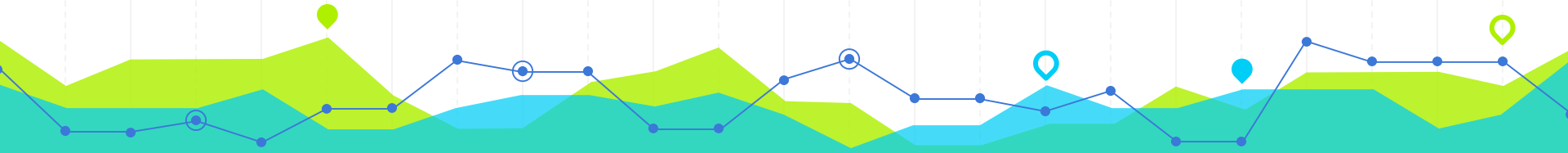


TELLING YOUR STORY THROUGH DATA VISUALIZATION

HELLO!

I'm Steph!

OBJECTIVES

Understand how **data visualization** can help tell your **CONNECTED stories**.

Learn **tools and tips** for good design for data visualization.

Think about how you could use data visualization techniques **with your own data**.

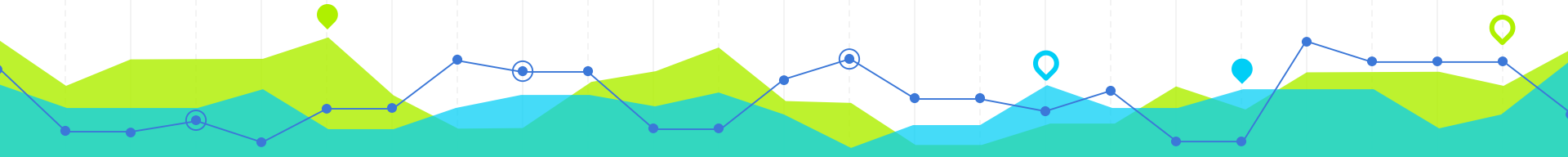
Find out about **tools and resources** to create and share messages about your CONNECTED efforts.

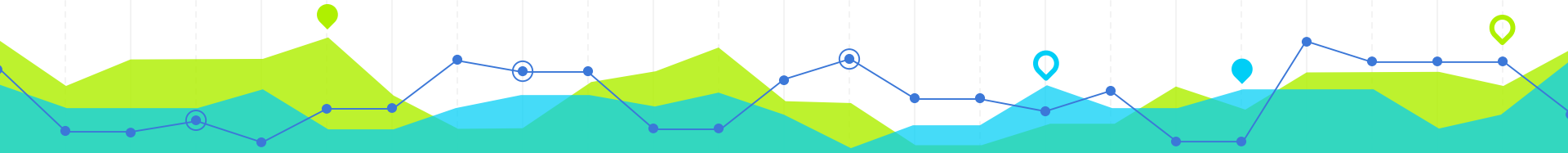
THE PLAN

1 The Basics

2 Good Design

3 Practice Time!





Data Viz is for Everyone!

Let's start with the basics.

1

THE WHY: PURPOSES OF DATA VIZ

Communicate information quickly and easily

Engage audiences

Stand out from the crowd

Identify areas that need attention or improvement

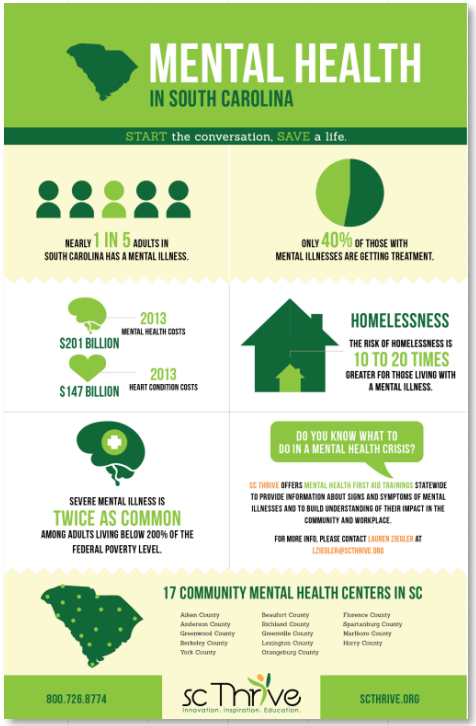
THE WHO: DATA VIZ AUDIENCES

THE WHAT: DATA SOURCES

You already collect data that you can use!

Y-VAL or Y-VOC survey data
Program data
Storycorps
Evaluation data

THE HOW: DATA VIZ CONTAINERS


MENTAL HEALTH
IN SOUTH CAROLINA
START the conversation. SAVE a life.
NEARLY 1 IN 5 ADULTS IN SOUTH CAROLINA HAS A MENTAL ILLNESS.
ONLY 40% OF THOSE WITH MENTAL ILLNESSES ARE GETTING TREATMENT.
2013 MENTAL HEALTH COSTS
$201 BILLION
2013 HEART CONDITION COSTS
$147 BILLION
HOMELESSNESS
THE RISK OF HOMELESSNESS IS 10 TO 20 TIMES GREATER FOR THOSE LIVING WITH A MENTAL ILLNESS.
SEVERE MENTAL ILLNESS IS TWICE AS COMMON AMONG ADULTS LIVING BELOW 200% OF THE FEDERAL POVERTY LEVEL.
DO YOU KNOW WHAT TO DO IN A MENTAL HEALTH CRISIS?
SC THRIVE OFFERS MENTAL HEALTH FIRST AID TRAININGS STATEWIDE TO PROVIDE INFORMATION ABOUT SIGNS AND SYMPTOMS OF MENTAL ILLNESSES AND TO BUILD UNDERSTANDING OF THEIR IMPACT IN THE COMMUNITY AND WORKPLACE.
FOR MORE INFO, PLEASE CONTACT LAUREN ZIEGLER AT LZIEGLER@SCTHRIVE.ORG
17 COMMUNITY MENTAL HEALTH CENTERS IN SC
Aiken County
Anderson County
Greenwood County
Berkeley County
York County
Beaufort County
Richland County
Greenville County
Lexington County
Orangeburg County
Florence County
Spartanburg County
Marlboro County
Horry County
800.726.8774
scThrive
Innovation. Inspiration. Education.
SCTHRIVE.ORG

I DON'T KNOW WHERE
WHAT I AM I CAN'T COPE
MUCH THEY HATE ME
I WANT TO BE ALONE
THERE'S TOO MUCH
I'M USELESS WHY DOES
IT ALWAYS HAPPEN TO ME
IT'S ALL MY FAULT I'M A FAILURE
LIFE IS NOT WORTH LIVING
1 in 4 MENTAL HEALTH AWARENESS

1 in 4
Struggle with mental illness
Mental Health Awareness

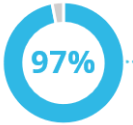
BUT WHAT ABOUT QUALITATIVE DATA?

ABOUT THE KICK-OFF MEETING

*Percent includes those in the Learning Network that **agreed positively** with the statement.*

thought the days chosen for the meeting worked well

thought the meeting space was comfortable



thought the meeting activities were meaningful

enjoyed how the meeting activities were led

said their questions were fully answered

have a better understanding of what is expected of them in the project

know more about what they are doing on the project, after the meeting

learned something new about themselves during the meeting

CONNECTING WITH CONNECTED

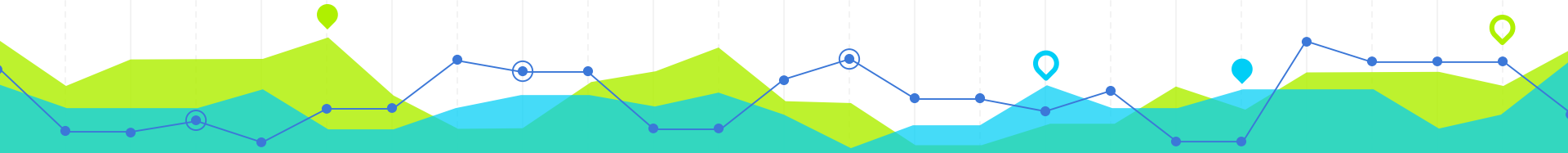
94% of youth and young adults were able to connect with others during the meeting. **74%** of Pilot Site staff learned more about how to connect with others for the project.

94% of youth and young adults agreed they had a better understanding of what was expected of them as participants in the CONNECTED project, while only **74%** of Pilot Site staff agreed.

THE 'TREE EXERCISE' WAS A FAVORITE MEETING ACTIVITY FOR MANY

"It allowed our whole team to work together, build a common understanding of our work to **begin to create our plan**."

"It felt like a culmination of all we worked on during this weekend and was **the start of us engaging with the youth leaders** to plan our vision."



Telling Your Story

A few guidelines for good design.

2

WHAT MAKES A GOOD DATA VISUALIZATION?

- [x] Purposeful
- [x] Strategic in design
- [x] Clear
- [x] Absent of clutter
- [x] Easy
- [x] Tells a story

DIY DATA VISUALIZATION WEB RESOURCES

Created by: Steph Fluegeman

FONTS

Identifont – www.identifont.com
-Search for fonts by appearance, name, similarity, picture, or designer
***Da Font** – www.dafont.com
-Free downloadable fonts, instructions how to download
Font Squirrel – www.fontsquirrel.com
-Free and premium fonts
Urban Fonts– www.urbanfonts.com
-Free and premium fonts
What Font – Chrome extension, in Extension Manager
- Free plug in for google chrome, identifies fonts on any webpage

COLOR

***Coolors** – https://coolors.co/
-Super fast color schemes generator
ColorZilla – www.colorzilla.com
-Free plug in for google chrome; identifies color code of any web content
Color Hexa – www.colorhexa.com
-Color hex encyclopedia providing information about any color
Color Hex Color Codes – www.color-hex.com
-Easy to use tool to get color code information, color palettes
Color Palette Generator – www.colllor.com
-Creates consistent color schemes, many variations
Color Blind Simulator – www.color-blindness.com/coblis-color-blindness-simulator/
-Displays uploaded image as it is seen by people with color vision difficulties
Color Brewer– http://colorbrewer2.org/
-Neat way to pick contrasting colors that is attentive to the needs of people with color vision difficulties

*indicates websites and sources I use most frequently

FONTS

Use easy to read fonts

FONTS

Use easy to read fonts
that
reflect your purpose

FONTS PURPOSE

\Piktochart.com

BUSINESS

Times New Roman

Helvetica

Futura

Lato

Note: These fonts are sleek and easy to read. Not too fancy or decorative.

PERSONAL

Didact Gothic

Montserrat

Satisfy

League Gothic

Note: When these are used in personal website, they are eye-catching enough to read.

CREATIVE

Cabin Sketch

Loved by the King

Pacifico

Lobster

Note: Fun and catchy. They are easy to read and get spotted.

MINIMALIST

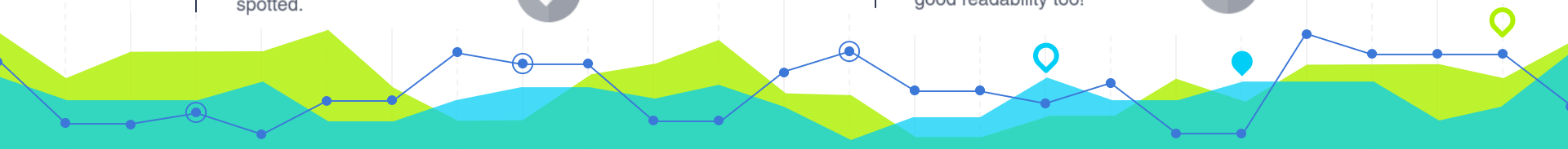
Lanenar

Nanum Gothic

Nixie

Aaux Next

Note: Clean enough to produce minimalist look-and-feel with good readability too!



2 FONTS

I Love Data Visualization

I Love Data Visualization

4 VARIATIONS

I Love Data Visualization

I Love Data Visualization

I Love Data Visualization

I Love Data Visualization

FONTS

EXAMPLE

This presentation uses the following fonts (aka “typographies”):

Titles: **Franklin Gothic Heavy**

Body copy: **Agency FB**

FONTS
TOOLBOX

IDentifoNt

Fonts by Appearance

Identify a font by answering questions about key features:

Do the characters have serifs?

Serifs are spikes or slabs on the ends of the strokes.

Yes (serif).

No (sans-serif).

Not Sure

Limited set of letters?

Fonts by Name

Find a font if you know all or part of its name:

Go

Popular searches

Optima
Helvetica
Futura
Gotham
FF Meta
Avenir

Fonts by Similarity

Find fonts that are similar in appearance to a specified font.

Go

Popular searches

Futura
Optima
Frutiger
Arial
Avenir
Helvetica

Fonts by Picture

Find a font containing a particular picture or symbol:

Go

Reviewed this month

New Atten
New Atten Round
Untitled Sans
Untitled Serif
GT Super Text
GT Super Display
Ivar Nostalgi Medium
Ivar Nostalgi Stencil
Parkside
Acme Gothic Light
Acme Gothic Bold

Fonts by Designer/Publisher

Find a font if you know the designer or publisher:

Go

Popular searches

Albert-Jan Pool

Hermann Zapf

Rosetta
MULTI-SCRIPT TYPOGRAPHY

Rosetta Type Foundry

Google Web Fonts

All publishers

Recently added

Matchstick

COLOR

Use colors that…

Follow Organization's Brand

Are Appropriate for Content/Audience

COLOR GUIDELINES

Piktochart.com

2 MAIN COLORS

Data Visualization
Data Visualization

Data Visualization
Data Visualization

2 COMPLEMENTARY COLORS

Data Visualization
Data Visualization

Data Visualization
Data Visualization

This presentation uses the following colors:

Main Colors:

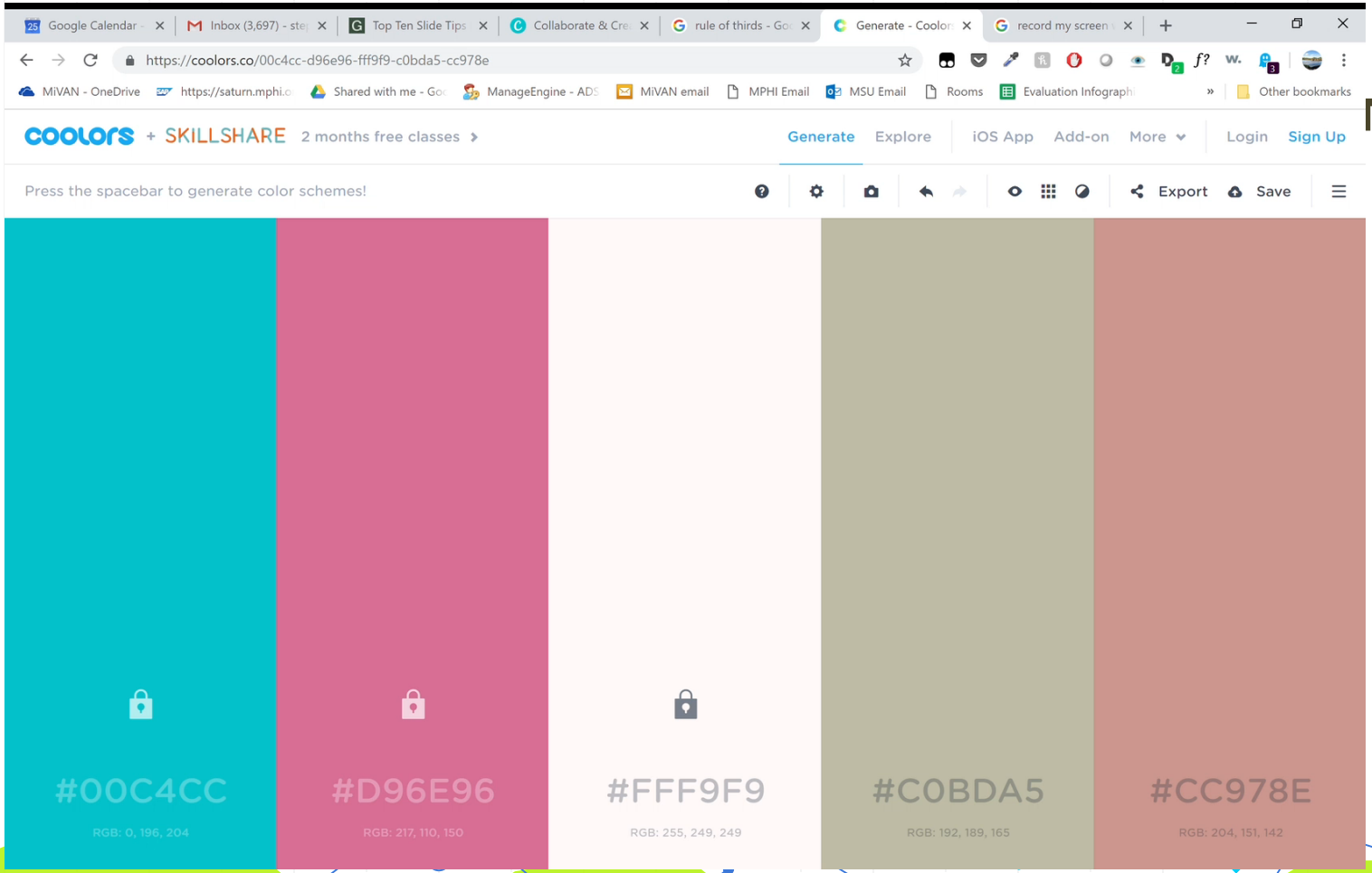
Sky blue #00cef6 (0,206,246) / Bright green #aff000 (175,240,0)

Complementary Colors:

Blue #3c78d8 (60,120,216) / Dark blue #28324a (40,50,74)

COLOR
TOOLBOX

COLOR TOOLBOX



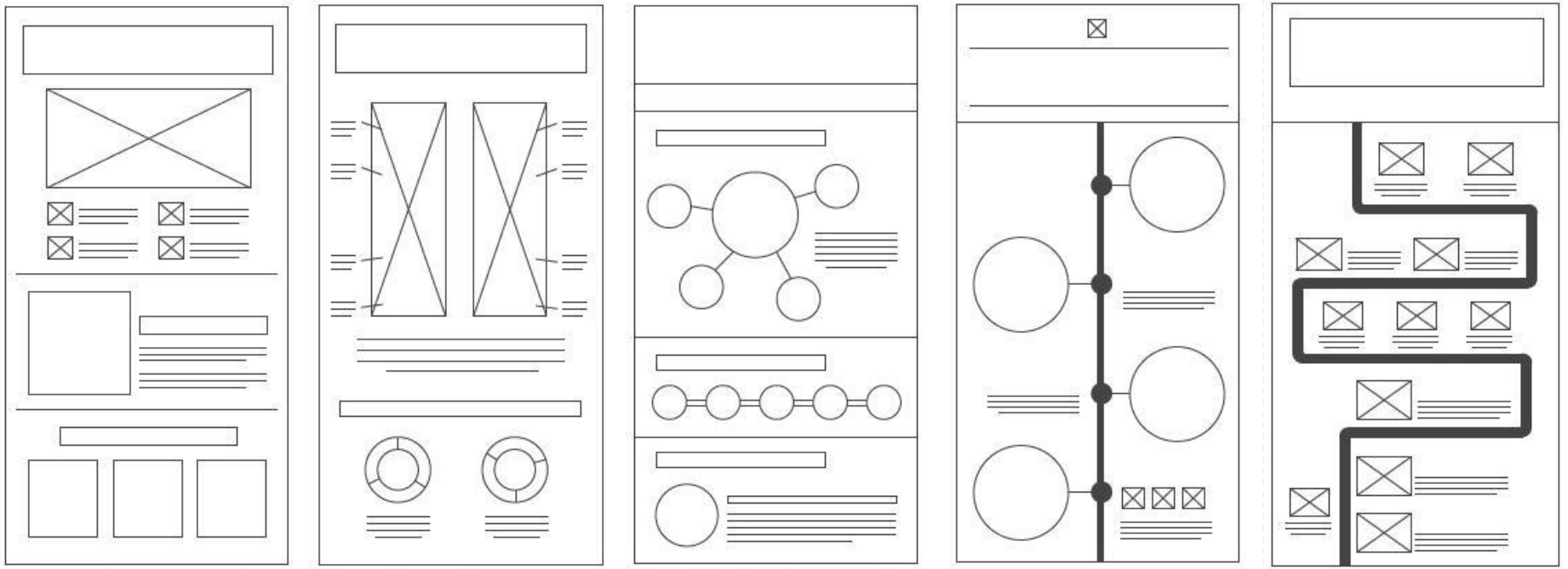
LAYOUT

Guided by **PURPOSE**

LAYOUT

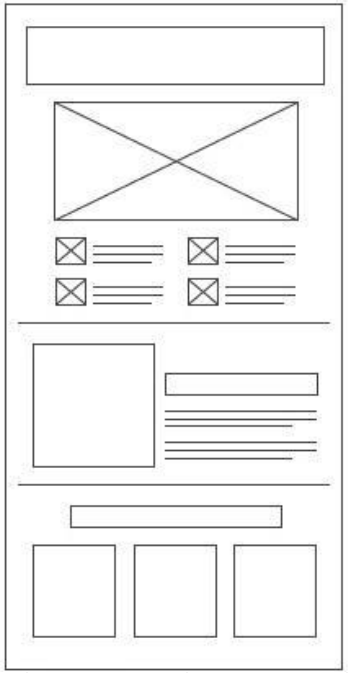
GUIDELINES

Piktochart.com

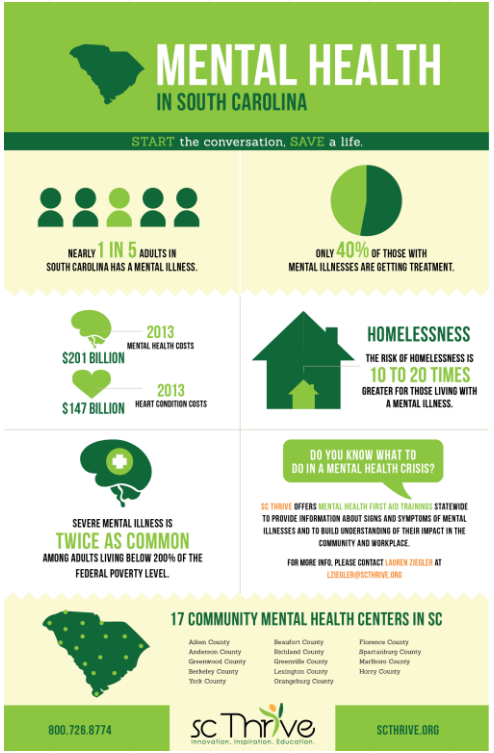


LAYOUT

PURPOSE

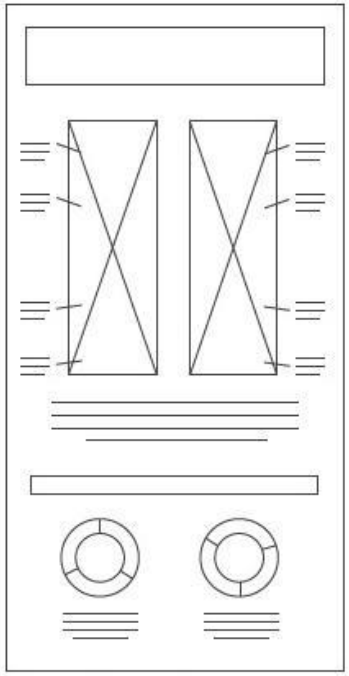


Quick Data



LAYOUT

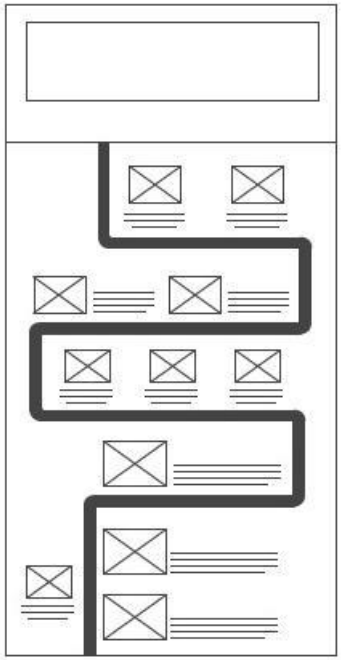
PURPOSE



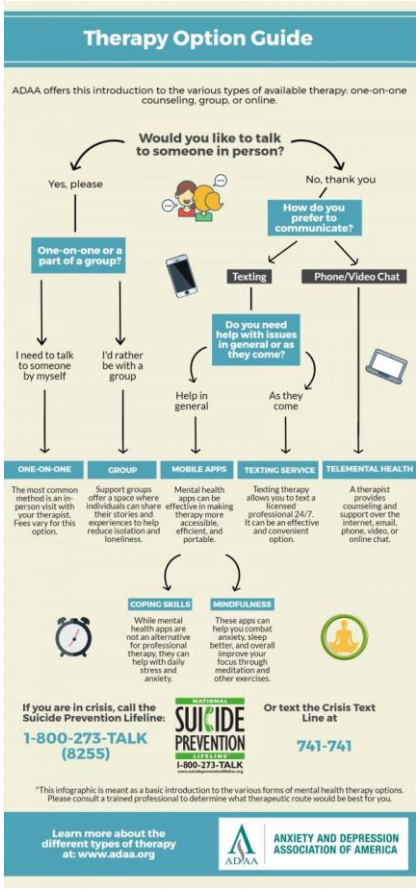
Versus/Comparison

LAYOUT

PURPOSE

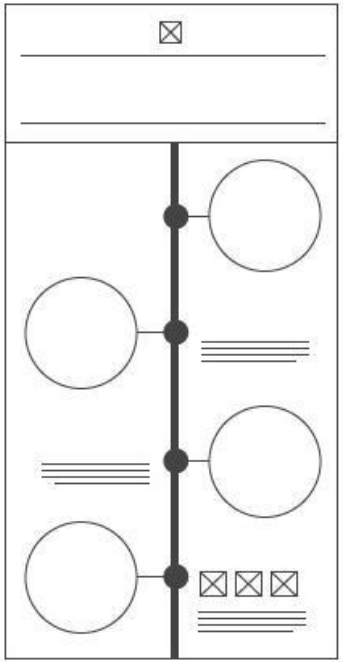


Road Map/Process

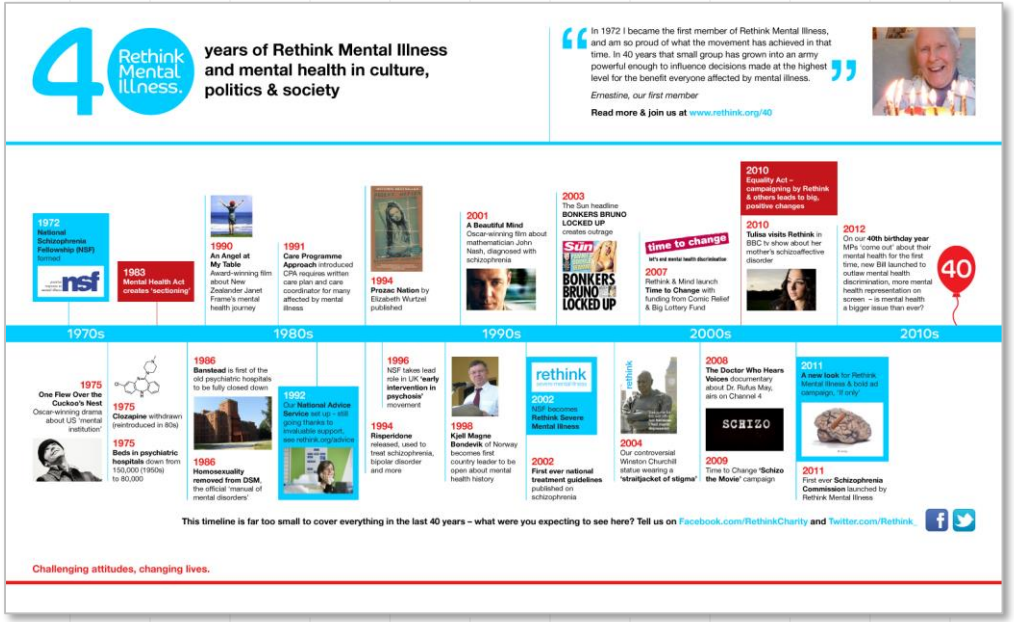


LAYOUT

PURPOSE



Timeline



40 Rethink Mental Illness.

years of Rethink Mental Illness and mental health in culture, politics & society

"In 1972 I became the first member of Rethink Mental Illness, and am so proud of what the movement has achieved in that time. In 40 years that small group has grown into an army powerful enough to influence decisions made at the highest level for the benefit everyone affected by mental illness."

Ernestine, our first member

Read more & join us at www.rethink.org/40

1970s 1980s 1990s 2000s 2010s

1972 National Schizophrenia Fellowship (NSF) formed

1975 One Flew Over the Cuckoo's Nest Oscar-winning drama about US 'mental institution'

1975 Clozapine withdrawn (reintroduced in 80s)

1975 Beds in psychiatric hospitals down from 150,000 (1950s) to 80,000

1983 Mental Health Act creates 'sectioning'

1986 Banstead is first of the old psychiatric hospitals to be fully closed down

1986 Homosexuality removed from DSM, the official 'manual of mental disorders'

1990 An Angel at My Table Award-winning film about New Zealander Janet Frame's mental health journey

1991 Care Programme Approach introduced CPA requires written care plan and care coordinator for many affected by mental illness

1992 Our National Advice Service set up – still going thanks to invaluable support, see rethink.org/advice

1994 Prozac Nation by Elizabeth Wurtzel published

1994 Risperidone released, used to treat schizophrenia, bipolar disorder and more

1996 NSF takes lead role in UK 'early intervention in psychosis' movement

1998 Kjell Magne Bondevik of Norway becomes first country leader to be open about mental health history

2001 A Beautiful Mind Oscar-winning film about mathematician John Nash, diagnosed with schizophrenia

2002 NSF becomes Rethink Severe Mental Illness

2002 First ever national treatment guidelines published on schizophrenia

2003 The Sun headline BONKERS BRUNO LOCKED UP creates outrage

2004 Our controversial Winston Churchill statue wearing a 'straitjacket of stigma'

2007 Rethink & Mind launch Time to Change with funding from Comic Relief & Big Lottery Fund

2008 The Doctor Who Hears Voices documentary about Dr. Rufus May, airs on Channel 4

2009 Time to Change 'Schizo the Movie' campaign

2010 Equality Act – campaigning by Rethink & others leads to big, positive changes

2010 Tulisa visits Rethink in BBC tv show about her mother's schizoaffective disorder

2011 A new look for Rethink Mental Illness & bold ad campaign, 'If only'

2011 First ever Schizophrenia Commission launched by Rethink Mental Illness

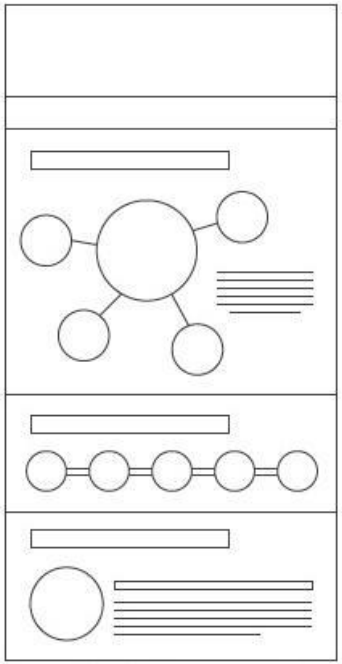
2012 On our 40th birthday year MPs 'come out' about their mental health for the first time, new Bill launched to outlaw mental health discrimination, more mental health representation on screen – is mental health a bigger issue than ever?

This timeline is far too small to cover everything in the last 40 years – what were you expecting to see here? Tell us on Facebook.com/RethinkCharity and Twitter.com/Rethink.

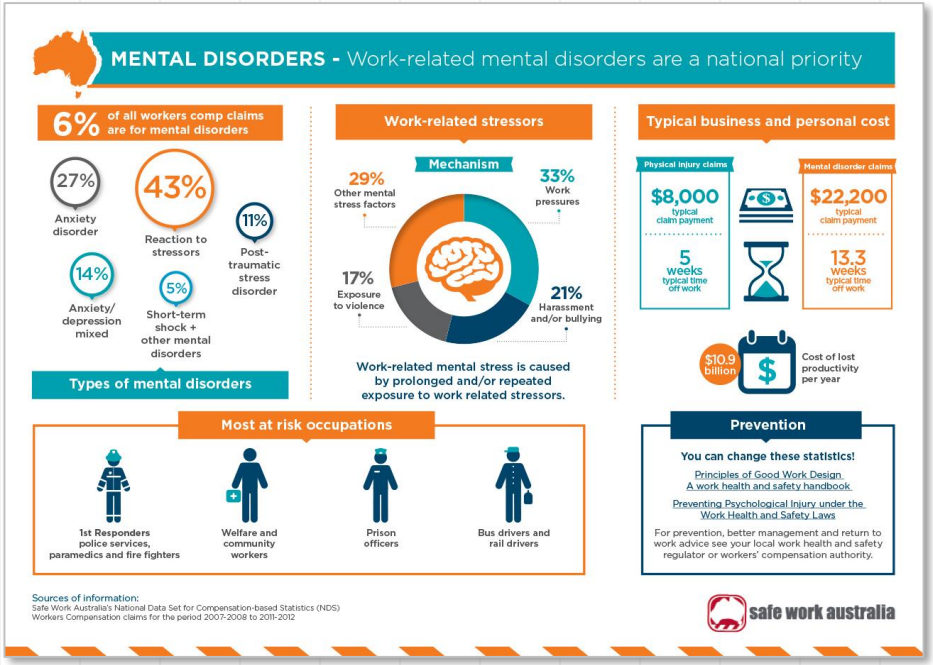
Challenging attitudes, changing lives.

LAYOUT

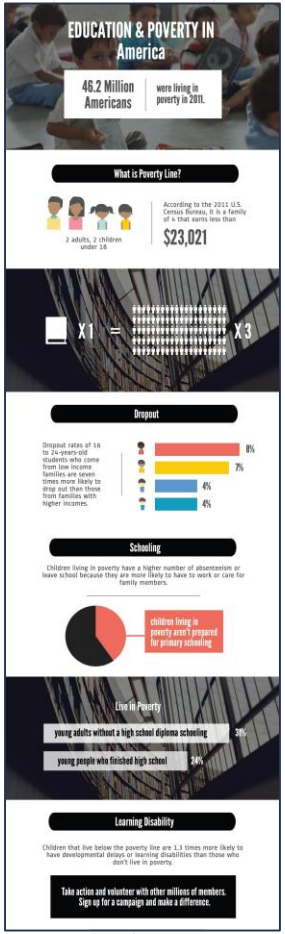
PURPOSE



Heavy Data



LAYOUT FLOW



Introduction

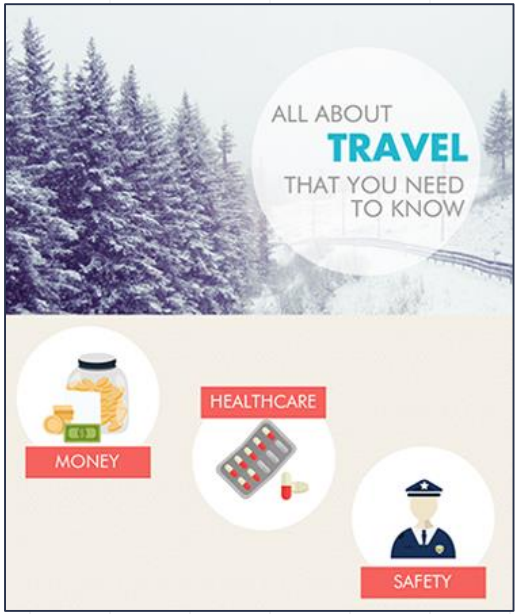
Main Content or Body

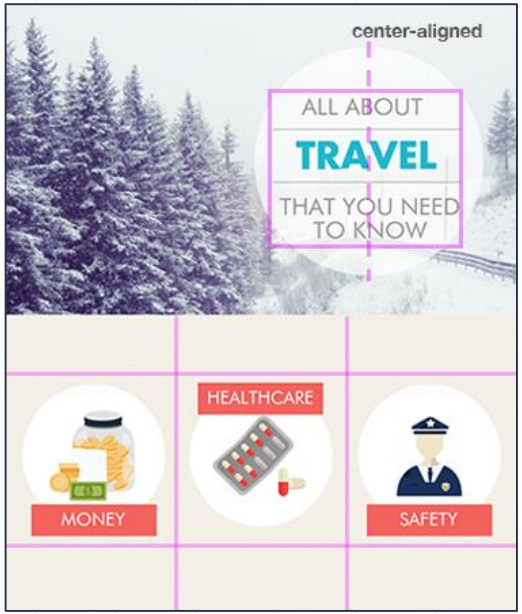
Conclusion/Ask

LAYOUT

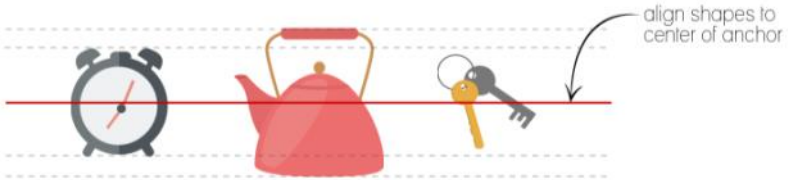
ALIGNMENT

Piktochart.com





Alignment for Images and Icons



Piktochart.com

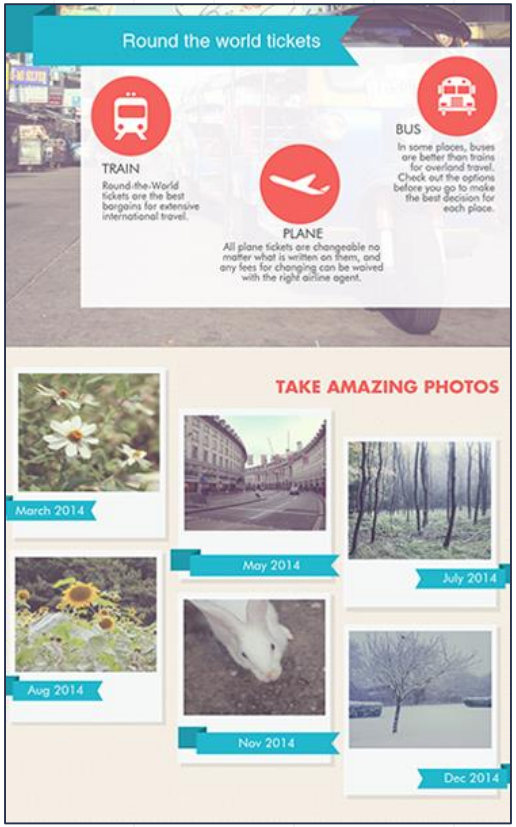
LAYOUT ALIGNMENT

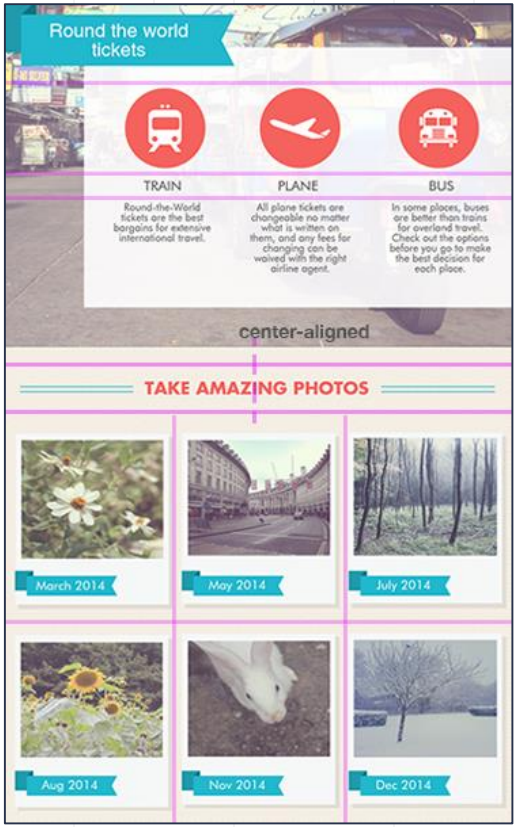
Piktochart.com

Be conscious of where you place things

Always find something else on the page to align with

Avoid using more than one text alignment





LAYOUT

TOOLBOX

IMAGES

LAYOUT IMAGES

Piktochart.com

180 x 180

512 x 240

JPEG

PNG

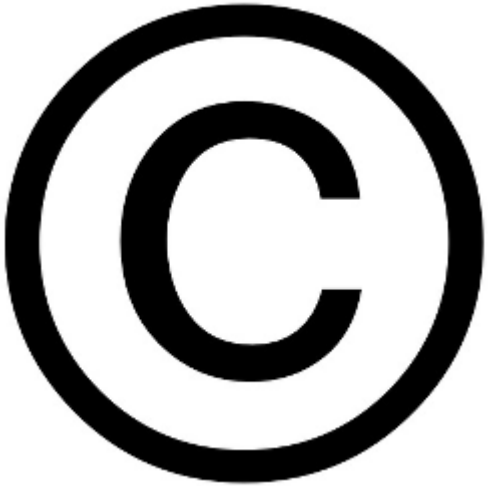
JPEG

PNG

LAYOUT

IMAGES

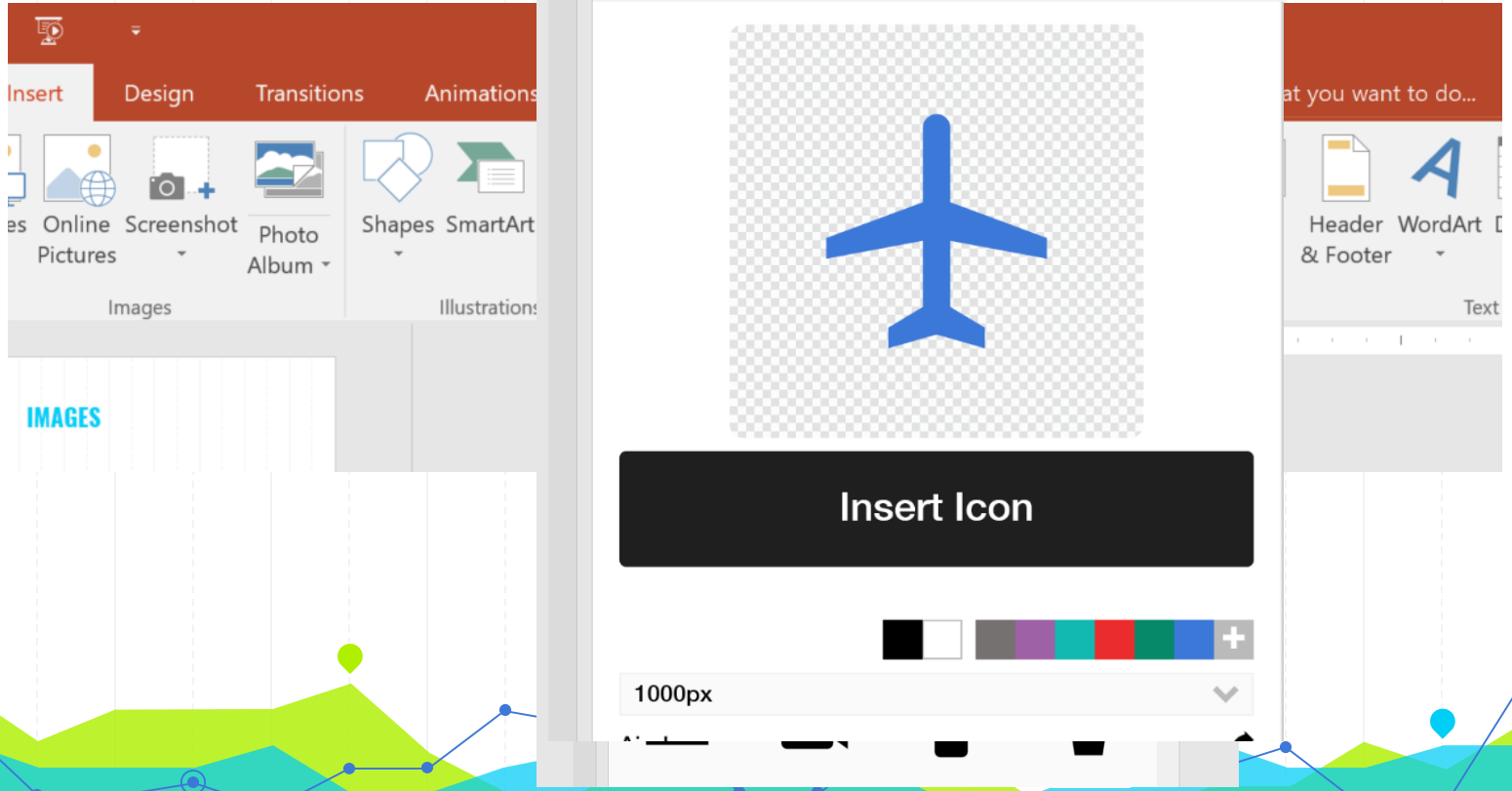
Piktochart.com



IMAGES

TOOLBOX

IMAGES TOOLBOX



What will help you tell your story the best?

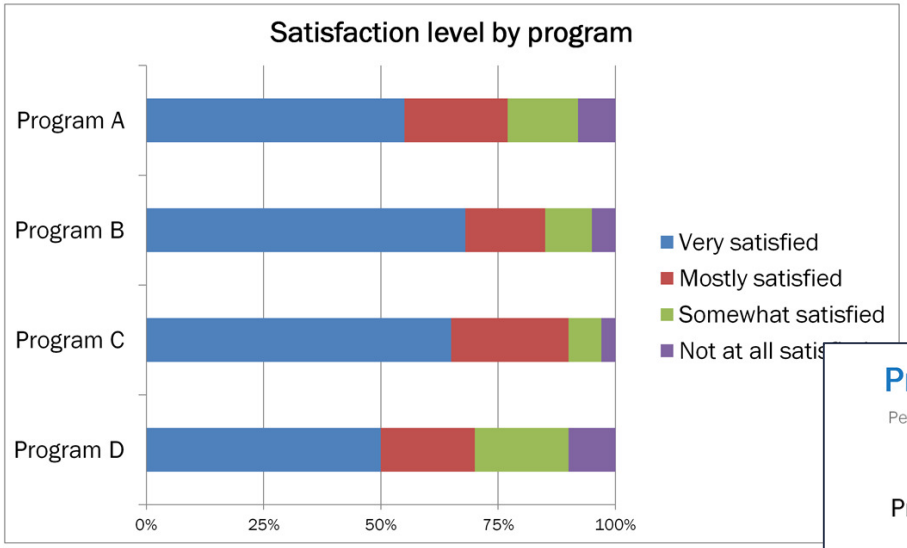
CHART DESIGN

Reduce CLUTTER.

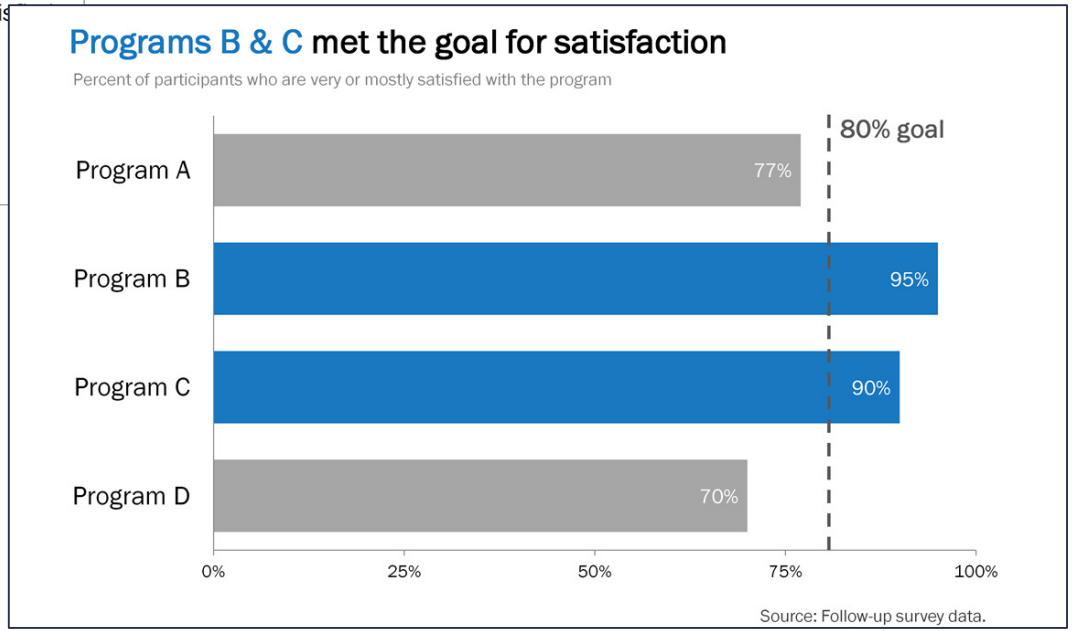
Be intentional with COLOR.

Add INTERPRETATION.

BEFORE



AFTER

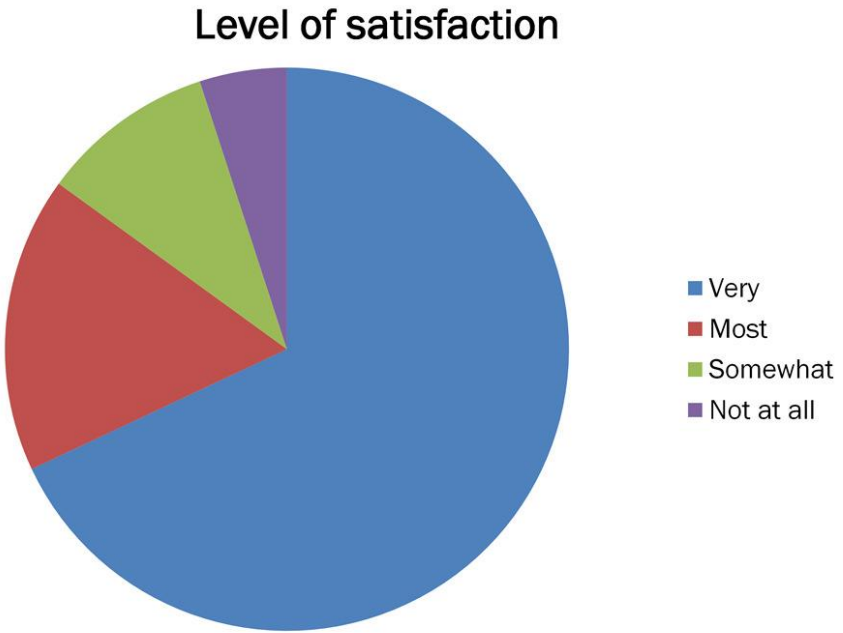


Reduce CLUTTER.

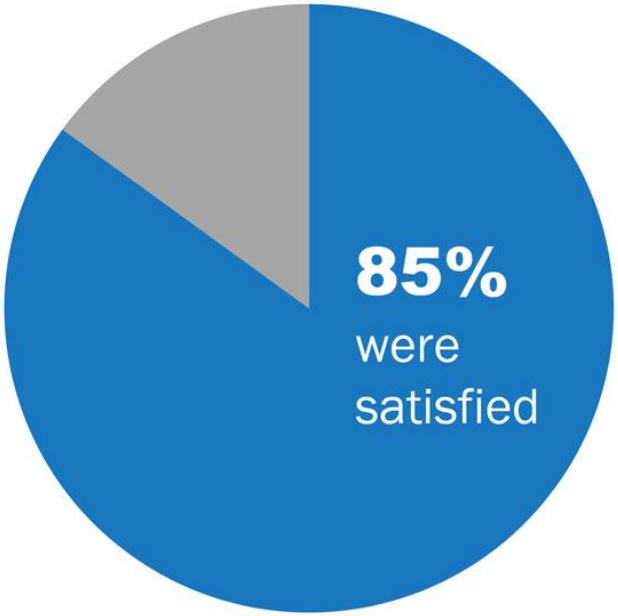
Be intentional with COLOR.

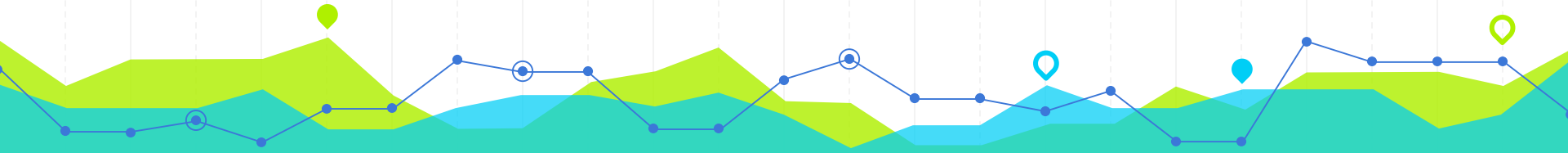
Add INTERPRETATION.

BEFORE



AFTER





Putting the Principles to Work

Practice time!

3

REFLECTION

Font

Proximity

Alignment

Color

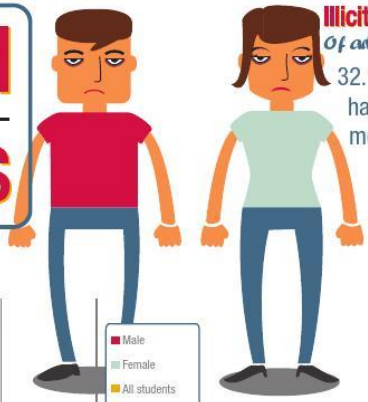
White Space

Images

Layout

Other

MENTAL HEALTH & TODAY'S STUDENTS



Illicit drug use in the past year was associated with levels of mental illness.

Of adults who used illicit drugs in the past year:

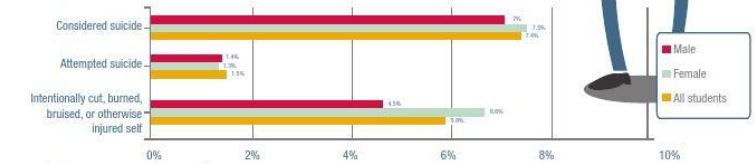
32.1% reported having serious mental illness.

27.6% reported having moderate mental illness.

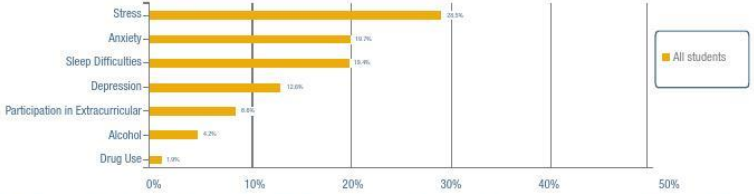
13.2% reported not having mental illness.

In the past 12 months,

college students have:



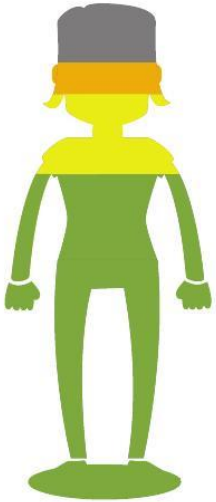
and have experienced:



In the last month, 17.7% of fraternity/sorority members have used marijuana three (3) or more days.

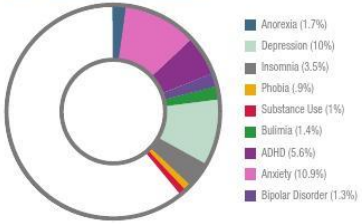
Compared to 12.7% of non-members.

Of first-time illicit drug users, more than half begin with marijuana, followed by prescription drugs and inhalants.

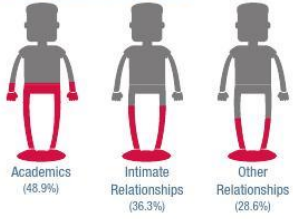


Marijuana (65.6%)
Pain Relieves (17%)
Inhalants (6.3%)
Other (11.1%)

In the past 12 months, fraternity/sorority members reported having been diagnosed/treated for:

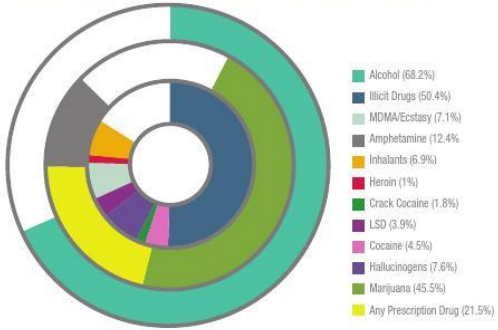


The most common areas fraternity/sorority members found difficult to handle in the past 12 months were:



What experiences are they bringing to college?

The drug-use experience of 2013 high school grads:



Note: The opinions, findings, and conclusions presented/reported in this graphic are those of the authors, and are in no way meant to represent the corporate opinions, views, or policies of the American College Health Association (ACHA), whose study is cited. ACHA does not warrant nor assume any liability or responsibility for the accuracy, completeness or usefulness of any information presented.

National Institute on Drug Abuse, 2012 National Survey on Drug Use, American College Health Association – National College Health Association Spring 2013 Reference Group Executive Summary, National College Health Assessment in 2009

DEPRESSION

350 million

people globally suffer from depression.

Globally, depression accounts for 41% of all the years spent living with mental or behavioral disorders.

41% depression

15% anxiety

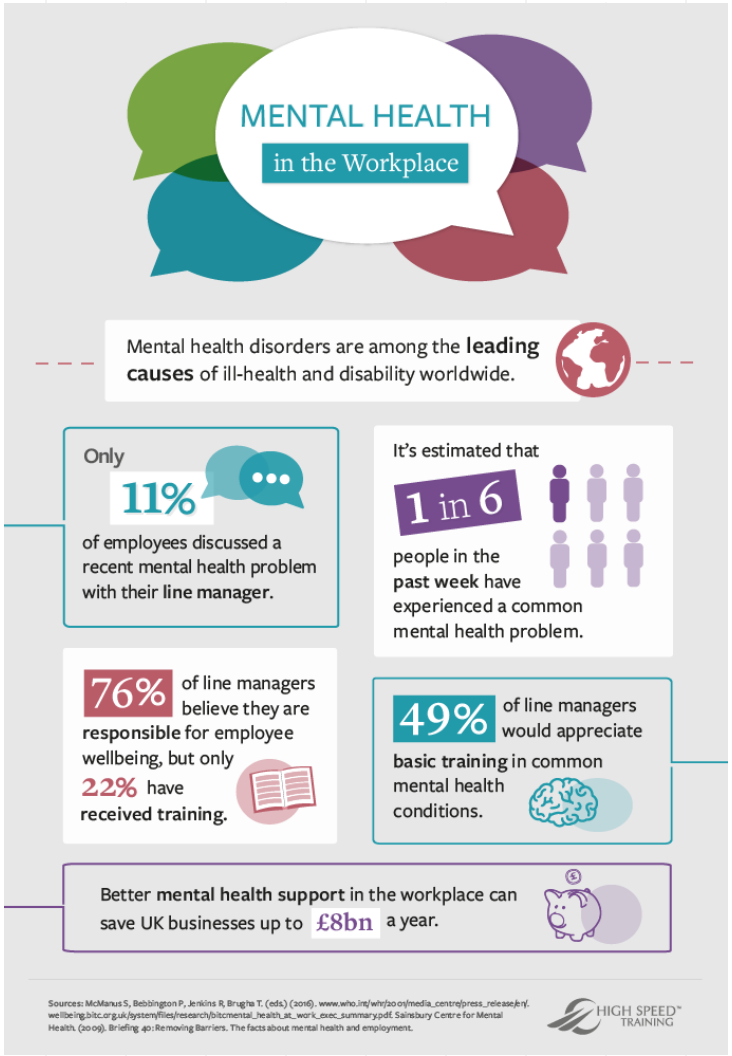
11% drug-use disorders

10% alcohol-use disorders

7% schizophrenia

Twice as many women typically develop depression than men, although in richer countries, three times as many men die by suicide than women.

SOURCES: Global Burden of Diseases, Injuries, and Risk Factors Study 2013; World Health Organization


MENTAL HEALTH
in the Workplace
Mental health disorders are among the leading causes of ill-health and disability worldwide.
Only 11% of employees discussed a recent mental health problem with their line manager.
It's estimated that 1 in 6 people in the past week have experienced a common mental health problem.
76% of line managers believe they are responsible for employee wellbeing, but only 22% have received training.
49% of line managers would appreciate basic training in common mental health conditions.
Better mental health support in the workplace can save UK businesses up to £8bn a year.
Sources: McManus S, Bebbington P, Jenkins R, Brugha T. (eds.) (2016). www.who.int/whr/2001/media_centre/press_release/en/. wellbeing.bitc.org.uk/system/files/research/bitcmental_health_at_work_exec_summary.pdf. Sainsbury Centre for Mental Health. (2009). Briefing 40: Removing Barriers. The facts about mental health and employment.
HIGH SPEED TRAINING

Let’s brainstorm some ideas!

1. What data are you already collecting?

2. What stories could you tell from these data? Brainstorm a few and then pick the story that you most want to tell.

3. Who needs to hear this story?
(Pick an **audience**.)

4. Why would you be telling this audience about this story? (Pick a **purpose**.)

5. What type of presentation would be best given your audience and purpose? (Pick a **container**.)

Share with your small group!

Who wants to share their ideas?

THANKS!

Any questions?

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