First Impressions *Matter*

Turning Public Health Data into Funding-Ready Visuals

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We have no financial interests or relationships to disclose.

WHO we are



Greater Boroughs Partnership for Health

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MetroWest Shared Public Health Services

Thalita Campelo

Community Outreach & Health Communications Coordinator

Learning Objectives:

1. Identify key principles of effective data communication.

2. Translate program and epidemiologic data into clear visual formats that demonstrate program impact.

3. Understand how to use Canva to develop simple, professional visuals for reports and funding materials.



We Collect a LOT of Information in Public Health:

17 clinics held

1,240 vaccines administered

92% satisfaction

73% increase in knowledge

What do we do with all this information ?!

$85,000 awarded

246 inspections completed

428 residents reached

6 municipalities

38 community partners

Data gives us the evidence. Communication gives the evidence *meaning*.

DATA DOCUMENTS:

- What happened?
- How many?
- Who participated?
- What changed?

COMMUNICATION DEMONSTRATES:

- Why does it matter?
- What impact did we make?
- Why should someone care?
- Why should this work continue?

To communicate impact, you first have to measure the impact you have... and that starts with good data!



How To Get There:

Cross-cutting questions:

What are we trying to communicate? What information is most important or impactful? What will prompt change?





Stage 01

Identify

Identify or create a dataset for your topic.



Stage 02

Organize

Organize or format dataset in to columns and rows.



Stage 03

Visualize

Using the data table, create a graph or chart to visualize the data.



Stage 04

Assess

Assess the visual and adjust for clarity and impact.



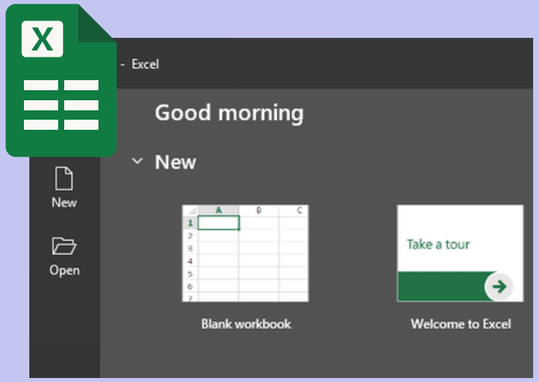
Stage 01

Identify

Identify or create a dataset for your topic.

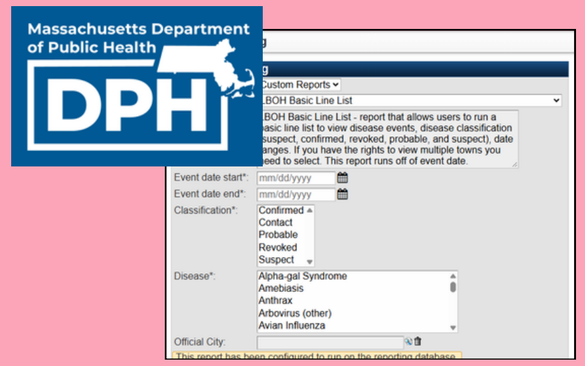
1. What do you have access to?
2. What are you trying to capture or look at?
3. Is this a one-time update or project?
4. Is this for ongoing reporting or monitoring?
5. How do you want to present the data?

Types Of Datasets:



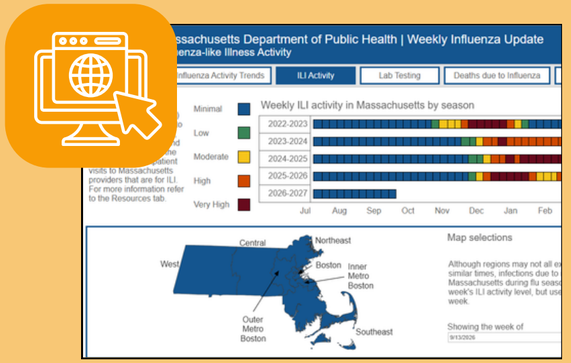
Created Dataset

- Inventory Tracking
- Internal Feedback forms
- Survey data



Existing Dataset

- MAVEN data
- Inspection Software data
- Nursing Software data

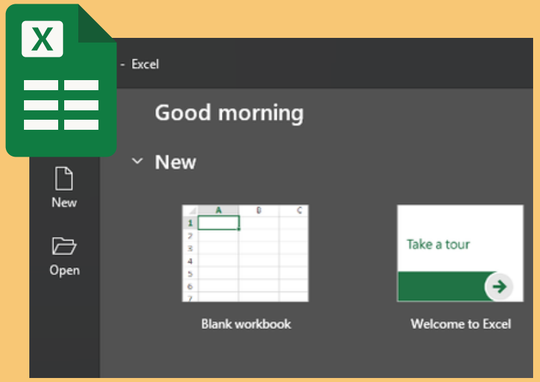


Publicly Available Data

- MA Health Data Tool
- Respiratory Illness Reporting
- BSAS dashboard

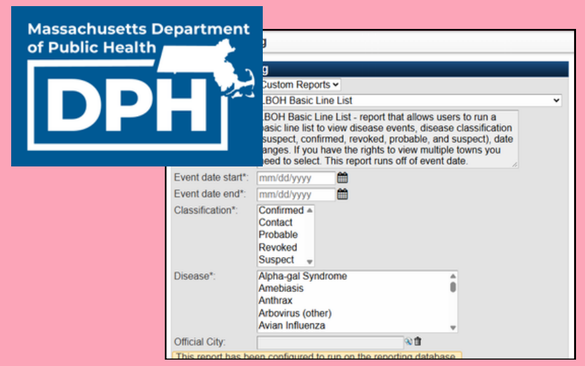
Increasing time and effort

Types Of Datasets:



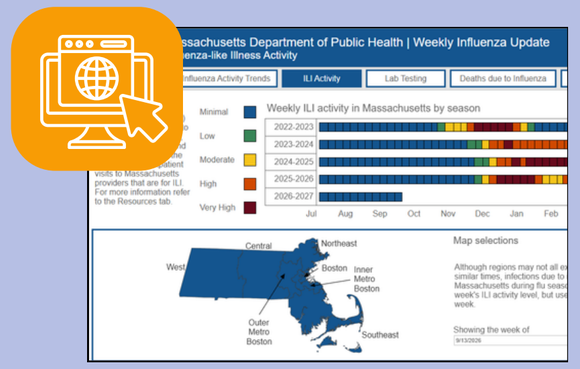
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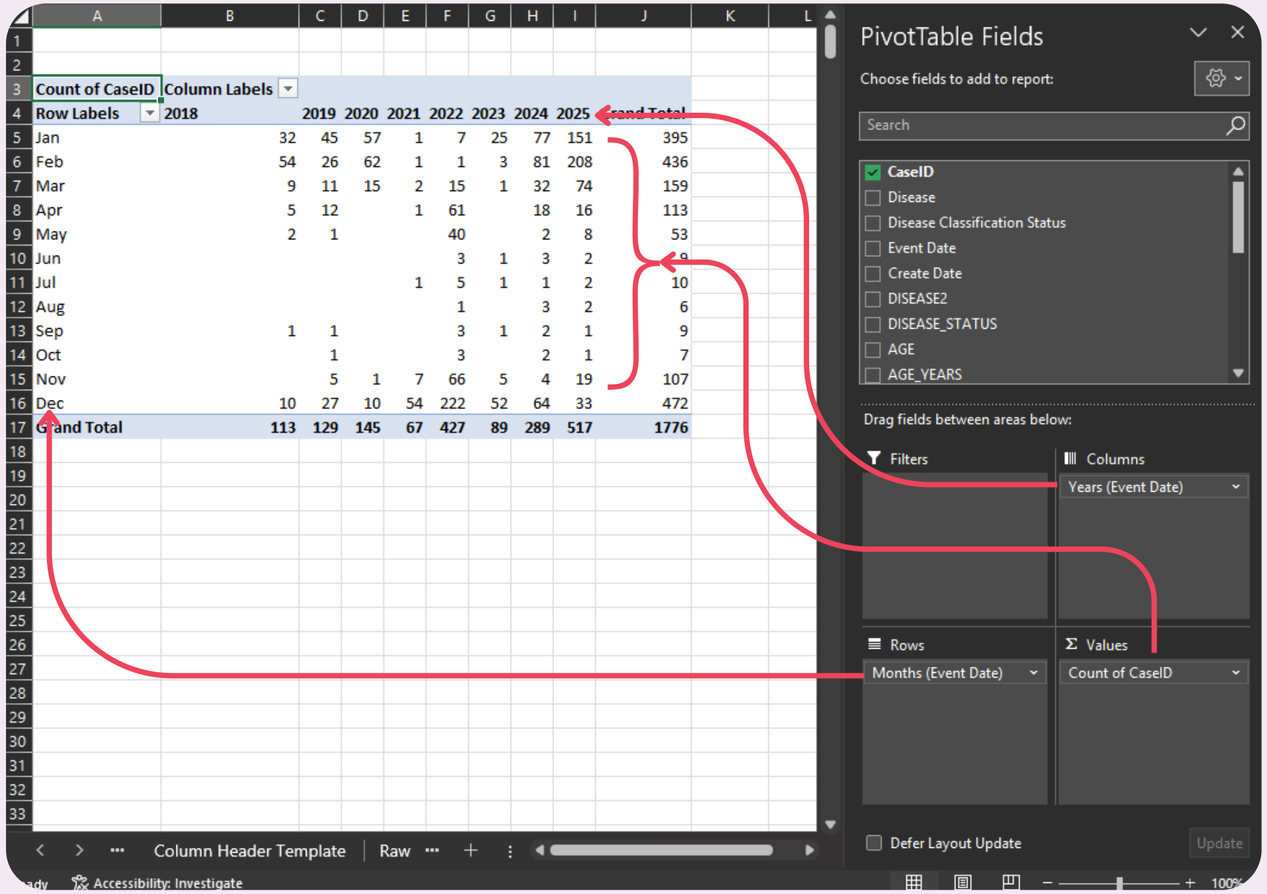
- MA Health Data Tool
- Respiratory Illness Reporting
- BSAS dashboard

Increasing Customizability

Stage 02

Organize

Organize or format data set in to columns and rows.



What elements do you have?
What are they measuring?

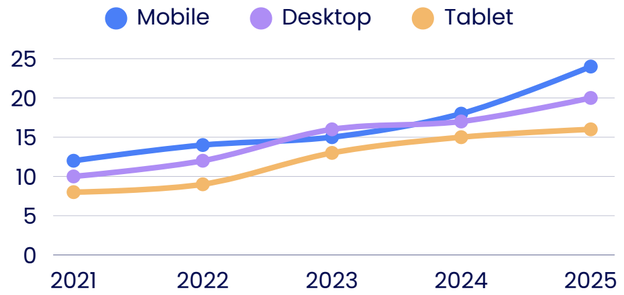
Stage 03

Visualize

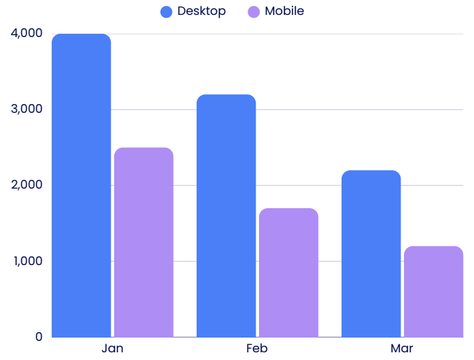
Using the data table, create a graph or chart to visualize the data.

What are we trying to communicate with this data?

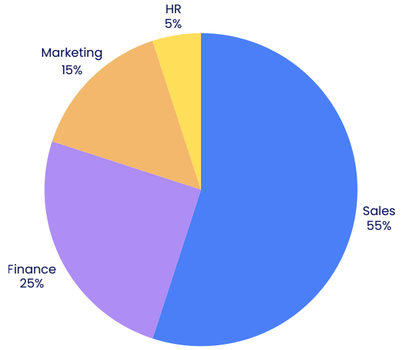
Measures Over Time



Comparisons of Groups



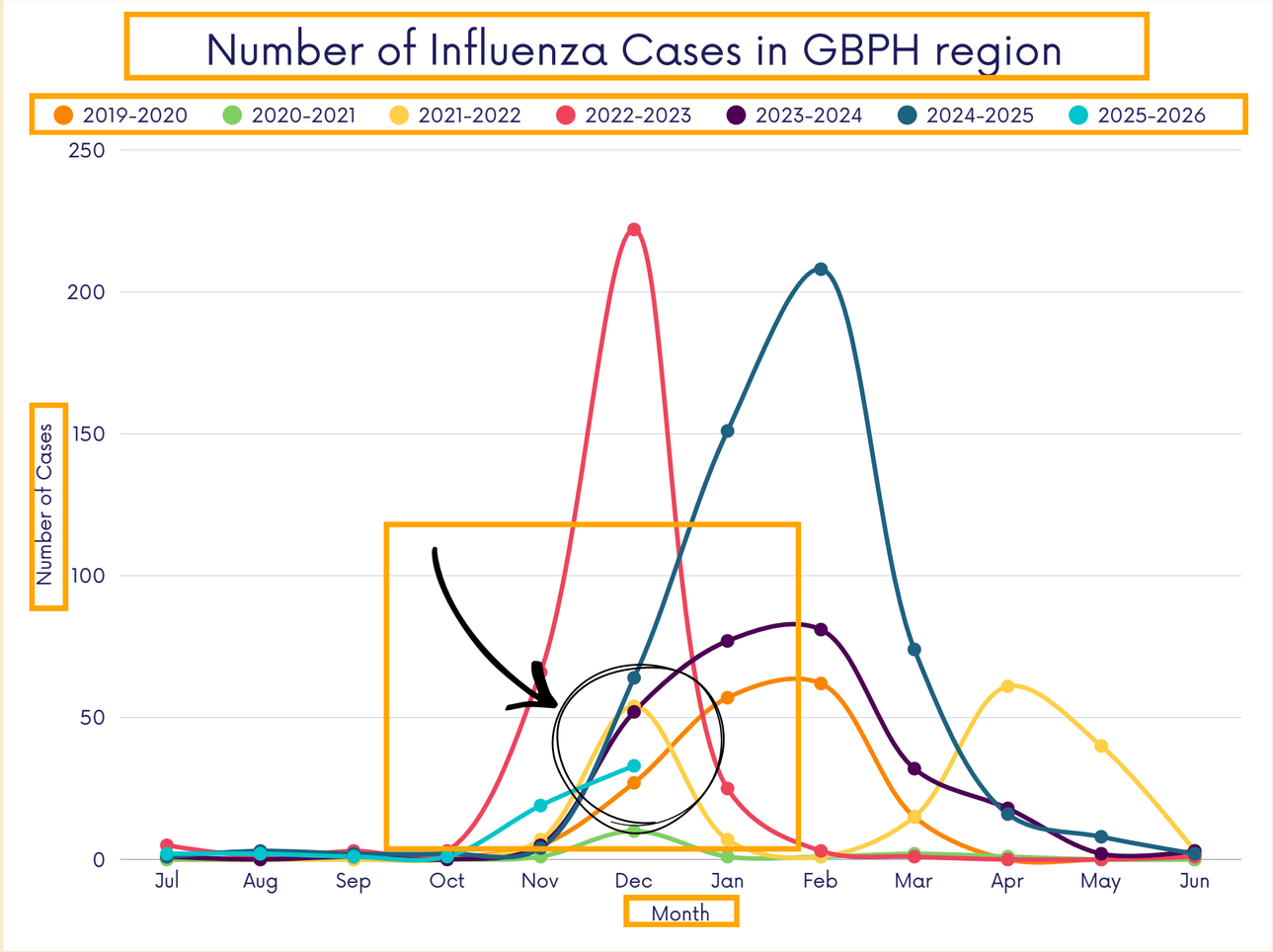
Proportions or Distribution



Stage 04

Assess

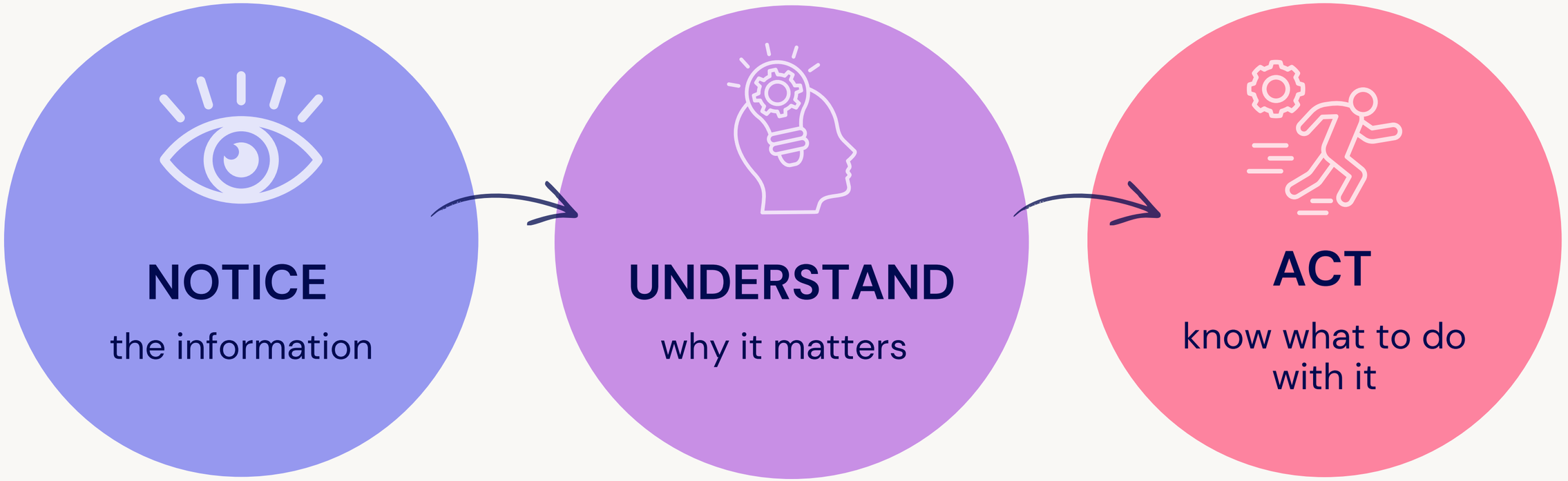
Assess the visual and adjust for clarity and impact.



Does this clearly show what we are communicating?

Good Information Still Needs Good *Communication!*

Effective public health communication helps people:



Public Health Is Competing For Attention:

- **We are one of many priorities**
  - Our audiences are busy and see a lot of information.
- **We need to make the value clear**
  - People need to quickly understand why the information matters.
- **Clarity builds trust & support**
  - Clear, well-designed visuals help people see the impact of our work.
- **Good communication leads to action**
  - When information is easy to understand, people are more likely to engage, support and make informed decisions.



Clear + Visual + Intentional = Easier to engage with

Design With Purpose:

Before creating your visual, ask three questions.

1. **WHO** needs to understand this?
2. **WHAT** is the one thing they should remember?
3. **WHY** are you doing this?



Design decisions should follow communication goals, not the other way around!

What is Canva?

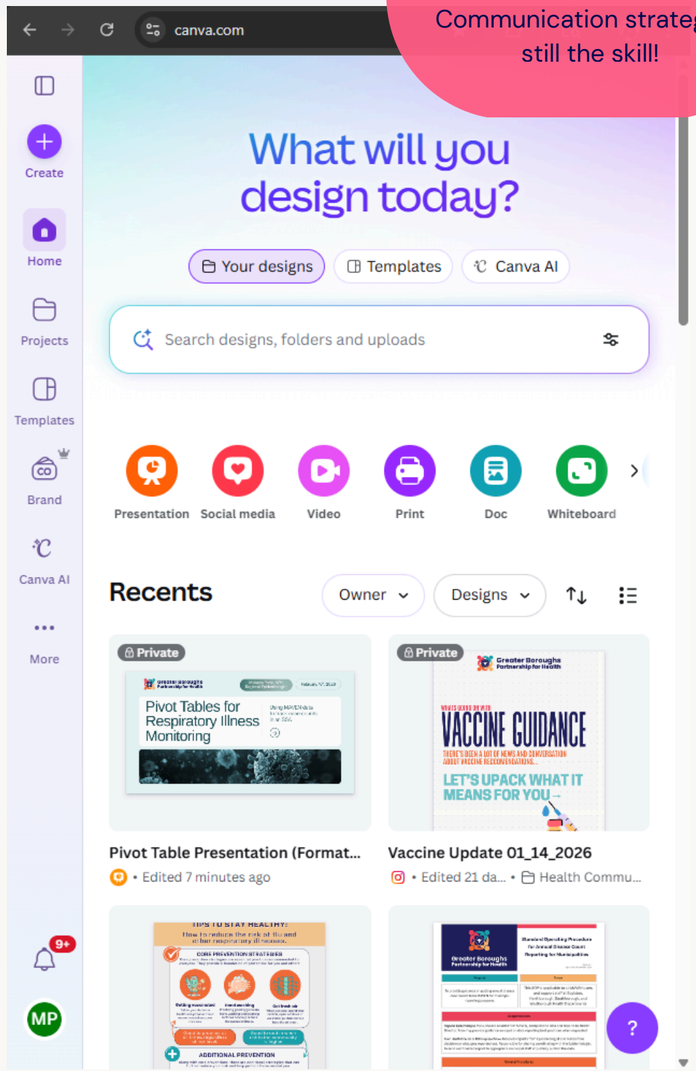
- Web-based graphic design platform
- Can create a free account
- User-friendly
- Customize templates
- Collaborate with other users



What you can create:

- Annual reports
- Grant figures
- Infographics
- Social media
- Presentations
- Newsletters
- One-pagers
- Program summaries

Remember:
Canva is just the tool. Communication strategy is still the skill!



From Data to Design in 6 Steps:

1. **Start with the data**
   Organize and identify the key takeaways you want to communicate.

2. **Choose a simple layout/template**
   Search through templates without becoming dependent on them.

3. **Establish flow**
   Think about: headline → strongest data point → supporting data → context

4. **Turn numbers into visual elements**
   Design with large number callouts, simple charts, icons where appropriate.

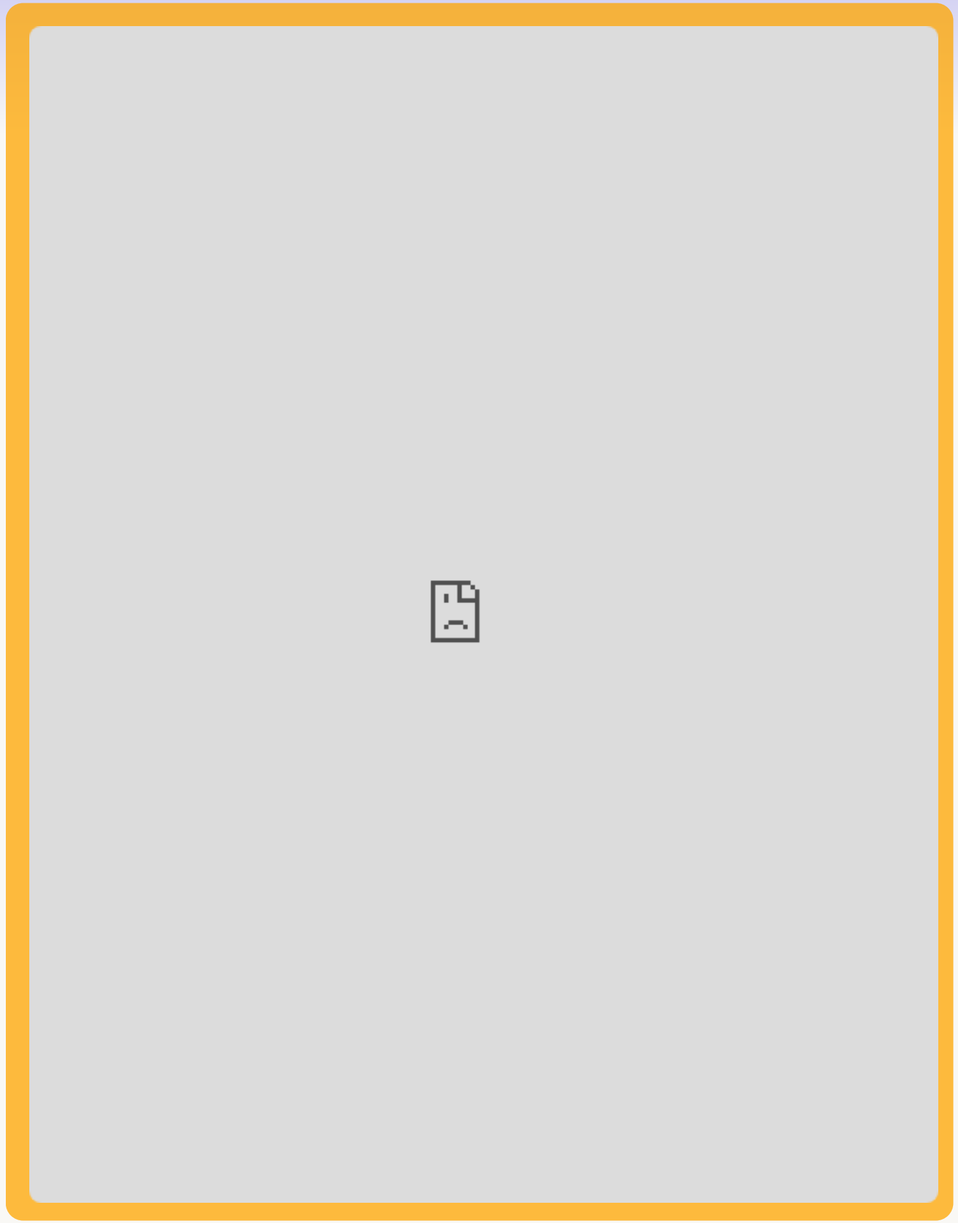
5. **Create consistency**
   Choose consistent fonts, colors, spacing, and alignment.

6. **Final check**
   Can someone understand the main takeaway in 5–10 seconds? Is it readable? Is there enough contrast? Is anything unnecessary? Check for accessibility.



Let’s put it into practice!

From raw flu season data to a quick one-page community impact report.



Accessibility

- Canva’s accessibility tool
  - Helps identify issues but does not guarantee that an exported PDF or documents meets all accessibility requirements.
- Mass.gov resources for accessibility check
  - Self-paced materials
  - Instructor-led trainings
  - Document accessibility checklists and decision tree
  - Web and app testing checklists
  - Additional tools like WAVE and ANDI
- Important to familiarize yourself with this to stay up to date with compliance standards

View Mass.gov resources for accessibility checking here:

SCAN ME

Canva Rules To Live By:

Data Visualization:

1. Choose an appropriate graph
2. Clear Labeling
3. Annotate
4. Keep it simple
5. Know your audience

Communications:

1. Make the template work for you
2. Establish visual hierarchy
3. Align & space consistently
4. Limit fonts & colors
5. Prioritize readability & accessibility

The Numbers Were Always There.
The Difference is How We Communicate Them.

17 clinics held

1,240 vaccines administered

92% satisfaction ★★★★☆

73% increase in knowledge

What do we do with all this information ?!

$85,000 awarded

246 inspections completed

428 residents reached

6 municipalities

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Thank You!

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