RETAIN Webinar

Using Data to Tell Your Program Success StoryFacilitators: Patrick Cook

Tuesday, April 27, 2021, 2:00 p.m. – 3:15 p.m. ET

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These materials were prepared for the Department of Labor showed up and routine state grantees by the American Institute for research and the presenting subject matter expert. The views expressed are those of the authors and should not be attributed to do well in order to mention of trainings commercial products or organizations imply endorsement of seen by the US Government. Before I introduce our presenter, I’d like to share our objectives for this webinar which includes to learn about developing effective communications products to translate and disseminate program successes to key stakeholders; understand the importance of strategy stories and social math to effective data translation and dissemination; and learn how to ensure communication products can be evaluated for success.

And here, to help us reach those objectives today is our subject matter expert Patrick Cook. Patrick has more than 20 years of experience, helping organizations plan and implement communication and marketing programs, particularly in health and safety issues. will turn it over to you, thank you, Patrick Cook.

Hello everyone, great to be joining you again enjoyed meeting with you late last month and looking forward to spending the next 53 minutes or so with you all are I guess 60 minutes. So as Lindsay mentioned we're going to be talking about how to use the data, the program data and evaluation data that you have, to start talking about the successes of the work that you're doing under RETAIN. You know, as I always like to say, if you're going to be focused on effective communication, you want to be strategic about that communication. And so, regardless of what you're trying to accomplish whether it's bringing folks in the door, or celebrating your successes, you need to be strategic and. Who you're reaching and what you're trying to accomplish how to do that with data stories, stories is a good frame or model or approach to telling data that makes what you're doing compelling, relevant and urgent We’ll look at a couple of techniques, the main one being social math as a way that you can start to make some of those data.

So, what does that look like when we're talking about RETAIN promotion is really you know thinking about those priority groups, the individuals and communities who you’re trying to reach with the stay at work and return to work and who can benefit from the programs and practices that you are all engaged in. Sustainability is really thinking about the stakeholders, decision-makers, policymakers, community members, business leaders and others that can really support the work of your program. That is the primary focus today, how to use the data to better engage the stakeholders so that they are aware of your successes, so that you're not the best kept secret in town or in the state, so to speak, so that they are aware of what's going on and ultimately engaging them in ongoing work after the funding ends.

If you recall, we did a quick overview of different approaches to communication. There are really three primary approaches, public relations, sometimes known as PR, or strategic communication, or social marketing and marketing. Today a lot of what we are talking about is focused on the public relations or PR where we are trying to reach the very important public with strategic approach to communications. These other approaches to program communications still hold true when you think more of a promotion on your programs or practices. I think ultimately what we are trying to do whenever we are engaged in communications, whether for sustainability or promotion of the programs, is that we need to be able to answer this question. *Who do you want to do what, why and how?* By being able to answer this question you are then starting to be strategic about your communication. By knowing the answer to this question, you're starting to have defined the fundamentals of your communication work.

In RETAIN, why do we share the data? Why is that important? This fact sheet is actually from some of your materials. It helps to inform service delivery and improve the program processes so that it is an important part of the data you're collecting. It also highlights the strengths to leverage areas of improvement. It's how can we improve on what we are already doing. And again, it is also relevant to our discussion today, the data helps you think about sustainability. And I would argue, it’s always important to be optimistic or believe in that things will be able to be expanded. Often federal funding allows us to try new things and to do things differently. If we see success with that it is about expansion of those new ways of doing things. The ultimate goal is to improve employment outcomes for workers suffering from injury and in order to do that not only does the work have to be promoted as it is being funded, but also as the funding continues on.

Back in March we introduced the eight step planning model. As I mentioned there are multiple ways to approach communication. Think about those communication fundamentals so that when we are thinking about how we use the data to tell our story. We have to be thinking about those fundamentals, what ultimately are we trying to accomplish, what are our goals and objectives, and who we are trying to come sit with and who are our priority audiences. We also have to think about strategies and tactics that allow us to do that. That is of course developing those messages and selecting the channels and developing the materials.

Much of what we will talk about today is kind of relevant to the second phase of communications which is thinking about the strategies and tactics. As the model demonstrates, it is all iterative and circular. We want to make sure that the fundamentals are feeding the strategies and tactics, and the implementations and evaluation of the communication efforts is feeding back into that.

I mentioned when we last chatted that one of the key insights of both commercial public relations and commercial marketing is really starting to get inside, who are we trying to reach, and in marketing language, it's talking about your audience segment. We presented this idea of thinking not only about the broad population, for example workers; but when we think about RETAIN programs, who are some of the people at greatest risk or the people most open to change? In this case when we are talking about using data to tell our story, I think probably the most important audience segment to be thinking about is who are the critical for success groups. Who are those folks we really need to bring on board? What are we doing to tell them our story or stories about how the RETAIN program is really making a difference in the lives of workers, employers, and communities? What can they do to help to ensure the ongoing success? So, we will again put the who and our campaign this time which is thinking about those critical for success groups.

I think it's always important to keep front and center, one of the insights of our colleagues who do more commercial marketing and commercial relations its really starting to understand what is important to our audience, which is the key insight in this work. As we go through the process of thinking about how to use the data and the best way to shape that data, one of the key principles to keep in mind is not so much what we want to tell folks, it's what our audience can understand and hear from their perspective. It's thinking about them from where they are, what are their familiar channels of materials, who are their partners, and ultimately, what and how can we deliver the data in formats that really supports their decision-making. We are trying to encourage folks to not only understand how successful things are but how they can be a part of the success that we are creating as a result of RETAIN. I would love to get a sense from your perspectives. Who are those stakeholders that are really essential to your success? I think we will bring up that poll now. What you see popping up on your screen is some choices of those key stakeholders or key audiences, and I would love to hear from all of you, who do you feel are the most important. There are probably all of them that are important but from your perspective right now what is the most critical or essential to your future success in terms of sustainability.

We will give it another minute or two. It looks like the majority of folks have voted. Let's share the poll results. It looks like the primary care providers definitely is a critical to success audience that we want to engage, as well as leadership at state agencies with other folks, particularly administrators at the health care hospital systems is important as well. That's interesting. Let's keep that in mind as we go through the next steps and talk about stories, social map and start to think about how we are presenting or proposing to present the data to these different audiences and will it make sense from their perspective. We talked a little about strategy and being strategic. That really means thinking about who you want to do what, why and how. Thinking about those fundamentals, having gone through a bit of a planning process so that you are clear on what are the key audience segments that are critical to success. So now one of the key insights I think that we have learned in using data to help support our communications efforts is how do we use that data and frame it up. There are lots of ways to present it. Often when we see a lot of data without the stories, without the human context, it ends up just being a whole bunch of words, numbers on a PowerPoint slide, that ultimately will leave audiences with an abstraction that likely will not move them to action. That's really our goal, when we are engaged in communication whether for promotion of the programs and services, or sustainability of them, we want to move people to action. So how do we do that? One way to do that is to tell a story with the data. Data is an incredibly important part of illustrating the stories. Stories without data, without the evidence can move the audiences to watch. So we have to find the right balance between the two.

When we talk about a story, those of you that have studied English literature as part of your college, or read novels, our society knows there are many different story structures we could be talking about. But one of the most effective ways used in public health for many years is the work that you all are doing and that is the classic story structure, the fairytale story structure. Once upon a time this happened, and then something else happened. There is a challenge, and then this is how we solved it, and we all lived happily ever after. What that means when we apply it to our story, of helping to keep workers at work, or return to work quicker is we need to kind of present what is the problem, the beginning that we have is that there are actually lots of people with a lot of workers that are getting injured and really having an impact that presents or prevents them from staying at work or keeps them out of work a lot longer than they could or need to be. There is the challenge. But when you start thinking about how we present ourselves to those key stakeholders, you also want to present the solution. This is what you have been doing, and this gives you the opportunity to talk about the programs, the practices, and some of the policy changes possible as a result of the RETAIN program. Start to develop that solution. And then I think this is where the data really can illustrate and make concrete the story that we are trying to tell. Now we can start giving the results, showing the data of how many workers were affected, or positively impacted. The good news that comes as a result of doing the work made possible by RETAIN. Critical to all of this is a little portion of the story not necessarily in the fairytale although the moral of the story in this case, when we are talking about program communication, is really here is how asking folks to think about how they can participate in the ongoing success of the program. Here's how we can grow. That could be as straightforward as it here's how you can help, or you could outline the vision, and depending on where you are in your overall communication efforts, it might mean that you invite them in at a later date. You want to kind of cue up the ask at this point. The other way to use the story is not only how to shape the data and give it that beginning, middle and end with the ask at the end, but it's also to use illustrative stories to kind of demonstrate the value of what you're doing, the value of your work. All of us have probably seen it where you get that short description of an individual or family, or community that has really been impacted.

Success stories are great way to humanize the data, to give a human face to what it is you are trying to accomplish. The percentages and the outcome data are all important --the facts and figures that we are getting is incredibly important. But in order to humanize it, to make it concrete for folks using those illustrative stories, the success stories can really deepen and increase the impact of what we are trying to accomplish. It also starts if you're using these communication efforts as a way to start conversations. It is a great way to start exchange of ideas because you're talking about particular individuals or families, and that helps others you're trying to reach, or stakeholders, your priority audiences. Think about what it means for them and their network, and you start to create the opportunity for dialogue. Lindsey already mentioned we have the presentation from last time and one of the worksheets that accompanies that presentation. There will be a second worksheet available for use well. It is called the Who, What and How worksheet, a tool that we have been using to help people think about how you take this data and How do you apply to use the story structure and shape it in a way that makes sense for those you are trying to reach but more importantly, what are their priorities. What are their beliefs and how do they like to receive the information, and what data and information do they need in order to make those decisions? What is thinking about some of the tactics? How is coming back to what we were just talking about, sharing the stories, the success stories , and it could be charts and graphs, infographics. It could be other ways through public testimony, and one-on-one meetings. I want to work at the Substance Abuse Mental Health Services Administration, not there but working with a number of the different programs. There is a congressional liaison that said whenever you're working with policymakers, all they want is three bullets and a graph. I've always kind of remember that. I think that is an important insight when we are thinking about what's important for our audience, particularly our policy audience and when we’re thinking about what they're doing. Sometimes relatively straightforward and actionable is the best way to go. We will talk a bit more about what are some of those materials that you can use including things like you probably have all seen the barriers to return to work, the research and practice brief available to you. Infographics are wonderful way to present complex data in a fairly compelling way. Policy briefs, presentations, success stories, not only written stories but video stories depending on your venue. I know folks who like to embed just 32nd clips into a lot of their presentations. If you have the opportunity to do a virtual meeting, having that 30-second clip of someone talking about how the RETAIN program has made a difference in everyday life, embedded in that presentation. There are multiple ways to present that story, and the data that will help you talk about your success. I would love to hear through chat if you have some of your key successes with different materials that you have used, what are some of the materials you have either been using or used in previous programs that you think are really a compelling way to tell your story. I will turn it over to Lindsey.

Thank you, Patrick. As Patrick said we would love to see your comments in the chat about what materials you have found to be successful. If anything is posted online, you would be willing to share a link that would be wonderful as well. I'm checking to see if we have any hands raised, and I may have trouble if we missed somebody so please chime in if you would like to speak to the group. Materials, if you would like to share them too, it would be interesting to hear what audiences you’re focusing on, how they may use specific context, or maybe something in general that you could use for the purpose of different audiences.

Great, thank you, Peg, for getting us started . Anybody else like to share an example of materials?

I would love to know if people are thinking about that, perhaps help me, Bibliotherapy injured, can we unpack that a little bit? I have never heard of that.

We would love to hear more about that, Peg, if you are willing to share either via chat or online. It looks like Ron is willing to share the Ohio website, and thank you for sharing that online. You can click on that, please, everybody >> Peg is chatting its weekly meetings with groups measure attendance. Good. Peg, he found that a really effective venue channel an opportunity to start talking about some of your successes. It is also very functional and in working on skills, got it.

Ron, you are suggesting that the RETAIN website has a lot of great stuff that you share with different audiences to help them to better understand your work?

If anybody would like to share more as we go on, please thank you, and go ahead and continue to put answers in the chat.

Absolutely, and in some ways, this is the kind of fun stuff, and one of the insights of those of us working in public health and also working with a lot of data for many years is that we have found that often the data, as I was mentioning, and sometimes leave audiences less than moved. The facts and figures, the numbers and words don't necessarily resonate. One technique that a lot of folks to use when using data to really tell a story of success, and in the work we are doing is social math. As the name suggests, it's really just taking kind of a math calculation and making it relevant and urgent to the folks we are trying to reach. In this case of course it is the primary care physician, the heads of the state agencies. We want to be thinking about what is going to be relevant and urgent to them. The social math examples we use will show you a couple of examples here. They are really contingent and dependent on who we are trying to reach, and who we are trying to engage. You know, it can be relating our data to think, dramatic events. For example, the number of residents displaced by Hurricane Katrina. Being dramatic, of people of an entire community. It could be comparing what we are doing and potentially the impact of what we are accomplishing on understandable cost of. People will do, or at least members of our party audience will do on a regular basis. That's a simple example for less than the price of a cup of coffee each day. Although with many of us working from home these days the price of a cup of coffee is what it takes to walk over to the coffee maker, at least in my house. [ Laughter ] the daily visit has been limited. But it also could be something relevant and kind of currently in the news. For example, many communities are really being heavily impacted by opioid overdoses, and you know, it's not necessarily the lightning number but one that a lot of people resonate with. You can connect your issue to other issues in the news. Or in the, you know, local discussion. One I think really important thing to point out is social math, even though we are doing comparisons that might not necessarily feel like scientifically rigorous, it's not that trying to make them simpler. We are just trying to make them relatable. We are trying to kind of crystallize the data point for those we are trying to reach, and ultimately trying to move to action so it makes sense to them and resonates with them. You know, when you're thinking social math, you may have data coming in from your valuation. You got to be thinking about how best to use this data. In terms of where you want to apply it, you have to be thinking about the right context, whom or what does it impact, who are the people, and what are the activities being impacted. What does it look like, and you know, the changes in the stay at work and return to work programs? What have they brought about and what does it look like on the ground and in the community, or in the workplace? How much money does it represent by ensuring that workers are able to get back to work, or stay at work, that's money both for them, the community and the businesses? What does it look like in terms of dollar amounts, how much time lost or gained as it represents? What is a compelling data point there with that picture? You know, what is often important because particularly with programs like stay at work, return to work, we are looking to do this because we want to save resources. We want to ensure that the health and success of workers, but also to ensure that programs aren't being used extensively. What resources can or does our program save? Also, where can we place it? Thinking about the social math examples and going back to those materials that we are working on. Where is that going to make sense? Will it make sense in the fact sheet or presentation you’re giving in the workshops you are doing? One note that some insight the cognitive science have helped us understand is that when we are doing social math it's really important to think about comparisons made in numbers and not percentages. So it's 3 out of 4 people impacted by this rather than 75%. That, for some reason, and I don't quite know why, but the percentages are more abstract for many of us than those real numbers. Let's take a look at what this means. For those of you that joined us back in March we did a couple of fun polls where we were talking about the difference between, you know, what often we know, and what we do, and in this case, it was looking at exercise. So many of us know that exercise is good and that it's important to do it three to five times a week with sustained activity of 45 minutes or more is really important. But then we did the second poll and found that, well, even though all of us knew that, not all of us did that. So a fun illustrative example of how social math works is that this is just pulling data on California. We are going to pick on California today. Some data from 2020 or 2018. So, it is comparison of the percentage of adults that reported no is collectivity or exercise other than the regular job in the past 30 days. When you look at this, actually California is doing pretty good here. They are looking at about 23% of adults who are not really doing anything whereas nationally we are not doing so great. It's like 27%. It seems like, you know, in California that is pretty significant. There are a lot of people who are physically active and that is a good thing. But what does that mean in terms of numbers when we are talking about 23%? I got out the old Google and used a couple of important sources, including Texas.gov to kind of come up with a social math example. So, in this case almost 1 out of 4 adults in California say they are not physically active . What does that mean from a tangible perspective now? This is a relevant social math example if you are football fan but if you are not it is probably less resident. But that means that enough people in California who are not physically active, we could fill the Rose Bowl more than 100 times. The Rose Bowl I think is 80,000 folks that can get in there. So that is a massive amount of people. Even though it seems like California is doing well, if you really want to illustrate what that means in terms of numbers, here is a very visual example of how you can do that. That is social math in action. Let's try it here. When we are thinking about how to we use social math in order for us to help make the case that what we are doing in the RETAIN program has a material and is making a material difference on what we are trying to accomplish. How big, and in some cases, challenging to what we are trying to tackle is. In 2018 there were just over 900,000 days away from work cases in the U.S. with roughly 275 or 30% of those being those that have muscular skeletal disorders or MSD. So there's also a comparison to 2011, we would just focus on 2018 for now. So for each of those disorders, MSD, the median days away from work was roughly 12. That meant we have roughly 273,000 MSD injuries across the country in 2018. That means, and each of those injuries was roughly 12 the median days, so in the middle. I know there is more and less but what that translates into is about 3.3 million days away from work, or 9000 years away from Mark. So social math, what does that mean ? When you do this for your particular state or if you want to focus on community, of course, you would want to pick examples that are relevant to both the state and/or the community. But when we are looking at this nationally, and again, just picked a couple of examples, what is 3.3 million days lost and what does it look like? That is the entire workforce and I will say the nonfarm workforce of Washington state not working for an entire day. That is pretty significant. That is one worker off work, until, and of course this is fantastical, but not going back to work until 11,021 which is clearly a long ways away. Another one could potentially be, again, if you are football or sports fan, it represents all of the seats and all of the NFL stadiums, as well as all the top 20 college stadiums combined. So that is significant, huge number of folks that are not able to go to work. That is the number of days lost as a result of MSD. That is just to give you a flavor for it. That is not hard and fast, must-do for this, but I think most important is thinking about what is going to be relevant, and what will make it concrete for those stakeholder audiences that you're trying to reach. In the case of the principal care physicians, it might be things they are familiar with in the health care system, in their practice, or disease examples, for example. For administrators it might have something to do with statewide statistics, or demographics that would make it much more resonant for them. I would love to hear if some of you have used social math social, first of all and more important, if you have, what are some of the social math examples you have used to help make your data a little more concrete and understandable for the folks that you are trying to reach ?

Thanks, Patrick. I will chime in here. If you have examples, you may have already produced and not realized it was social math, we would like to see some examples are hear more about that in the chat. It may be easier to explain if you want to unmute and share. While everybody's thinking, Patrick, while sharing that last example of --I can't remember but 9000 or however many days of work we are missing. I was thinking how much work could be accomplished in that amount of time question could it be 50 skyscrapers making them, or crating the pyramid in Egypt and how much effort does that represent? That would be another way to set or for someone like a visual learner like myself, it kind of solidifies it. I think we have all been in the case where it's hard to conceptualize what a number means unless we can compare it to something else.

Yeah, that is spot on, Lindsey. I was testing my mathematical skills trying to figure out if we could put a unit cost, you know.

Right.

I don't remember the terms in you all would know this much better than me but what does that actually cost both to the worker, as well as to the economy? Go ahead .

I think it's interesting to take it in that direction. It kind of shows and we talk about communicating with different audiences, we might have the same data point, but three different math examples can stress the importance to providers, employers and workers themselves, to show like what is in it for them.

That is a critical point. You're talking to the primary care provider, health care worker folks and health care, things will be more resonant for them when it comes from their experience like working in the hospital systems, working with patients, disease, conditions and all that. Whereas talking to state and local administrators of different agencies, the business leaders, workforce folks. They will all have different frames of reference. It is really about tapping into those dreams of reference. --Frames of reference.

I don't see anything in the chat and I'll be silent for a moment to see if anyone is willing to speak up on the phone. >> [Silence]

We have a comment from the Ohio team but they say they will be working on integrating social math in materials in the future which will be wonderful to see at some point . Thank you for sharing that. I am so late your finding this interesting and valuable so far.

Patrick, I have a question about infographics, but I know we are going to be talking about that in a moment. I will hold the question maybe we can perhaps proceed.

That sounds good. I just wanted to touch base briefly on one of the other tools we often use to help make data more relevant, and urgent, and compelling to the different stakeholder audiences that we reach out to. That is infographics. I'm sure that many of you are familiar with them. There are some wonderful ones we see out there, and some not so good, and there is this one. There are some pros and cons, and things that we want to be thinking about that make good infographics, and things that don't make such a great infographics. I've been using this example for years and I suspect it is no longer in use. I hope it is no longer in use. Literally and clearly the key point of the info graphic is to translate complex data into easy to understand visuals. I think in the context of today's presentation it's important to touch base on infographics. Infographics are really a one panel or one at a glance kind of visual storytelling technique. My son often reads graphic novels and I like or liken them a bit to the graphic novel. You have several panels that walk you through a bit of a journey on what the data means, and, you know, how it impacts what it is you are trying to do. It is challenging because it has to be eye-catching. I think it's really important to developing effective infographics, it's working with a good designer. There are a couple of online tools that are actually pretty good about this. They are pretty get at helping you accomplish creating infographics . But the other thing to also think about is not only how do you create them, but ultimately how do you share them. More often than not we spend a lot of time in our communication efforts inking about, hopefully thinking about who we want to reach, but what we want to say to them. How do we want to present that information to them. But not as much thinking about how we get our materials in front of the right folks. You know, if we are doing virtual are in-person presentations, email , social media, for example, all of those things but what are the different strategies and techniques for getting the info graphic in front of folks? A couple of caveats, because Mark Twain once said I did not have enough time to be brief. I think this applies in this case because it often takes a lot of time to be simple. It really does require a good understanding of design, and how those of us, human beings, interact with both data but with visual materials. You know, how we read, and kind of Western European countries left to right, up to down. Colors, thinking about contrast and how different people see things. All of those are important elements that really affect info graphic design. Sometimes counter to what we've just been talking about, info graphic with six-panel visual presentation of the data can pull you away from that human story. Sometimes telling the antidote or illustrative success story is a way to humanize the data. Sometimes the info graphic can pull us away from it. As is always the case when you're trying to summarize and give at a glance insight into different data that we are communicating, it could be potentially misinterpreted. I know some evaluators and researchers really struggle with infographics because it does not allow them to put the caveat see and qualify the presentation of the data. But working with a good designer and working with someone that understands the data and yourselves who are really embedded in understanding who you're trying to reach, I think those three important legs of the infographics tool will help you to use your data to tell your story. A couple of key things to keep in mind, and of course this presentation will be shared with you, so you don't need to remember all of this, or take screenshots. This is actually a CDC infographic I think is a very well done one, but it's a good infographic which is always the subject is clear. Right at the top we know this is about chronic disease is. The color palette and iconography. Those icons, those of you not familiar with the concept, pictures and illustrations that are throughout, in this case, the infographic. You want those to be consistent not only in the infographic but for those of you overseeing a broader communication program for your RETAIN program, you want them to be consistent with your brand, your look and feel and how you are presenting yourself and all of your material. So using the same colors and iconography that you use in your other communication materials is really important. Obviously issues clearly explained and use the graphic and in this case see how the horizontal banner really creates a nice frame, or panels in this infographic. So it is clear that this is the top section, and this is the next section et cetera. It works like that, so the graphics are defining the sections. In certain cases and let me see if I can annotate. You see there is a deeper dive into the data so that you are giving up bit more credibility. It's not in every panel you would want to get the same amount of data. In some cases you really want to illustrate a point by bringing some pretty compelling data of front. Of course, this is about summarizing key findings and not about reporting all findings. Is not about trying to report all data that you have gathered as a result of your evaluation. It is the intent, is to capture the attention of your primary audiences, your stakeholders, your critical to success audiences. To help them see the good work that you're doing. Call to action. You will always hear those of us that do communications and marketing as an ongoing and regular activity, that you always want to make sure that people know what to do next. Raising awareness, getting people on board is important, but offer them what can they do next. To either learn more, to join you in the work you're doing, and to help you, in our case sustained the great work that you're doing. Of course, citing your sources and including contact information are two critical component parts to an infographic. If you will bear with me, my mouse pointer has completely disappeared. There we go. I'm sorry. Well, do you have a joke, Lindsay? >> [ Laughter ]

The question I was thinking about when we were talking about social math, I was going to say how is this different from an infographic ? I think we kind of covered this but I wanted to throw it out there is a question people maybe wanting to think about at that point.

That's a good question as I fiddled to figure out what happened to my pointer here. Social math is a tool you can use in your infographics. Thank you, Elizabeth. >> You are welcome. Let me know when you're ready.

Okay. Social math is a great tool to incorporate into the infographic. Some of these examples that you can see in this particular infographic, you could use social math to really illustrate it. The companion techniques, the infographic is kind of the white. --What, and the social math is the how, like how you would want to demonstrate some of the data. No matter what data or math you are using, social math, there are some key principles important to keep in mind as we you stated to tell our stories. Obviously, we want it to be informative . As much as possible. There we go, as much as possible we want to make it simple so that it is understandable. But it is understandable to our audiences, again, what is simple for a health care provider is not necessarily something that will be simple for someone who is working in a particular industry. Or , you know, for local agency administrator, it might be very different than what a worker’s comp type person will understand. Simple in the context of those we are trying to reach. Concrete. We talked about all of these techniques, whether social math, using stories, illustrative stories to make it concrete. Familiar. Our job as communicators is to be invited into the world of those we are trying to reach and engage, as opposed to trying to break in. We want to make it on what we are talking about, familiar to them and personal. The insights of our colleagues, again, commercial marketing and strategic communication, it's emotional. I mean data tells a story but data told with some substance, some story to it will make it emotional. What ultimately moves us to action is that emotional change in perspective that allows us to make a decision to do something differently, or to adopt something new. Critical to all of our work but particularly here, it has to be true. We cannot fudge the numbers, not that anyone would but that's a very important principle to keep in mind. Next slide. The key takeaways. When you are thinking about how to use data to tell your story, remember that for most of us data are abstractions . They are words and numbers and in order for us to make them meaningful we need to give them context to help our different stakeholder audiences to understand what the data means. So stories, visual and narrative, story in the infographic and illustrative example of someone that is been impacted by the RETAIN programs provide that context. Also, stories move our hearts and data influences our minds. Together it is a much more powerful combination than the charts and graphs that we often use to present our data if we can combine the two. That's both the stories, using the story structure, beginning, middle and end. Challenge, solution, and outcome, and then we are likely to move people to action. Which again is our key and goal here. There is multiple ways to represent and communicate the data, infographic, social math. Really ultimately what should determine how you present data and tell the story to your different critical for success audiences, it's what they are familiar with, what they understand and what they need in order to make their decisions to come on board with the great work that you are doing. Next slide. There you go. >> I was going to give you a chance to get a sip of water. We have talked about so many wonderful things today and we would like to hear more examples. We have also talked about infographics, if anybody would like to share in examples to infographics they posted or maybe thinking about developing. What questions you have about what Patrick has talked about today or maybe Patrick and I to give you guidance on things you're thinking about and help you decide how to move forward with them. Would like to open up the line and chat for moment to see what questions you all might have. A great. We have a question from Alexander from Ohio, are there any online tools to create a graphic? That's a great question .

There are and have to put in an apology right up front here. I was intending to put in a slide with some links to them. When I can do is maybe when we share this debt, I will include those. There are several tools that help you with infographics. They are as good as any online tool is. You know, for relatively simple, straightforward data points they are very --they work very well, many of them work very well but they are limited. It is a good starting point. If you need to take it further than what those online tools can do, I encourage you to connect with a good designer as well. Sometimes two working hand-in-hand is a good way to go as well. Samantha as a mentioning Canvva and I don't personally know but I'm sure it's excellent.

I would back up the Canva and it works well. Talking about the designer, I'm sure not all have a designer on call on staff. I have found it easy to find freelance online and at a very modest budget too. There are sites that advertise digital services honestly last for five dollars. I think this is something that lends itself well to be able to engage a consultant designer to help you with too. What other questions might we have question Terrence from Washington, can you speak to the last bullet about pros and cons of graphics regarding data can be misinterpreted? >> Yeah. Just with anything where you're trying to be concise. You don't have the same. In an infographic of course you're working with the framework of the infographic which is by its very definition limited to usually a single page, or a single visual that will fit on a screen. So you are not able to do the footnotes, caveats, and the things --the important nuances that might be important to go help people to understand more complex data points. That is why I think, if I recall, it was the bullet before, or one of the pros. It's really good at summarizing or providing insight into summary data. But it's not necessarily as effective a way to present some fairly complex data points. If you don't have the option of being able to present it and then talk through the infographic, no that people will take away from that infographic what they will if they are looking at it in isolation. That is just the caveat there, not be careful but in some ways, test whether or not the infographic that you are creating is open to misinterpretation by just having a few folks look at it before you finalize it and present it and put it out there in the world. >> Thank you. Are there any other questions? Please, we've up a couple more slides to share and if you having more questions you can enter them in the chat box. We have a few more resources to share, and Patrick, do you want to speak with this on the next slide? And the next slide.

Sure. I touched base on this and spoke about this a few minutes ago. But this is another planning template available on the ROC for you and it builds on the discussion we've had today as well as consistent an underlying communication planning model as well as the worksheet that is also available. This is just that, you know, the who, what, how worksheet that let you think about how you focus on the right data for the right folks in the right way. I think next is, yes, the template that I just briefly referenced. This is from our last discussion back in March. This is a multipage guide that helps you walk you through the medication planning process. Again, the work that we talked about today is ideally aligned and consistent with your overall communications strategy. This will help you get there. And that is it. So I am happy to answer any questions but certainly feel free to reach out to Lindsey and the team here, and they also know how to get in touch with me. Thank you.

I have a question for you that might be a little bit abstract but I'm curious to know if you have some insight, a lot of us on the --in the development stage, you will. I am the coordinator from Washington. Since a lot of us are in the developmental stage, what should come first as far as connecting the data to the story? We are trying to basically establish funding, yet someone has to have the data to actually represent, right, so what comes first? Is it the story are the data, if you will?

Hi, Kevin. That's a great question and I hope you like the picture of Mount Rainier. When you are in the early stages it is important to be thinking about the long term as well as the short term. I would encourage you to start thinking about right now who are those folks that you want to be talking to, and then there might be opportunity to, as you are queuing up the ongoing conversation that you want to have with them, how you can maybe tell some illustrative stories of what is going on right now. Because if you think of your communication efforts, it's never really a one off. It's always multiple conversations along, throughout your program history. So queuing up those conversations, some of the illustrative stories that demonstrate why the RETAIN programs are important, and how they will likely impact, and maybe some of the national data can support you there. That will queue up and create the opening for those subsequent conversations that you want to have once your data starts becoming available, and you want to start telling your story. Does that help ?

Absolutely, thank you.

Thank you both for the question and the answer. You can advance to the next slide, please. Yes, thank you. We will give everybody a few more minutes to ask questions. In the meantime, I wanted to make sure we did not neglect offering the survey to people. Lease take a moment to complete the evaluation at this link which is also available in the chat box if you want to click to that directly. As Patrick mentioned earlier the materials from this webinar and prior webinar in March are available or will be available this week on the ROC including the planning communication Simplot and planning communications slide created for the webinar. If you have any more questions to ask at the end of this webinar please reach out to your liaisons and they can connect you with Patrick or myself and we will be happy to help you. For the last few minutes remaining to give a last call for questions, please. If there are no remaining questions I wish everybody a great afternoon. Enjoy the rest of your week. Thank you, Patrick, for joining us for this series of two webinars. Is been very helpful and I love learning and seeing the social math examples. Thank you for sharing that. Again, please take the survey before you exit the webinar. We look forward to receiving your feedback. Thank you. [ Event concluded ] [Event Concluded]