



# Making Data Sing

Data Informed Public Health Practice

## HOAC/CCLHO Spring Semi-Annual Conference

April 15, 2016

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Brown·Miller Communications

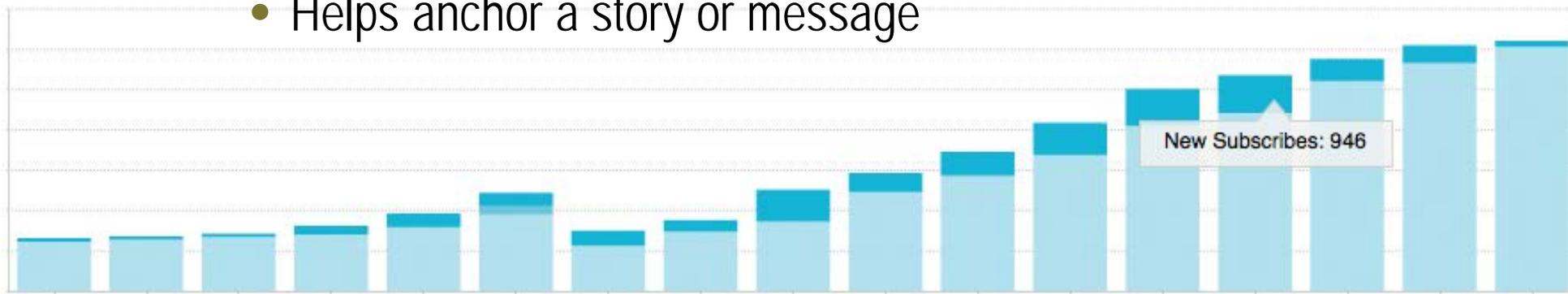


**DELIVERING CHANGE THAT  
MATTERS**

# Why Bother with Data?

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- **Vital evidence for the public and media**
  - Provides context
  - Allows us to see relevancy and impact
  - May offer a point of comparison
  - Offers validation, certainty
    - Helps anchor a story or message



# How do you make data salient and interesting?

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- Look for data that is:

- Relevant
- Recent
- Powerful
- Impactful
- Compelling
- Comprehensible



of California adults (55%) have either prediabetes or diabetes

# Where do you find data?

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- Existing or Emerging Research
- Surveys
- Polls
- Lab Reports
- Case Studies
- Demographics
- Focus Groups
- Other?



# Data alone isn't enough

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- Background foundation and information – context
- Human perspective
- Relevancy
- Impact
- Action



# How do you make data salient and interesting?

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- **Focus**

- Your audience insists you distill it down
- Cherry pick the points that highlight your message
- Sprinkle data, don't fertilize
- Too many data points will lose your audience



# How do you make data salient and interesting?

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- **Humanize**

- Use data to tell a story
- Move from percentages to people
- Localize data
- Consider social math



**1 OUT OF 3  
YOUNG ADULTS**  
has prediabetes

# Social Math

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- **Compare data to familiar things**
  - 1000 smokers die daily – equal to two fully loaded jumbo jets crashing with no survivors
  - Jamie Oliver filled a school bus with sugar to illustrate total sugar in the flavored milk served by LAUSD in a week's time (57 tons)
- **Compare to time**
  - In 2012 fast food restaurants spent \$4.6 billion on advertising, equivalent to spending half a million dollars every hour, every day
- **Compare to place**
  - 12.7 million people are physically abused, raped or stalked with their partners in 1 year, more than the populations of New York City and LA combined

# Social Math as a infographic

The New York Times

April 11, 2011

HIGH-FRUCTOSE CORN SYRUP



ONE DAY  
1.4 ounces



ONE WEEK  
9.8 ounces



ONE MONTH  
5.3 cups



ONE YEAR  
4 gallons



LIFETIME  
313 gallons

Photo Illustration by Kenji Aoki for The New York Times; Prop Stylist: Nell Tivnan. Source: U.S.D.A. 2009 Estimates.

# How do you make data salient and interesting?

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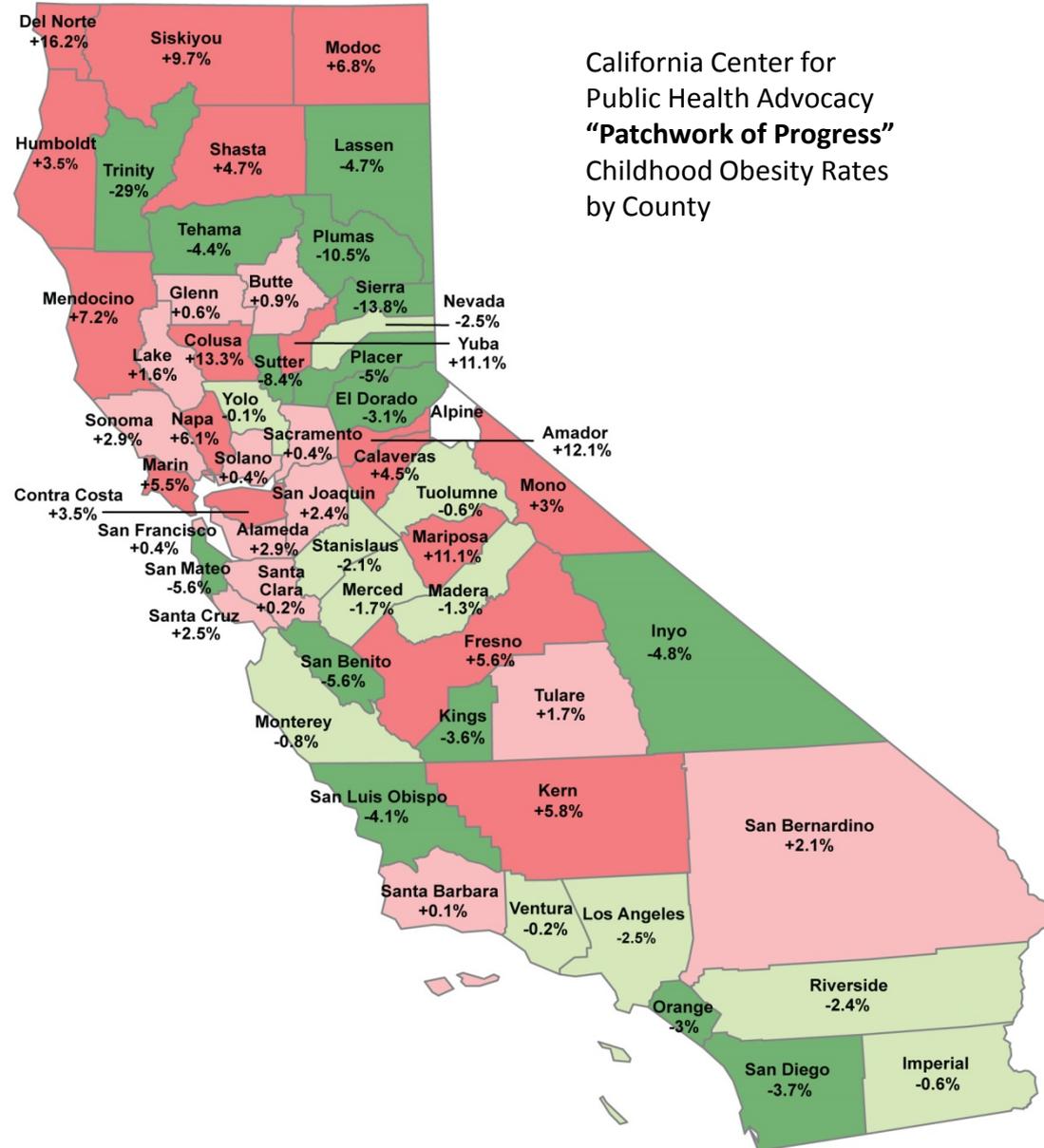
- **Visualize**

- Move from “Charts” to “Art”
- Single picture tells a thousand words
- Types of data presentations:
  - Pie Charts
  - Maps
  - Bar Charts
  - Infographics
  - Pictures
  - Fact Sheets
  - *Never, never a spider chart!*

# Pie Chart

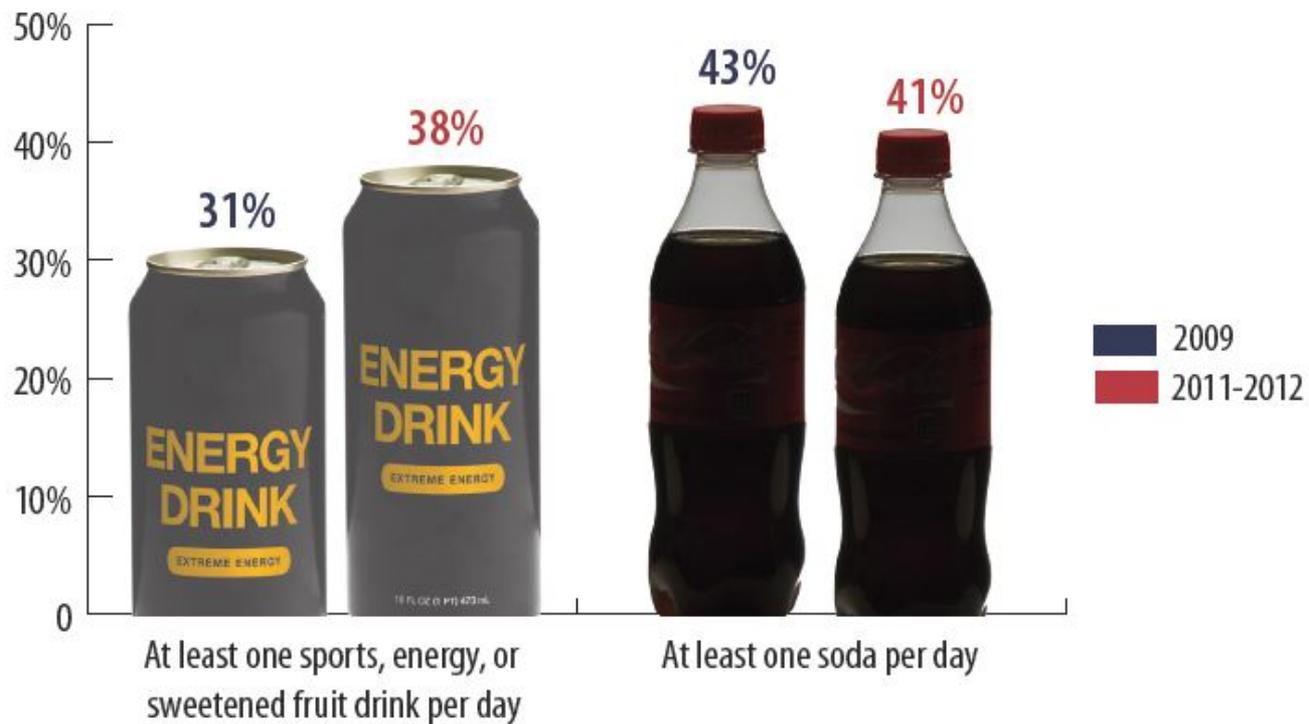


# Maps



# Bar Charts

Percent of Adolescents (Ages 12-17) Drinking Sports/Energy Drinks and Sodas Every Day, 2009 and 2011-12



California Health Interview Survey

# Infographics

The New York Times

April 17, 2011



Photo Illustration by Kenji Aoki for The New York Times; Prop Stylist: Nell Tivnan. Source: U.S.D.A. 2009 Estimates.

# Infographics

## Parks After Dark: A Vital Community Program

Since implementation in the summer of 2010, Parks After Dark has provided significant community benefits including increased physical activity, improved social cohesion, and decreased violent crime:

### Serious and Violent Crimes

Serious and violent crimes in the communities surrounding the original three parks declined 32% during the summer months between 2009 (the summer before program start) and 2013...

32%

Parks with  
PARKS AFTER DARK program

VS

18%

... compared to an 18% increase in serious and violent crime during this same time period in nearby communities with parks that did not have the Parks After Dark program.

Parks without  
PARKS AFTER DARK program

### Safety

The perception of safety among community members was also very high. 2013 participant survey results showed that 97% of the respondents felt safe while they attended Parks After Dark.

97%

### Satisfaction

More than 97% of participants surveyed each year indicated they would participate again in the Parks After Dark program.

### Visits

From summer 2010 to summer 2013, during the months of June, July and August, more than 187,000 visits were made to the six participating parks.

187,000



16,000

### Physical Activity Participation

In summer 2013, more than 16,000 community residents participated in physical activities, including many people who indicated that they have a sedentary lifestyle or low levels of regular physical activity.

Source: Los Angeles County Department of Public Health

support, and outside evaluation, and found

# Infographics



# Pictures

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# Fact Sheets

## RIVERSIDE COUNTY The Growing Demand for Long-Term Care

About 70% of individuals over 65 will require at least some type of long-term care during their lifetime

**CALIFORNIA PARTNERSHIP FOR LONG-TERM CARE**

### RIISING LONG-TERM CARE COSTS

Long-term care is expensive, whether it's provided in a care facility or in one's home. Costs will only continue to increase.

Cost of long-term care in 2014 in **Riverside County**:

- \$4,051/month In-Home Care
- \$3,085/month Assisted Living
- \$7,732/month Nursing Home

**Riverside County's** aging population, 11.9% of the total population today, is expected to double in size by 2030

### GROWING DEMAND FOR LONG-TERM CARE SERVICES & WORKERS

**Riverside County's** current long-term care capacity:

- 4,363 Licensed Beds
- 47 Skilled Nursing Facilities

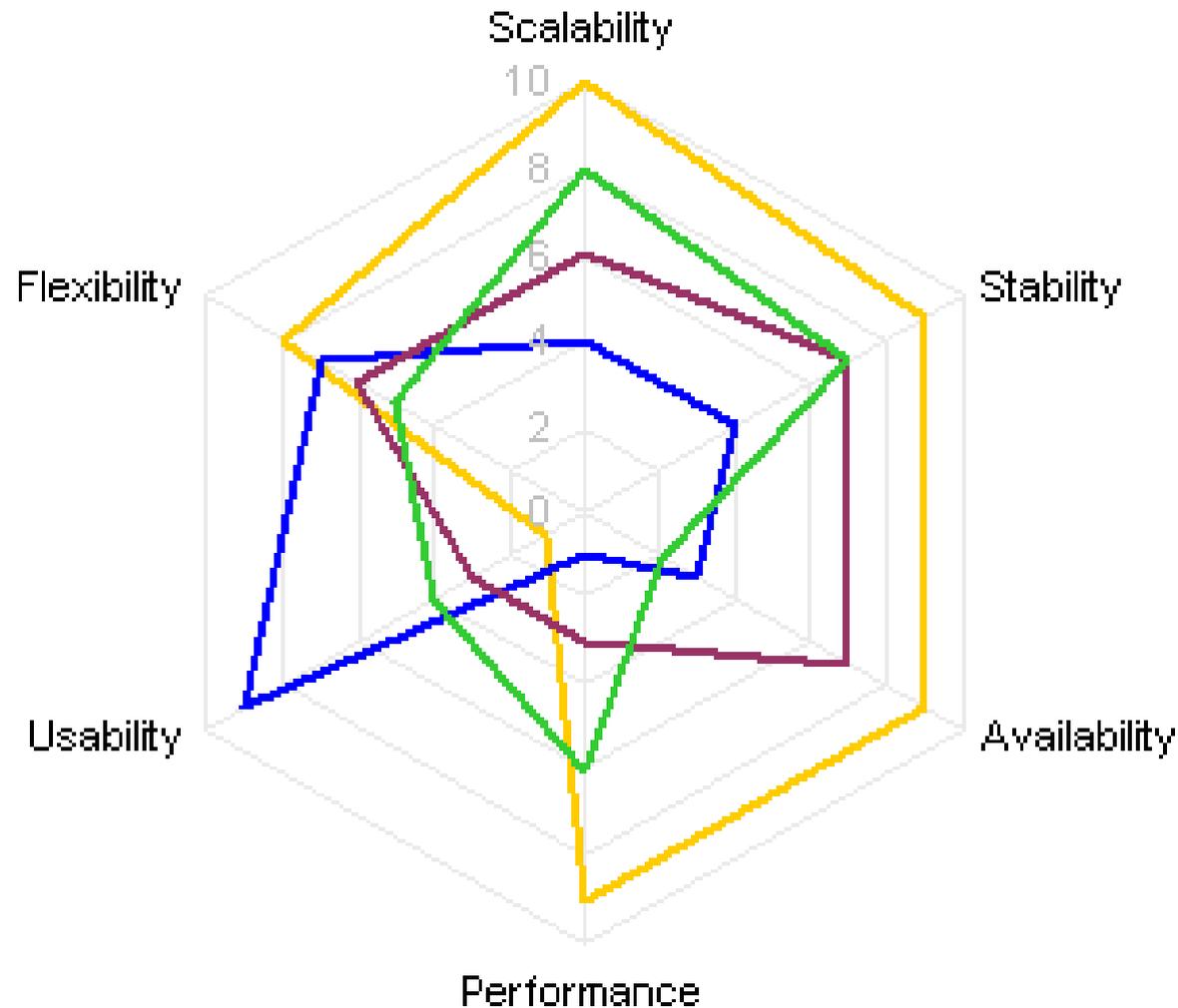
A 79% increase in demand for long-term care workers is expected by 2023

With the **Riverside County's** nursing care facilities already 86% full, current infrastructure cannot support sharp rises in demand

**CALIFORNIA PARTNERSHIP FOR LONG-TERM CARE** • [WWW.RUREADYCA.ORG](http://WWW.RUREADYCA.ORG)  
For fact sheet data sources and more information, visit: [www.RUReadyCA.org/CountySolutions](http://www.RUReadyCA.org/CountySolutions)

# Never a Spider Chart

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# Caution!

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- **Data is the one thing the media will check**
  - Be ready to fully support
  - Footnote where possible and be prepared with backup
- **Limit your data points**
  - Charts scare off most publics
  - Most people can only absorb one or two data points
- **Use data wisely and sparingly**

# Spotlight on County Successes with Data

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# Nevada and Santa Cruz Vaccination Surveys

## Statewide immunization

The percentage of kindergartners in schools that are exempt from immunizations because of personal beliefs. The threshold for herd immunity for measles and whooping cough is 92%.

In schools with 10 or more kindergarten students enrolled.

Source: California Department of Public Health  
Data Analysis by Doug Smith and Sandra Poindexter

@latimesgraphics



# Fresno County

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SOUTH FRESNO  
93706  
1.02  
PARK ACRES  
Per 1,000 residents

NORTH FRESNO  
93720  
4.62  
PARK ACRES  
Per 1,000 residents



Your **ZIP Code** shouldn't predict **how long you'll live** – but it does. Because where we live, affects how we live. Staying healthy requires much more than diets and doctors. We need **#OneHealthyFresno** with better parks for all.

To learn more visit: [www.fresnobhc.org](http://www.fresnobhc.org)



# Sonoma County (A Portrait of Sonoma)

**FIGURE 6** The Benefits of Education Go Well beyond Better Jobs and Bigger Paychecks.



If we were to wave a magic wand and **every Sonoma County adult without a high school diploma suddenly had one**, trends suggest the following would happen:



Life expectancy would increase by **4 months**



**352 fewer** people would be unemployed

**4,426 fewer** people would live in poverty



**10,359 more** residents would vote

Source: Measure of America, Common Good Forecaster. [measureofamerica.org/forecaster](http://measureofamerica.org/forecaster).

## Life Expectancy at Birth in Sonoma (years)

86 \_\_\_\_\_

84 ● **Marin**  
(84.2 years)

● Monterey

● Ventura

● Santa Barbara

● Santa Cruz

● Napa

● San Luis Obispo

● **Sonoma**  
(81.0 years)

80 \_\_\_\_\_

78 \_\_\_\_\_

76 \_\_\_\_\_

74 \_\_\_\_\_

LIFE EXPECTANCY IN PEER COUNTIES

## Sonoma County in Context

### LIFE EXPECTANCY IN YEARS



U.S.  
**79.0**  
years



California  
**81.2**  
years



Sonoma  
**81.0**  
years

# San Diego (Land Use and Environmental Group)

HOME

PROVIDING ENRICHMENT & RECREATION

SUSTAINING OUR ENVIRONMENT

IMPROVING AIR & WATER QUALITY

FOSTERING A STRONG, VIBRANT REGION



## Improving Air & Water Quality



**40%**

decrease in drinking water  
contaminant violations  
since 2005



**88%**

decrease in  
beach closures  
since 2000



**96%**

of monitoring locations  
receiving A or B grades  
by Heal the Bay,  
during summer  
dry weather



**30,000**

youth in unincorporated  
San Diego schools  
received Watershed  
Protection presentations  
over the last 3 years



**352**

Healthy Air Days  
for Sensitive Individuals  
and General Population



[Return to Dashboard](#)

# San Francisco & City of Berkeley Soda Initiative



Another Label  
**Big SODA**  
Doesn't want  
you to see.

## Democracy Facts

<b>Name</b>	NO ON E: STOP...
<b>Supporters*</b>	1
<b>Contributions*</b>	\$8,050,000

### Top 5 Contributors

AMERICAN BEVERA..	\$8,050,000
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**Position: Oppose Measure E**

\* Supporters and contributions only include monetary contributions of \$100 or more in a calendar year.

Image Source: San Francisco Ethics Commission

# Alameda County (Building Blocks for Health)

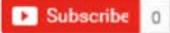


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## ACPHD- Building Blocks for Health Equity

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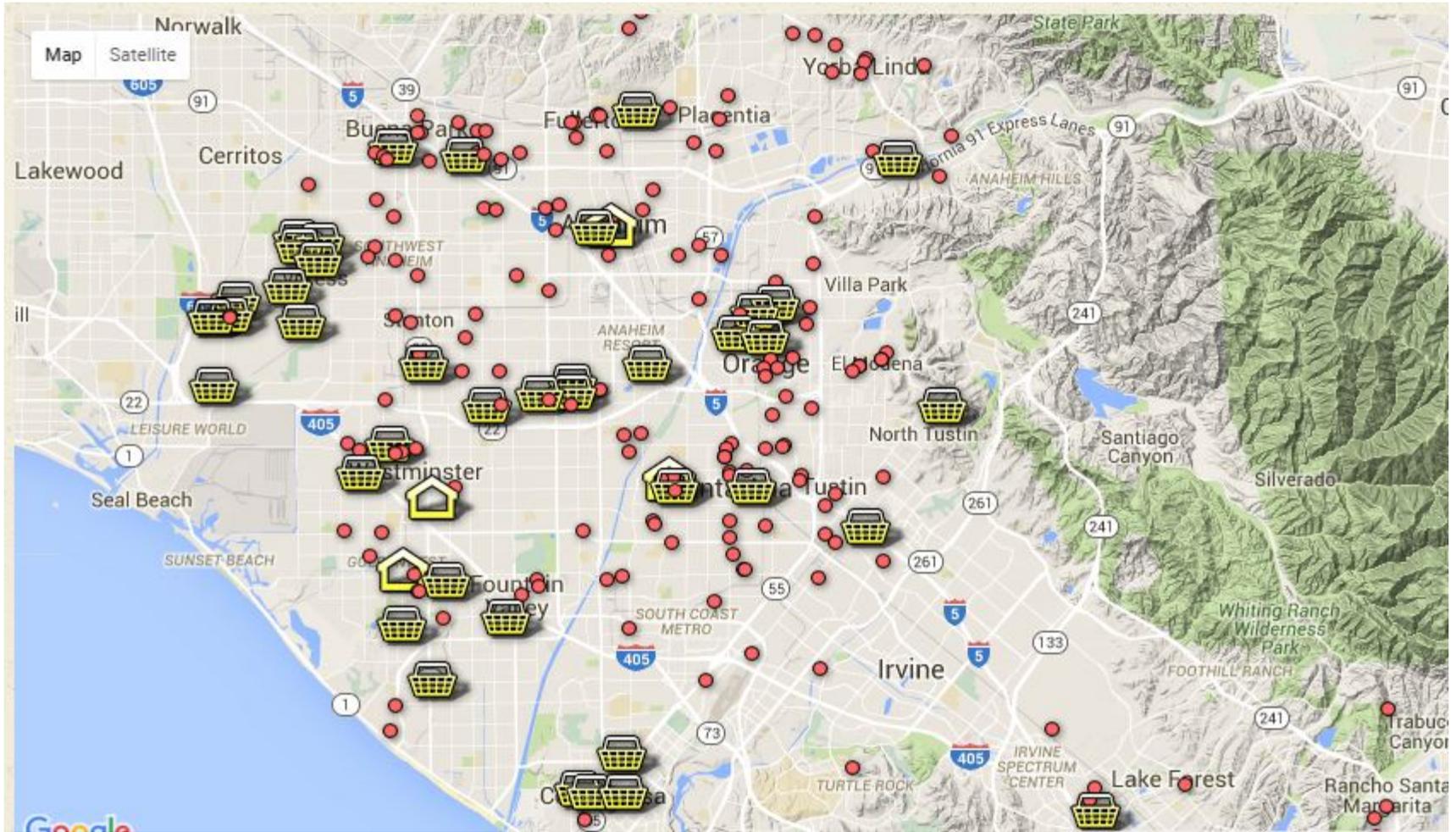
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# Orange County (Waste Not OC)



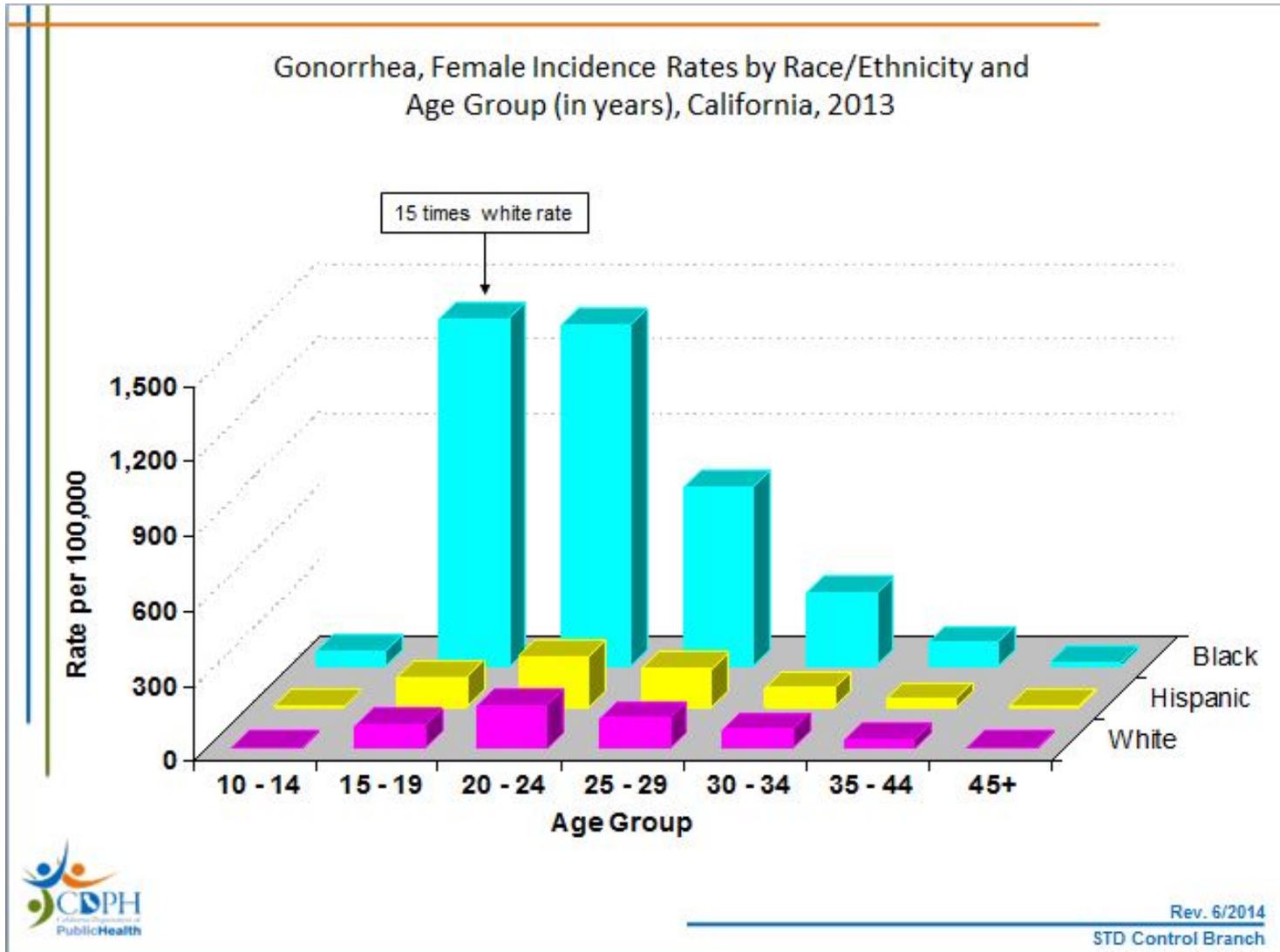
# Los Angeles County

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**YOU WOULDN'T EAT 22  
PACKS OF SUGAR. WHY ARE  
YOU DRINKING THEM?**

# Solano County (Adolescent STDs)



# San Luis Obispo, Santa Barbara, Ventura



## *A Health Crisis in Paradise*

*Youth and Chronic Diseases in California's Gold Coast*  
San Luis Obispo • Santa Barbara • Ventura

Gold Coast FitnessGram 2001  
Grades 5, 7 and 9



Over One-Third of Gold Coast Children Are Unfit (34-38.5%)



One-Quarter of Gold Coast Children Are Overweight (21.6-26.5%)

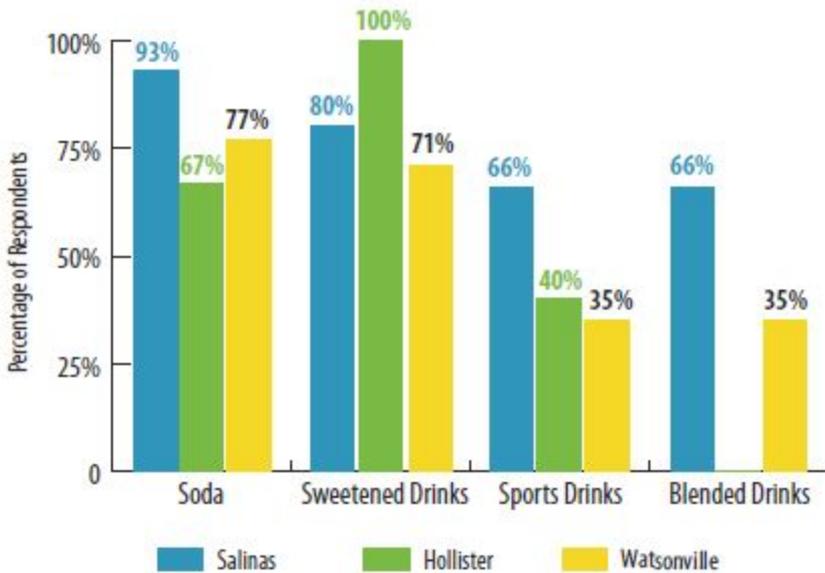
The Gold Coast—San Luis Obispo, Santa Barbara, and Ventura Counties—describes the Central California counties that hug the coastline. The Gold Coast region enjoys a temperate Mediterranean climate, provides multiple recreational opportunities in a clean environment, and produces a wealth of agricultural products. The Gold Coast is a leading producer of grapes, broccoli, strawberries, lettuce, cauliflower, avocados, celery, tomatoes, lemons, oranges, peas and vegetable crops, yielding a total gross agriculture produc-

urban centers. This diversity of interests, cultures, geographies, communities and issues leads both to opportunities and challenges in building healthier Gold Coast communities.

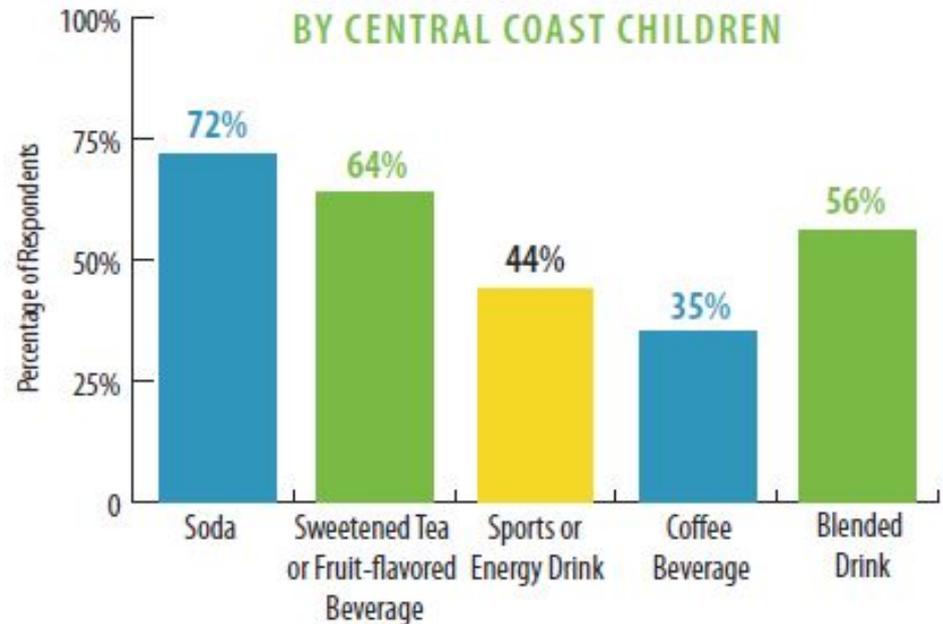
Ironically, in spite of all of our regional opportunities for nutrition and outdoor activity, the Gold Coast region reflects national trends towards increased obesity\*, less physical activity, reduced nutrition education in schools, and competition from highly marketed, less-nutritious food choices. While the Gold Coast health figures are worrisome, the region presently

# Monterey, Santa Cruz, San Benito Counties

SUGARY DRINKS CONSUMED BY ADOLESCENTS IN SALINAS, HOLLISTER AND WATSONVILLE



SUGARY DRINKS CONSUMED BY CENTRAL COAST CHILDREN



# Final Reminders

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- Data makes your message more powerful
- Be judicious in its use
- Use data to anchor the bigger story
- Make it relevant
- Move from “charts” to “art”
- Borrow good ideas from others

# Invitation

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- **Call us:**
  - We can help:
    - Suggest approaches
    - Brainstorm Infographics
    - Focus your use of data

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# THANK YOU

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