED



684 emergency department
staff in the county



Each trained
staff
identifies
.37 youth

By training 75% of ED
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190

youth could be identified
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identified





QUESTIONS?



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THANK
YOU!

