



Agenda

Tuesday, Aug 18 *(All times Central Time)*

1:00 - 1:30pm Intro, Welcome, and “What tips from the last Summit have you used?”

1:30 - 2:00pm Discussion: **Communicating our Story (SORH work)**

- What communication platforms? Audience? How often?
- Which formats (report, dashboard, etc)? Visualization tools?
- What data are stakeholders interested in besides FORHP requirements?

[15 min break]

2:15 - 3:15pm Discussion: **COVID Data Lessons Learned**

- Favorite COVID visualizations that participants have seen (show it, and why)
- Having seen COVID data shared/visualized, what can we apply to other data (eg, that uncertainty in data is so poorly communicated, transparency issues)
- What are the goals of the data work? At first COVID data goals were about timeliness, then comprehensiveness, then trending, and finally choosing the best metrics to reflect the situation as our understanding of the pandemic evolved (e.g., at first # of cases and # of tests, then # of serious cases, % of positive tests, etc)
 - Tableau does best with complex data like this, but normal SORH data is much simpler. Discuss...
- How to communicate effectively when the amount of metrics are overwhelming?
 - Drilling down into an aspect, and exploring it
- How to do our job when the topic is controversial/politicized? (See also “Drawing Conclusions” later in the agenda)

[15 min break]

3:30 - 4:30pm **Show & Tell.** Each presentation will include 10 minutes of sharing and five minutes for audience feedback and discussion.

- ★ Danielle Weiss, NH - [Physician data report](#) in Tableau
- ★ Chad Landgraf, OK - [Rural Oklahoma-focused COVID-19 dashboard](#) in ArcGIS
- ★ Bryna Koch, AZ - Maternal health briefs: social determinants of health and workforce
- ★ Tabor Griswold, NV - Adult day care feasibility study in rural Nevada

4:30 - 5:00pm **Reflections.** What stood out for us, what are we taking away, what is unresolved?

Wednesday, Aug 19 *(Central Time)*

- 1:00 - 2:00pm** **Discussion: Ethics and Demographics.** Peer Expert intro: Bryna Koch, AZ
- Are we/How are we ethically collecting and presenting demographic data?
 - Gender response options on surveys - examine 3-4 option sets and discuss strengths and weaknesses
 - Discuss the importance of the terms we use (e.g., “slaves” vs “enslaved people”) and sentence structures in describing situations and populations.
 - Are we/How are we contextualizing race and ethnicity data in an ethical way that makes clear they reflect current and historic influences--and not biological or genetic implications.
 - Access: Tools for captioning, and tips can we implement (e.g., large fonts!)
 - How does visualization aid in accessibility?
 - Options specific to tools (e.g., Powerpoint - photo capturing)
 - Equity: How can icons and images be used to reflect equity & resilience? How are images inappropriately used in ways that reflect racist or biased thinking and systems?

[15 min break]

- 2:15 - 3:15pm** **Discussion: PowerPoint and Mapping hacks.** Peer Expert intros: Amy Royer, MT and Penny Black, WI
- How to use Powerpoint to create infographics, hacks/guerilla visualizations
 - Mapping Hacks
 - Quick maps: Google Maps, UDS Mapper, Excel function
 - Ways to hack common tools?

[15 min break]

- 3:30 - 4:30pm** **Discussion: Drawing Conclusions from Data**
- Using partnerships w/ content experts so conclusions are accurate and relevant
 - Government entities utilizing allies (like universities, associations) to draw conclusions, especially when controversial
 - Power dynamics within the organization (when the conclusions need to come from a recognized “authority” vs data specialist)
 - Appropriate guidelines for making judgments (drawing conclusions)

- 4:30 - 5:00pm** **Reflections.** What stood out for us, what are we taking away, what is unresolved?

COST OF ATTENDANCE

In lieu of payment, participants are expected to bring:

- Your favorite COVID-19 data visualization (created by anyone, found on the web, seen in an article, etc.)
- A communication piece your SORH produced about their work

Evolving, current information on DS2020: <http://worh.org/data-summit>