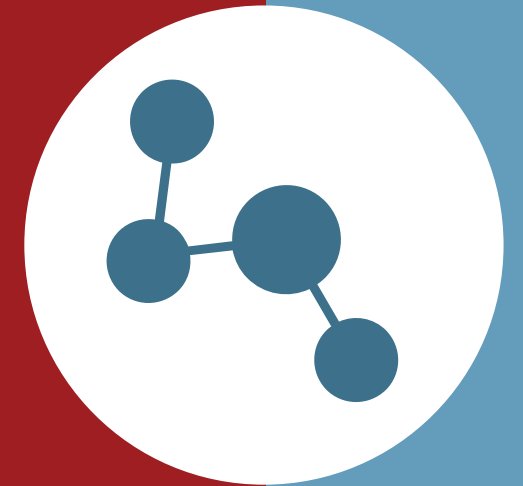


Creating change with beautiful data and design:

Tips and tricks

Creating Change | Las Vegas, NV | January 22, 2025



Who are we?

**FACENTE
CONSULTING**

UNDERSTAND • IMPLEMENT • TELL YOUR STORY

Facente Consulting is a public health consulting firm with a focus on program evaluation, strategic planning, and needs assessments.

Vision

A world with unconditional health equity, where all people experience health and wellness

Mission

To support our clients to improve health and wellness by helping them understand, implement, and tell their story

Queer Liberation = Health Equity!



Today's Workshop Facilitators



Shelley Facente
(she/her)



Sara Durán
(she/her)



Sarah Jane Smith
(she/her)

The plan for this workshop

1. How can data tell stories that bring about impact?
2. Tips for making your data look great
3. Tips for making your data easy to digest
4. Small group work to practice what you've learned

10 tips for telling your story of impact with data			FACENTE CONSULTING
TIPS: Making data look good	Examples of how to apply this tip		What might this look like?
1	Align text, objects, and shapes	<ul style="list-style-type: none">Use the "shape format" PPT menu to align & distribute objectsGroup (right-click menu) objects so they move together	
2	Buffer for "white space"	<ul style="list-style-type: none">Leave enough empty space around graphics/text and within them (such as line & paragraph spacing)	
3	Choose a color palette*	<ul style="list-style-type: none">Use colors that complement each other (via Word & PPT "design" tab, or sites like https://www.colourlovers.com/ or https://coolers.co/)Match colors with HEX codes or eyedropper (see Word/PPT color menus)	
4	Keep graphics simple	<ul style="list-style-type: none">Use large photos, remove borders of photos/graphics/iconsFind graphics in Word/PPT ("insert" menu → pictures → stock images), through Creative Commons, Canva, Noun Project	
TIPS: Making data digestible	Examples of how to apply this tip		What might this look like?
5	Check: Do you even need a chart?	<ul style="list-style-type: none">Don't make charts for the sake of chartsConsider the simplest and most impactful way to share your message with your specific audience	
6	Say what you mean	<ul style="list-style-type: none">Don't leave the reader guessing; just tell them your key message, in a way appropriate for your audienceThis applies to chart titles! They need not be "neutral" in most cases.	
7	Declutter your charts	<ul style="list-style-type: none">Remove borders, choose a narrow font, and replace axes with directly labeled datapoints when possible	
8	Use color intentionally*	<ul style="list-style-type: none">Use color to make your main point(s) stand out or to convey meaningFor charts, avoid using colors for the sake of being colorful	
9	Avoid pie charts (mostly)	<ul style="list-style-type: none">Don't use pie charts when you have more than 2-3 categories; they are hard to interpret! Try the built in "stacked bar" option.	
10	Consider out-of-the-box chart types	<ul style="list-style-type: none">Simple, less-used charts can be appealing and impactfulFor more training on simple, impactful chart development, we recommend Stephanie Evergreen's "Chart Starter Series"	

*Keep in mind color contrast (for accessibility) and cultural meanings of color. To support accessibility, do not rely on color as the only cue to explain your data.



**We'll focus
on low-
hanging fruit!**

1

How can data
tell stories?





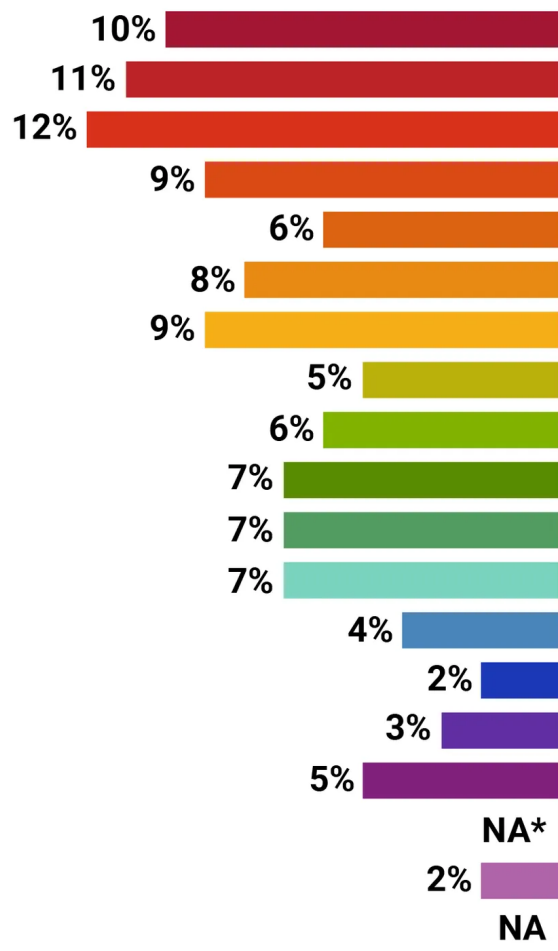
Data can be **powerful**.



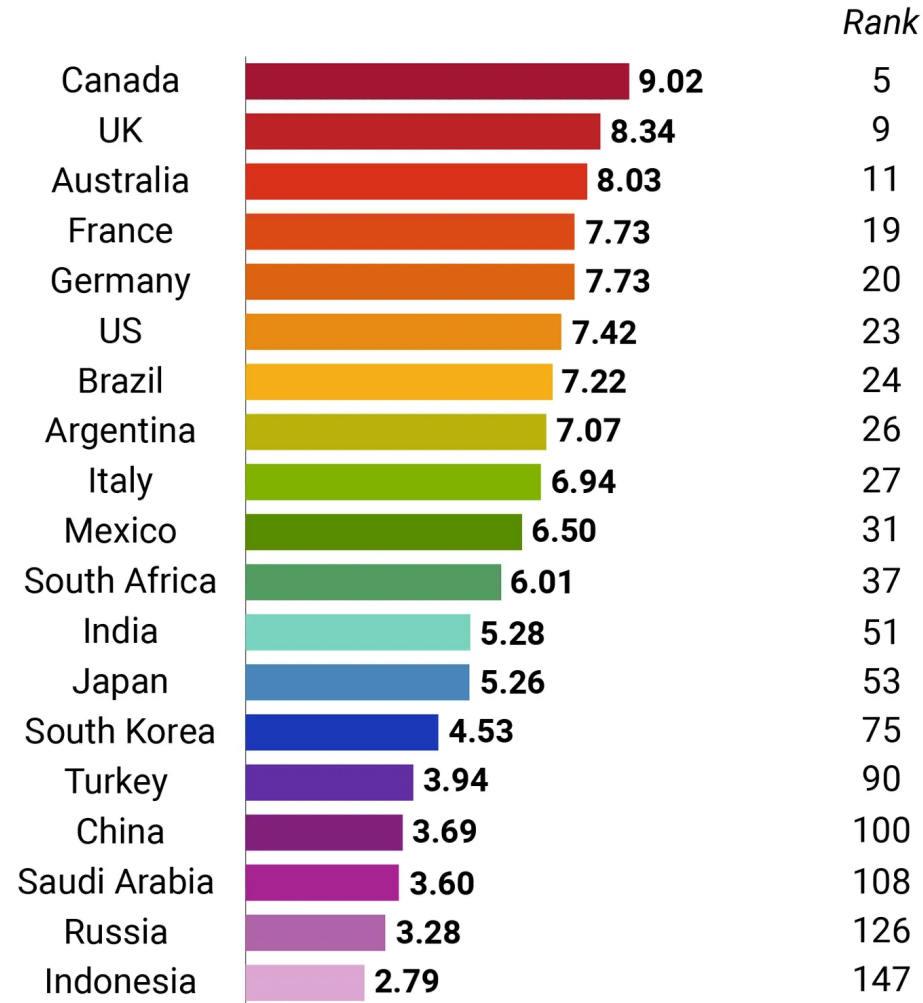
TOGETHER
WE WILL
CHANGE THE
WORLD

LGBTQI identification vs. social acceptance

Percentage of people polled who say they are mostly or only attracted to the same sex



Social acceptance of LGBTI people in G20 countries based on UCLA Global Acceptance Index 2020 (out of 175 countries)



“International polls often gauge what percentage of a given population identify as LGBTQI...But the willingness of people to divulge their gender identification and sexual preference is likely influenced by social and cultural attitudes towards LGBTQI people.”

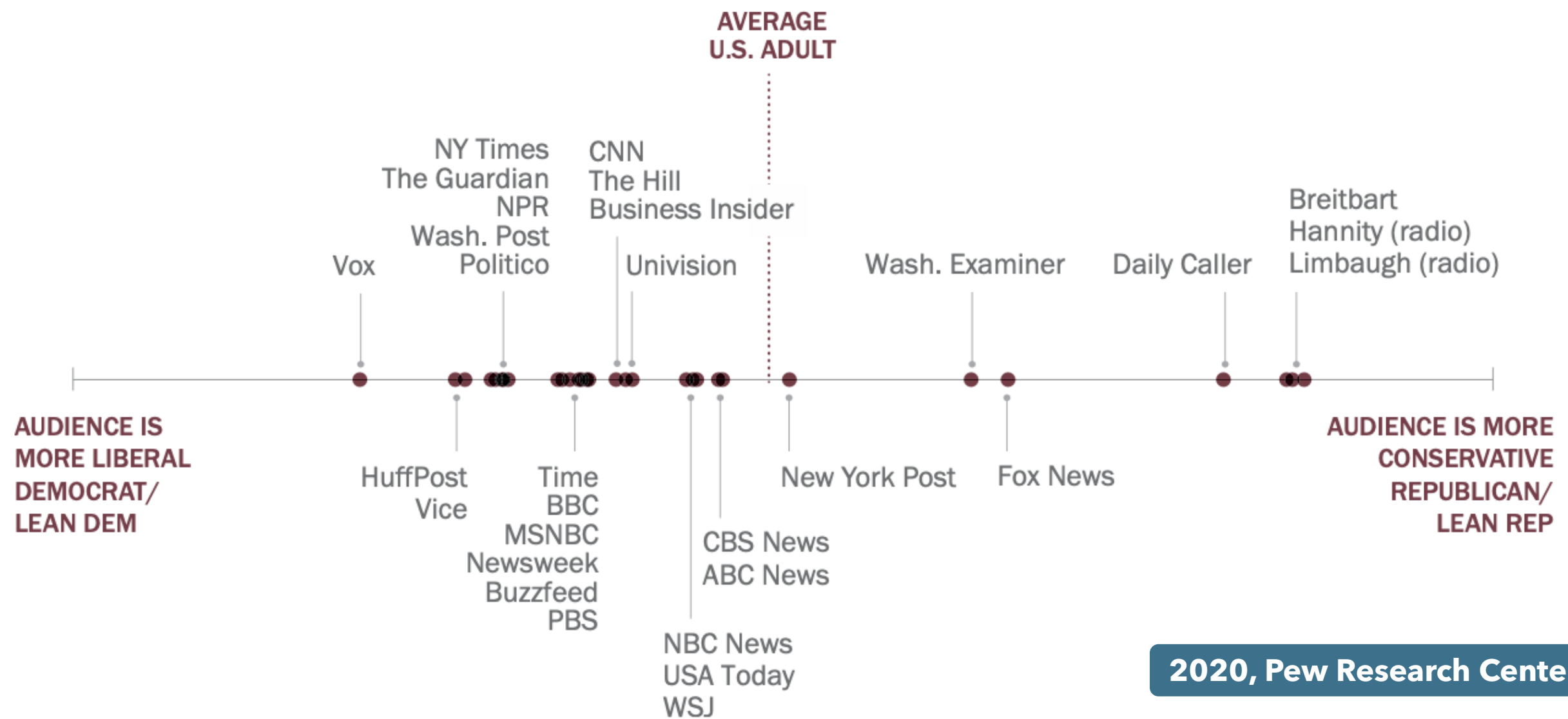
Chart example from: **GZERO**


Data source: UCLA School of Law Williams Institute, Ipsos



Average audience placement of each news outlet based on party and ideology

Average party and ideological self-placement of those who got political and election news from each source in the past week





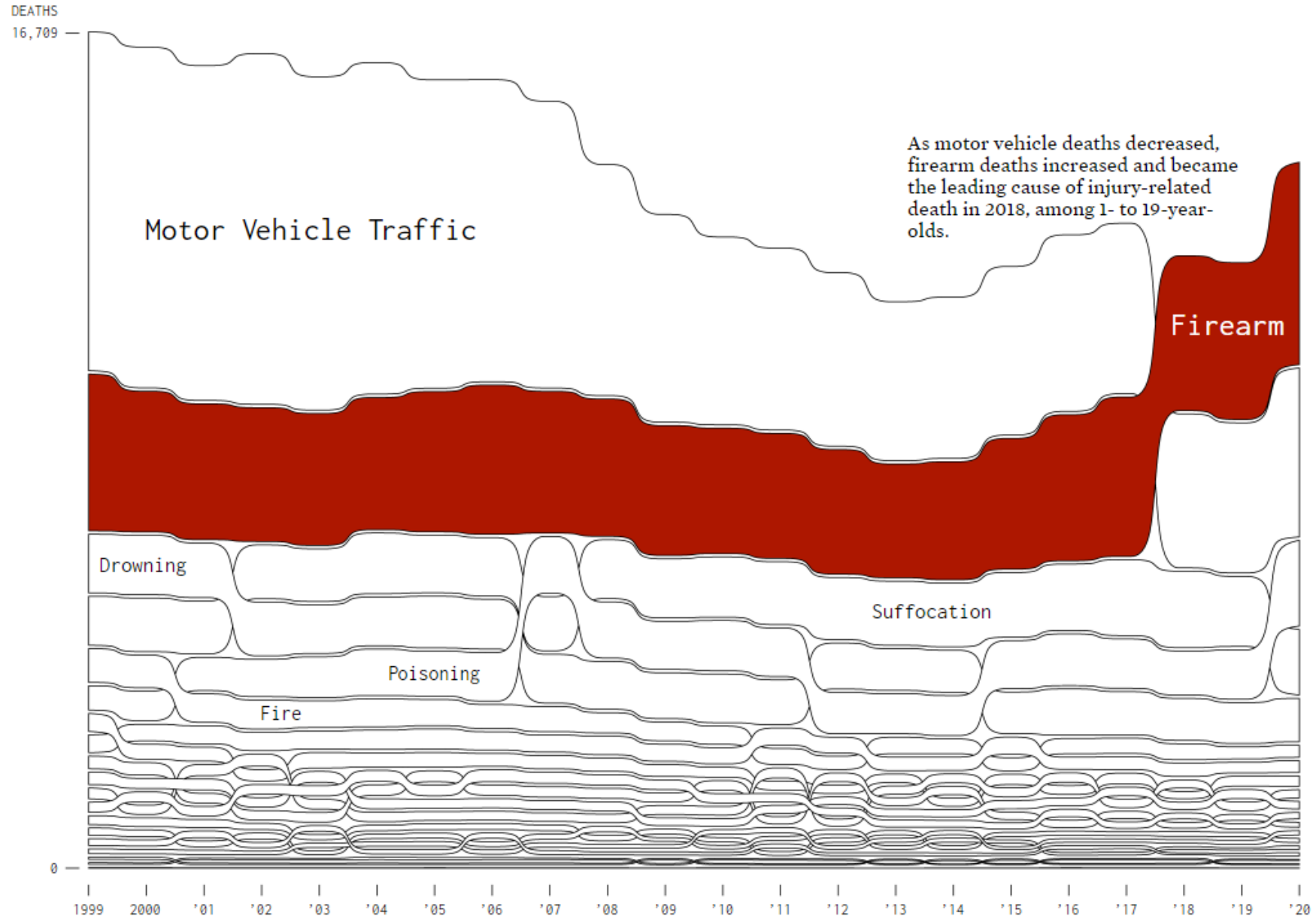
“The school admin has to be our top support to ensure safety. They need to be aware that LGBTQ+ students need more support than other students because they are more likely to face discrimination.”

- *LGBTQ+ student*



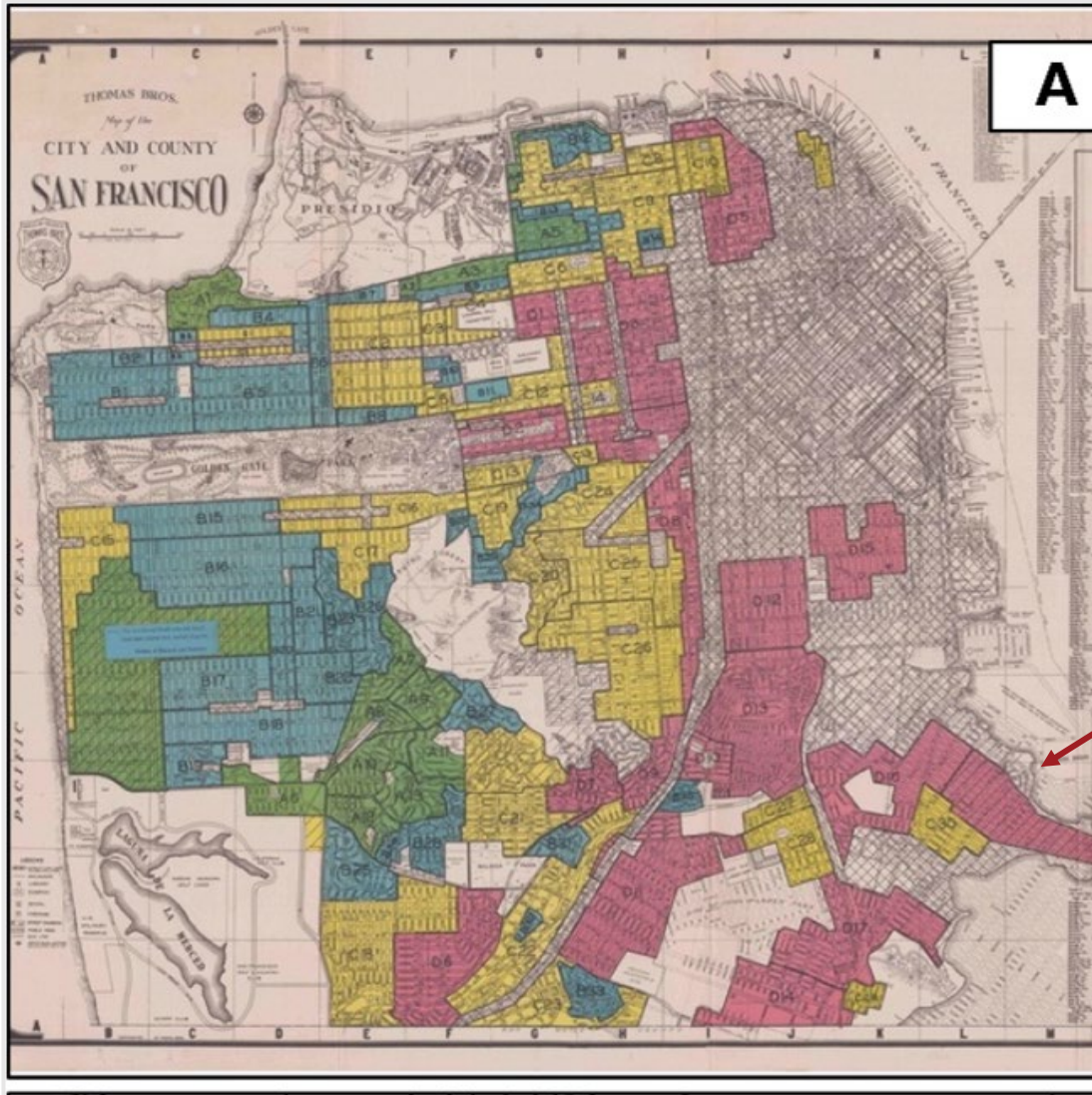
FIREARMS ARE THE LEADING INJURY MECHANISM

Among 1- to 19-year-olds in the United States, from 1999 to 2020.

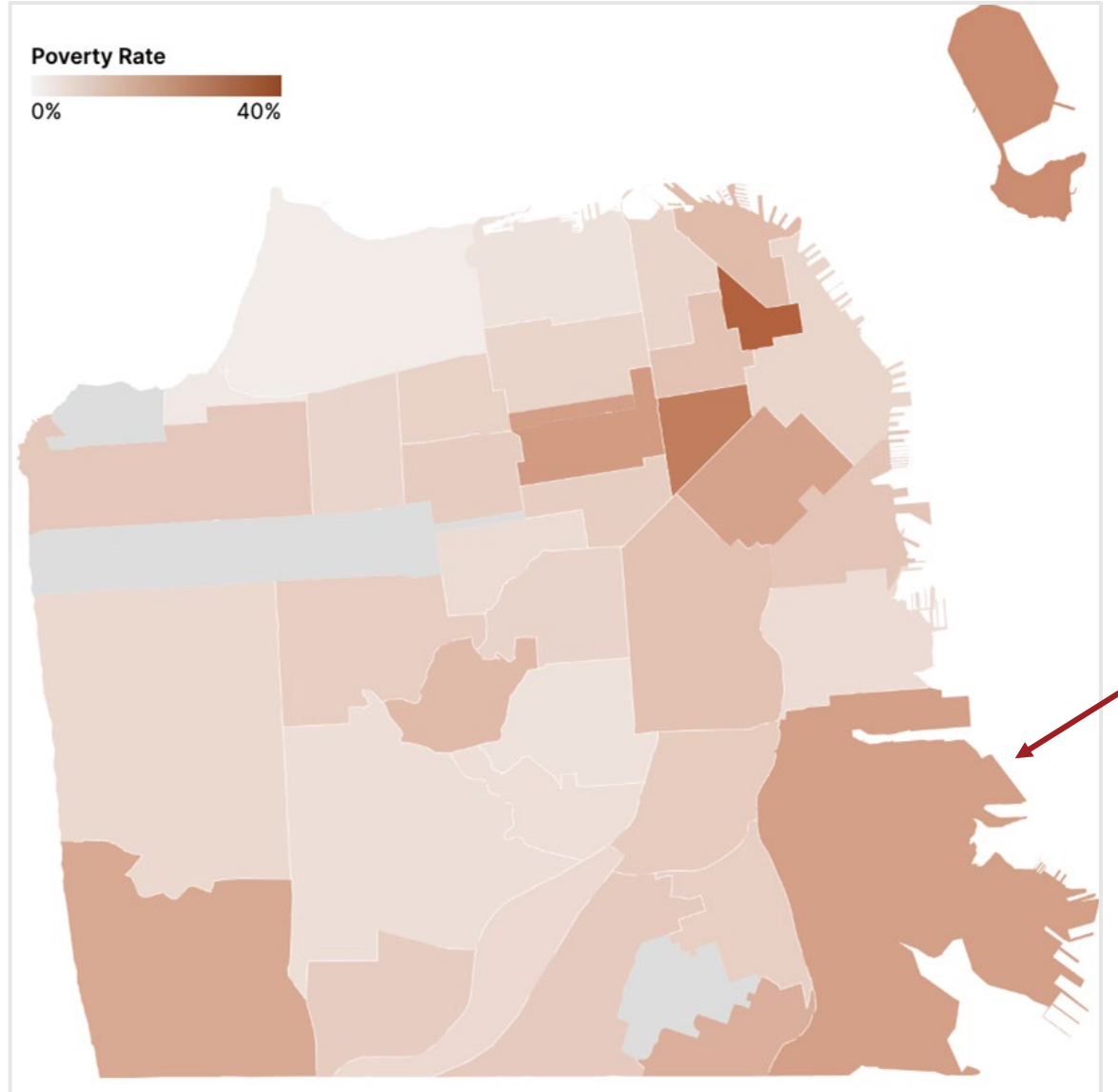


The legacy of redlining in San Francisco harms Black residents today.

<https://sfstandard.com/research-data/san-francisco-neighborhood-new-census-data-maps/>



Redlining, roughly 1939



Poverty rate, 2022



Divided cities: South Africa's apartheid legacy photographed by drone

▲ Kya Sands/Bloubostrand from Unequal Scenes: Segregation of urban spaces in South Africa by Johnny Miller
Photograph: Johnny Miller/Millefoto/Rex/Shutterstock

Johnny Miller used a drone to take aerial photographs of the gulf in living conditions for the poor and the wealthy

https://www.pewresearch.org/journalism/2014/10/21/political-polarization-media-habits/pj_14-10-21_mediapolarization-08/



2

Tips for making your data look great

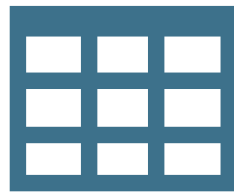




You've got data!



Photographs



Spreadsheets



Survey
statistics



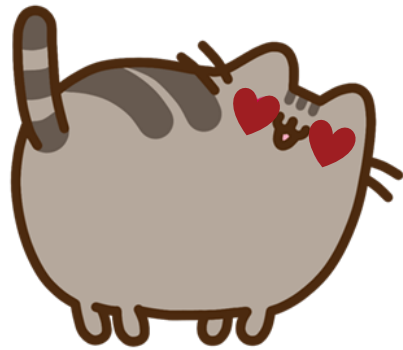
Quotes

**Somewhere in
there is a story**

**To be powerful,
people have to
want to and be
able to find the
story in your data!**

If you make data visually appealing...

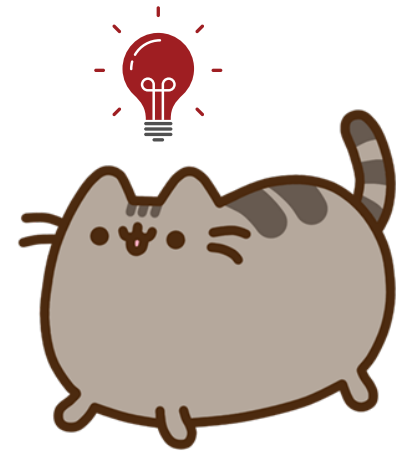
People will
actually look at it



People will
understand it



People may act
upon it



Four low-effort tips for visual appeal

- 1 Align text, objects, and shapes
- 2 Buffer for “white space”
- 3 Be intentional with color
- 4 Don't overcomplicate your graphics

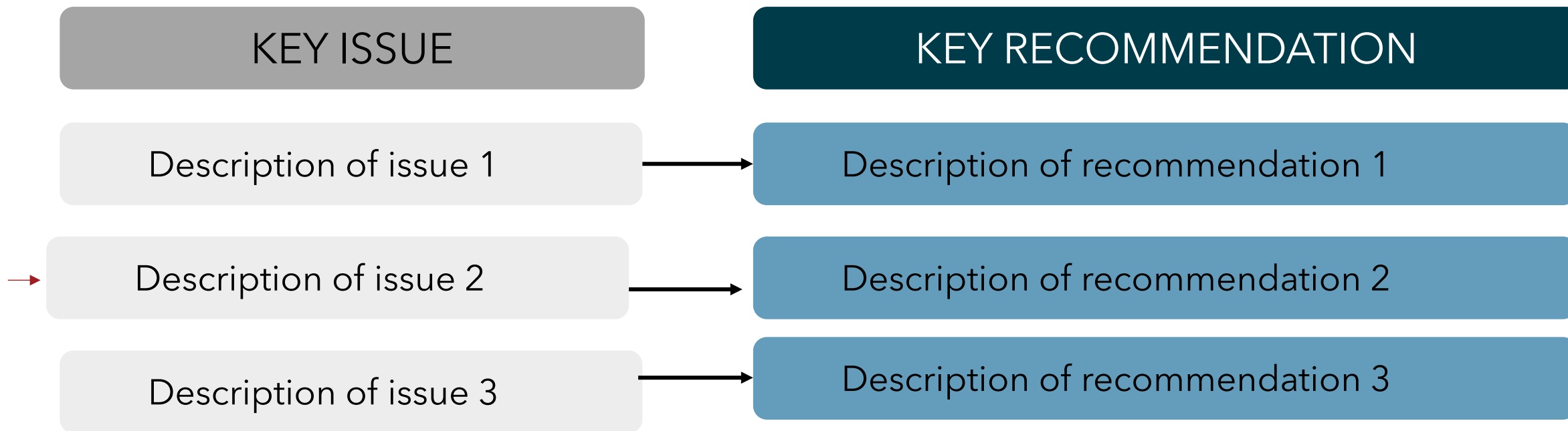


Align text, objects, and shapes

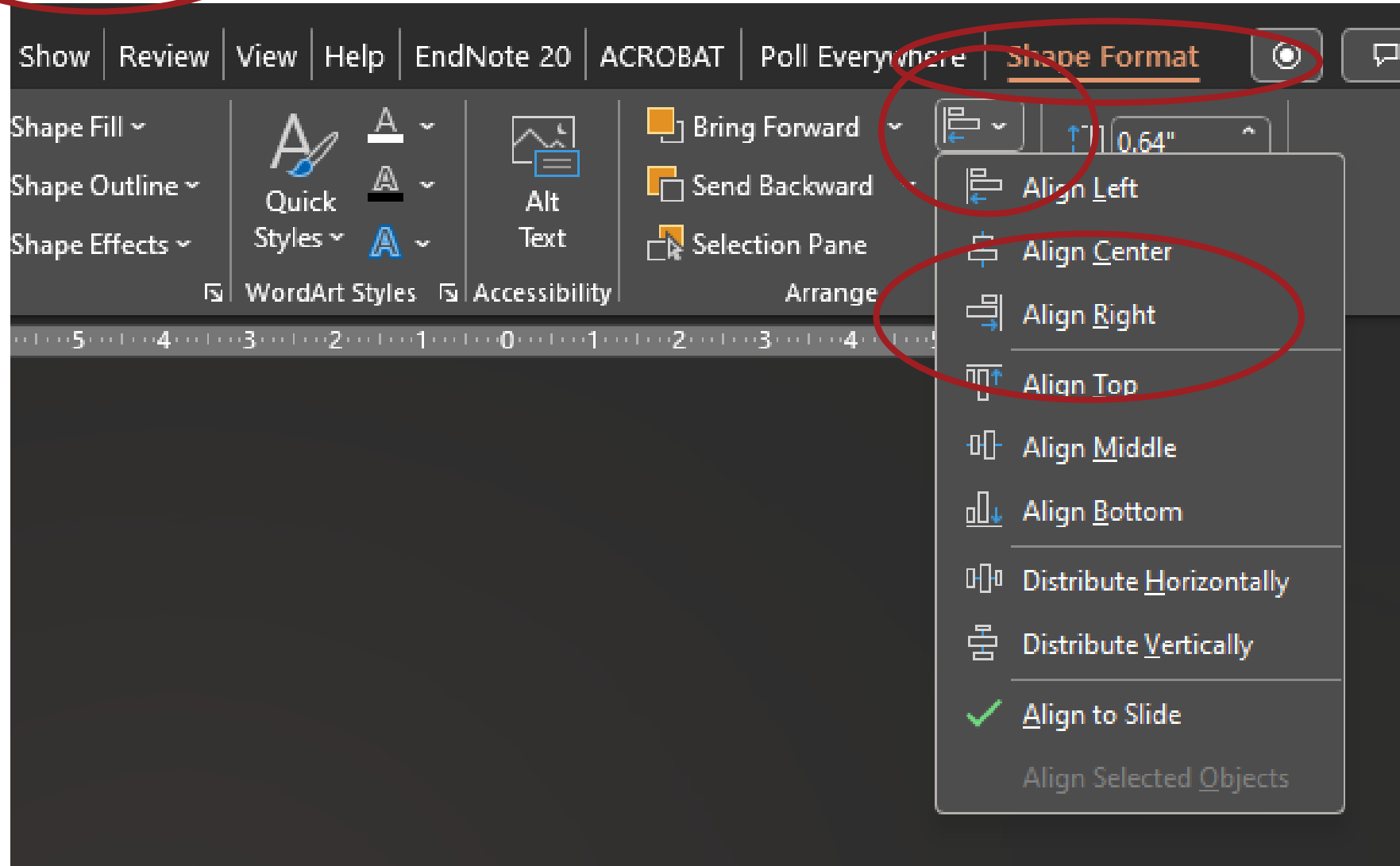




Use "Align", "Distribute" and "Group"!

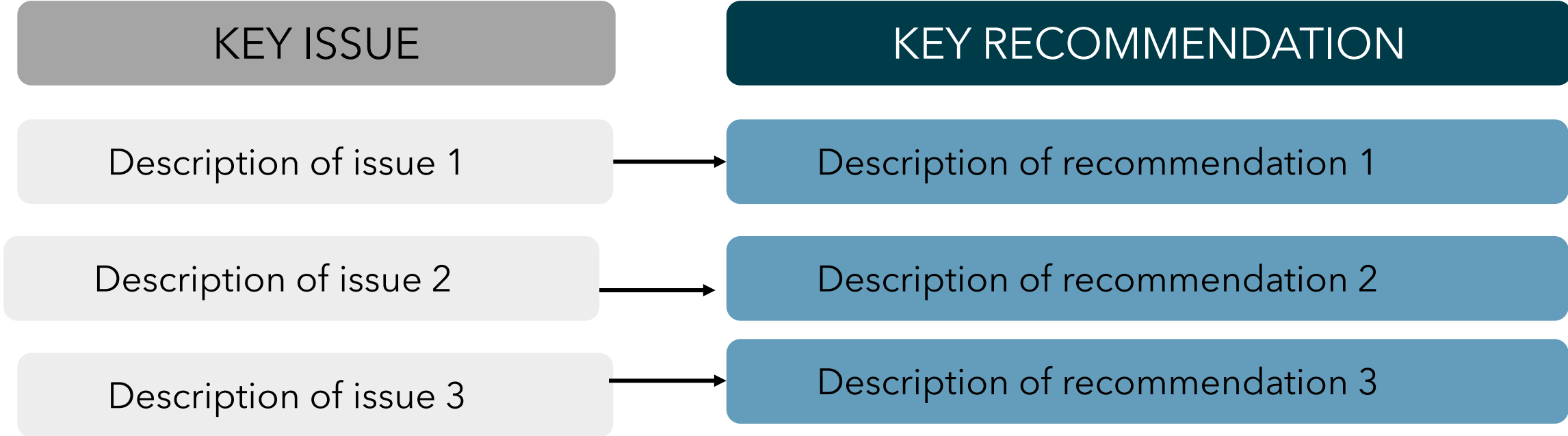


Use "Align", "Distribute" and "Group"!



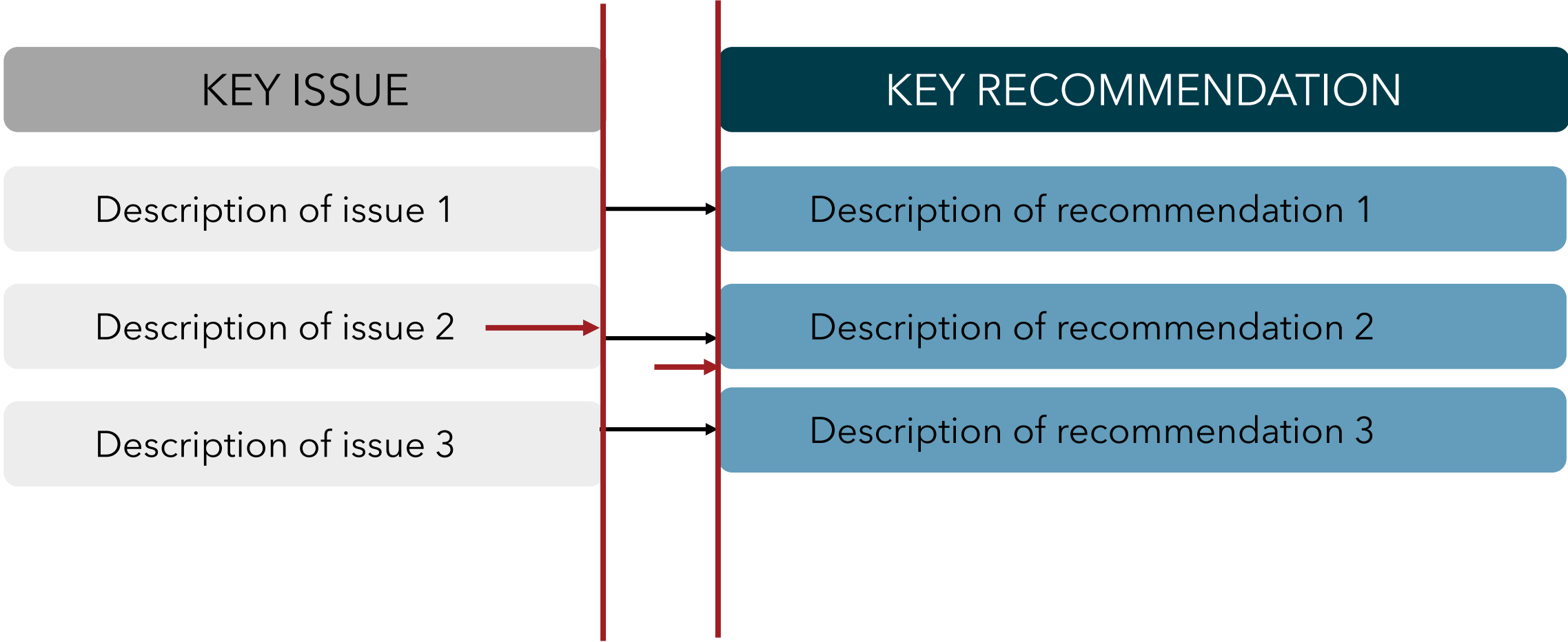


Use "Align", "Distribute" and "Group"!



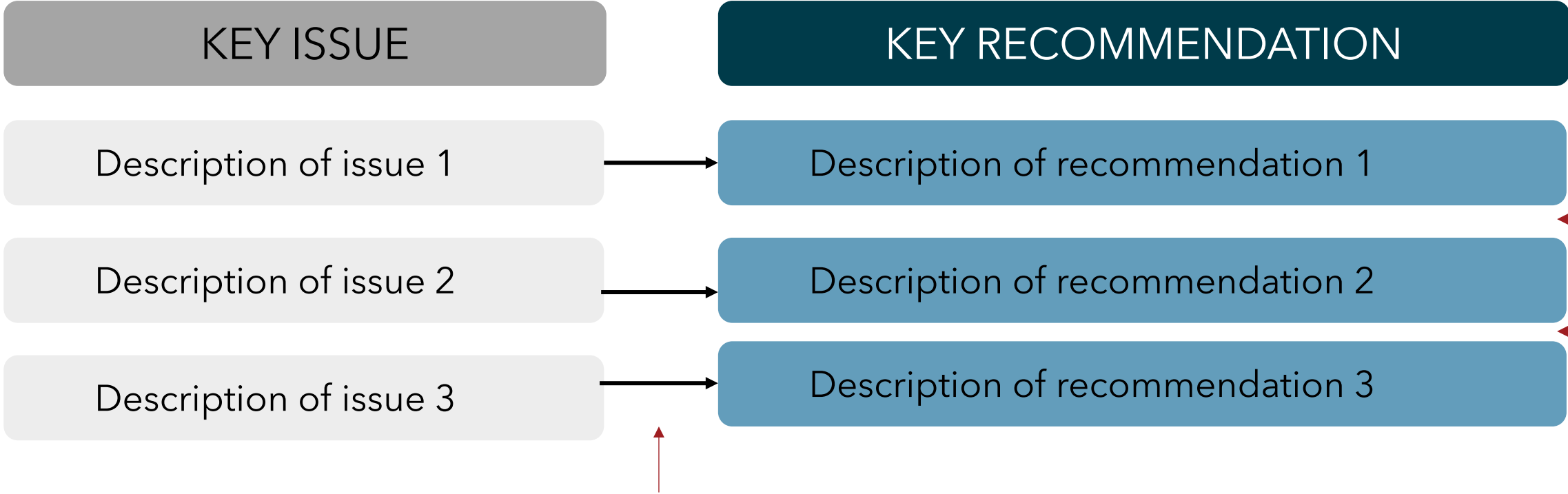


Use "Align", "Distribute" and "Group"!

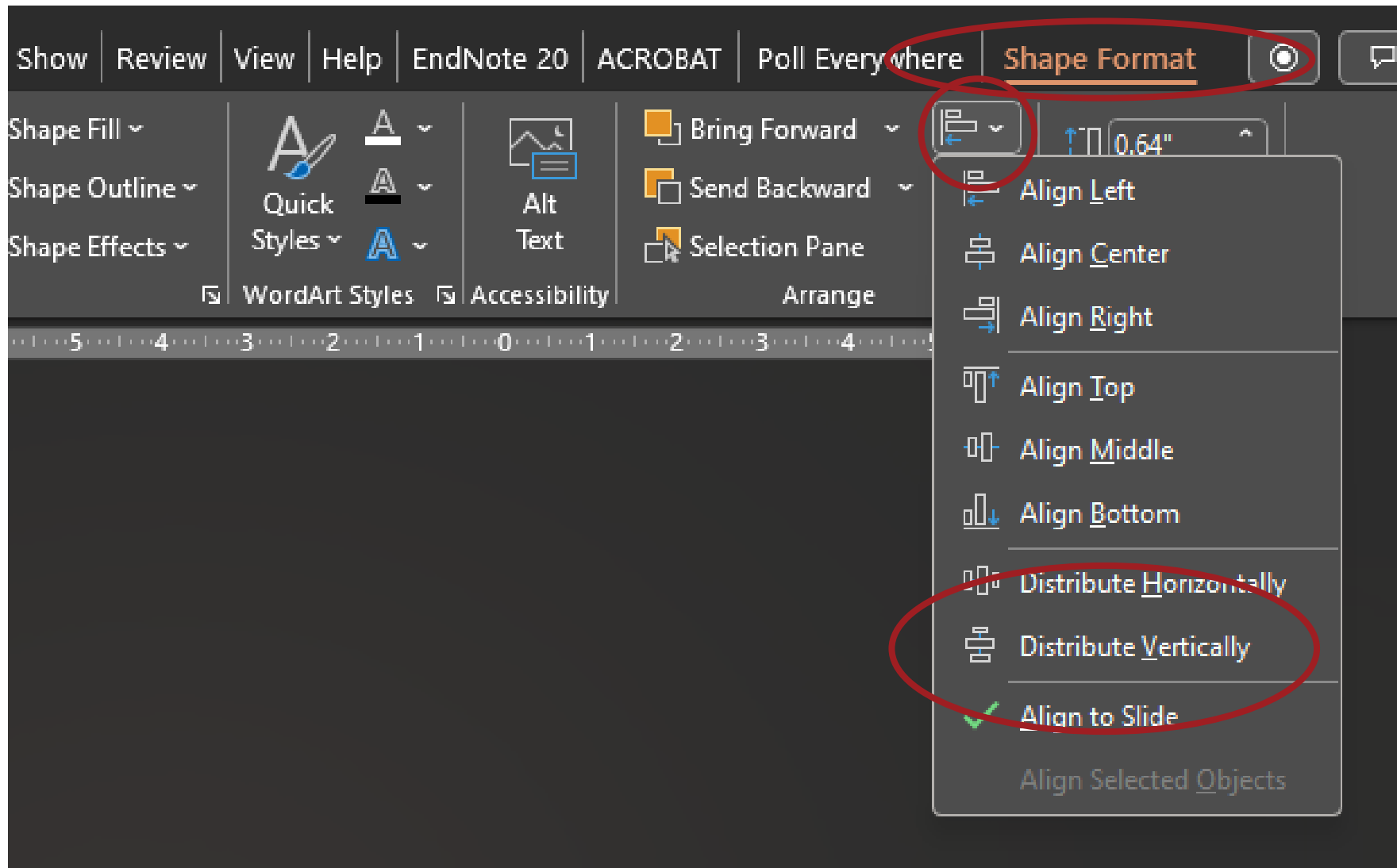




Use "Align", "Distribute" and "Group"!

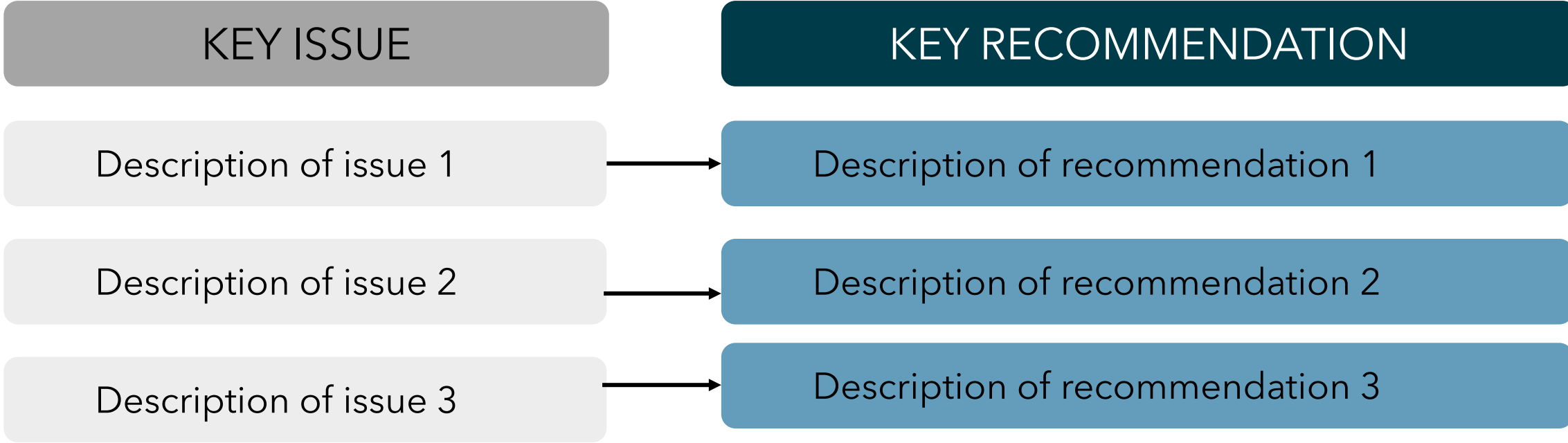


Use "Align", "Distribute" and "Group"!



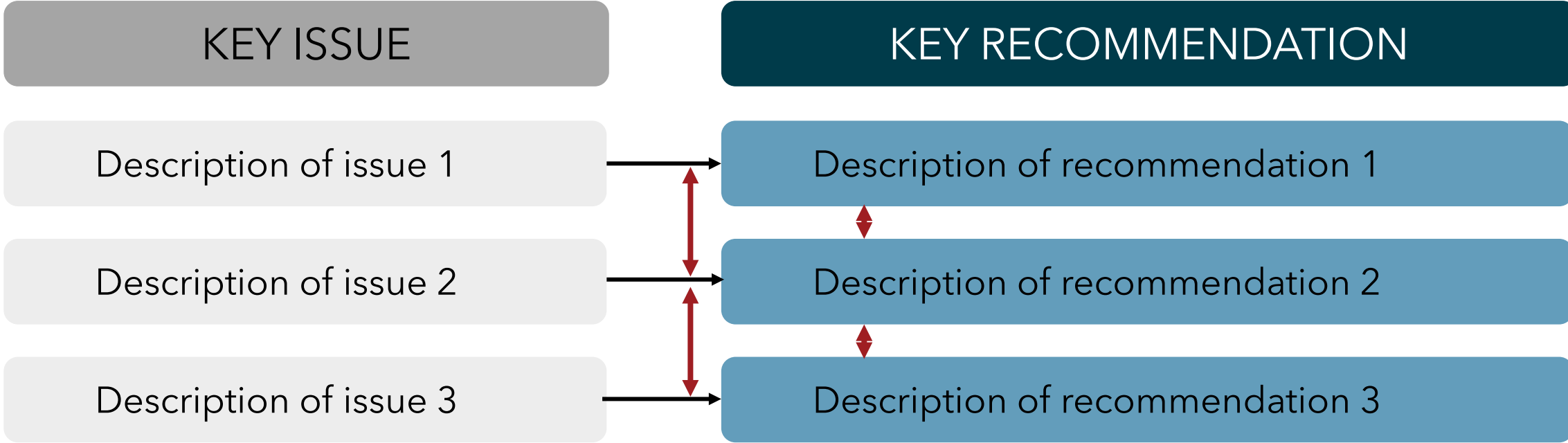


Use "Align", "Distribute" and "Group"!





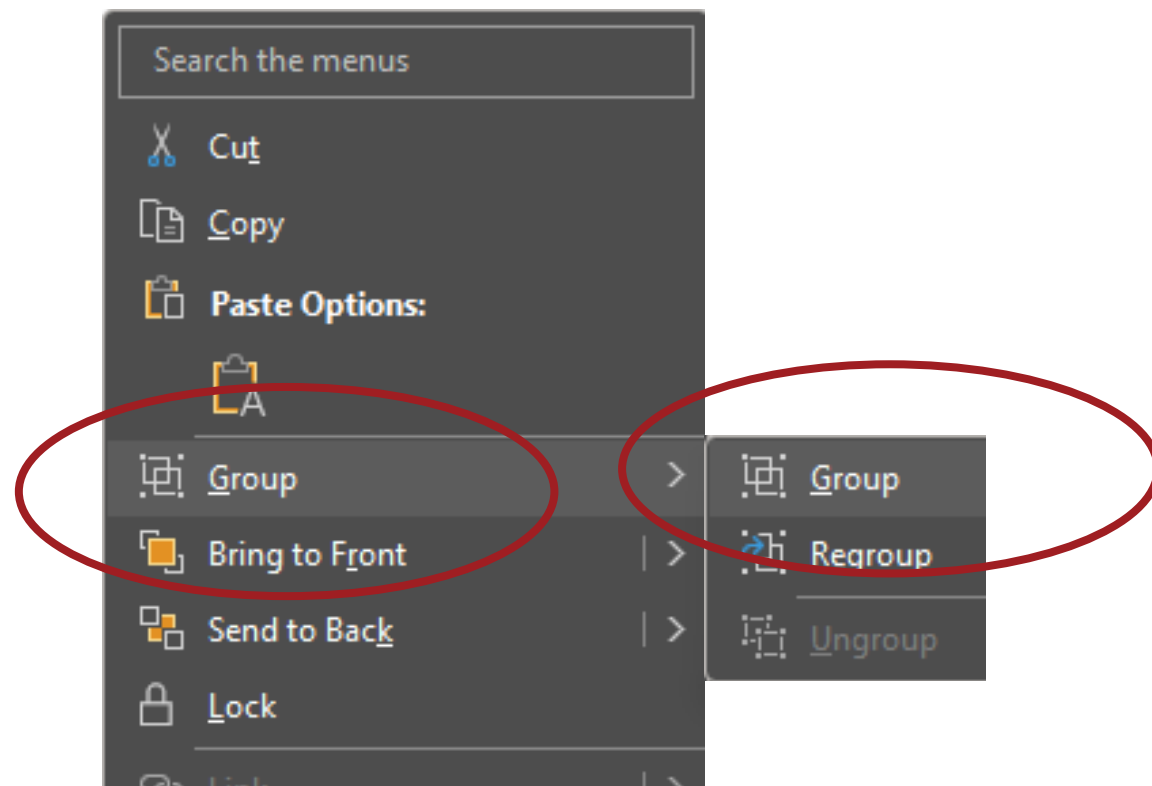
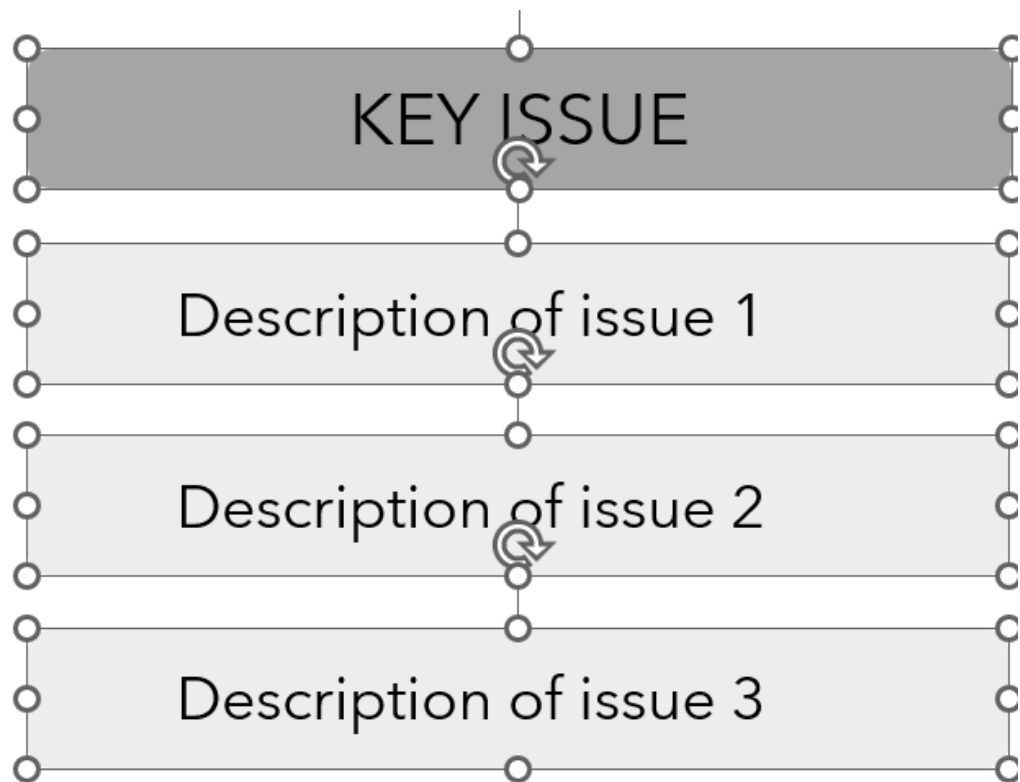
Use "Align", "Distribute" and "Group"!





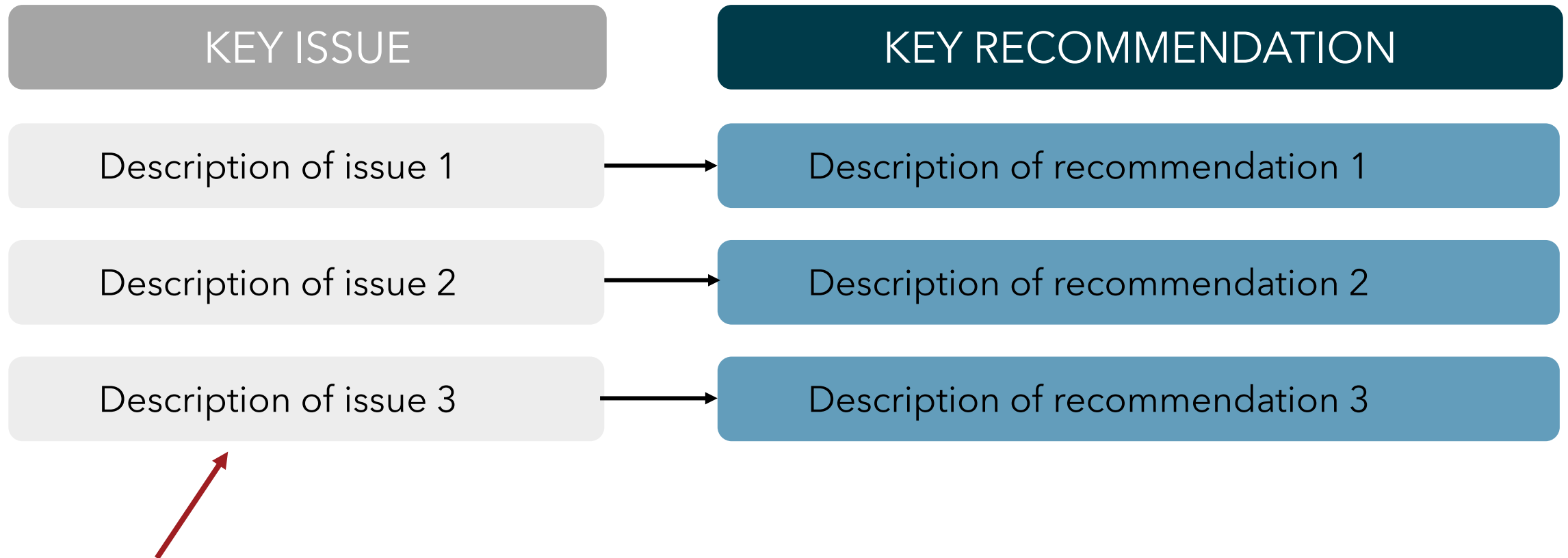
Use "Align", "Distribute" and "Group"!

Click on the items you want to group
Then "right click"





Use "Align", "Distribute" and "Group"!





**Buffer for "white
space"**

“white space” example *(The Paper Mill Store)*

This text is easy to read because the margins and line spacing are large enough to avoid cluttering the space.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

If the line spacing was smaller and the text was placed closer to the margins, it would be more difficult to read.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



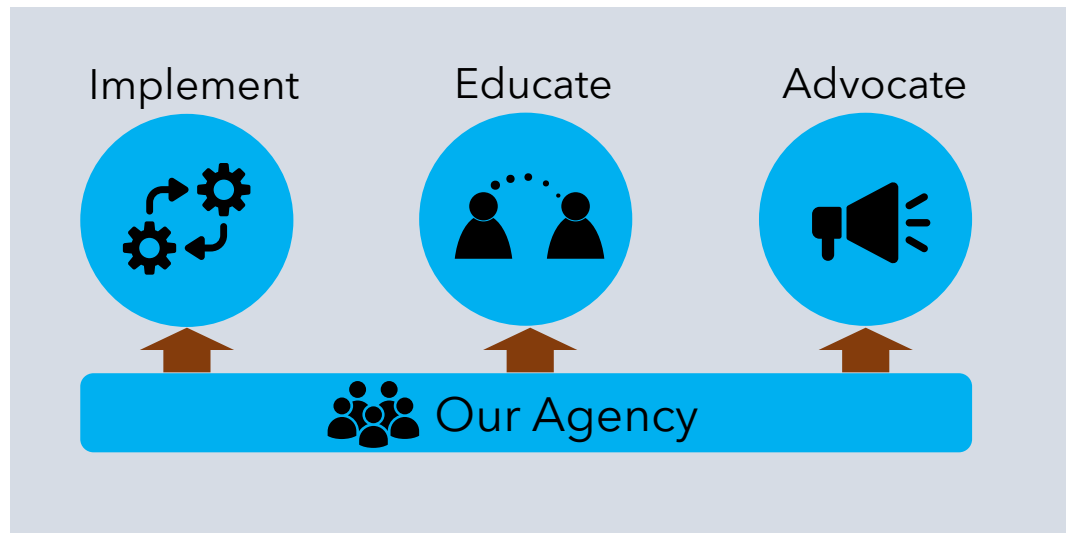
Choose a color palette



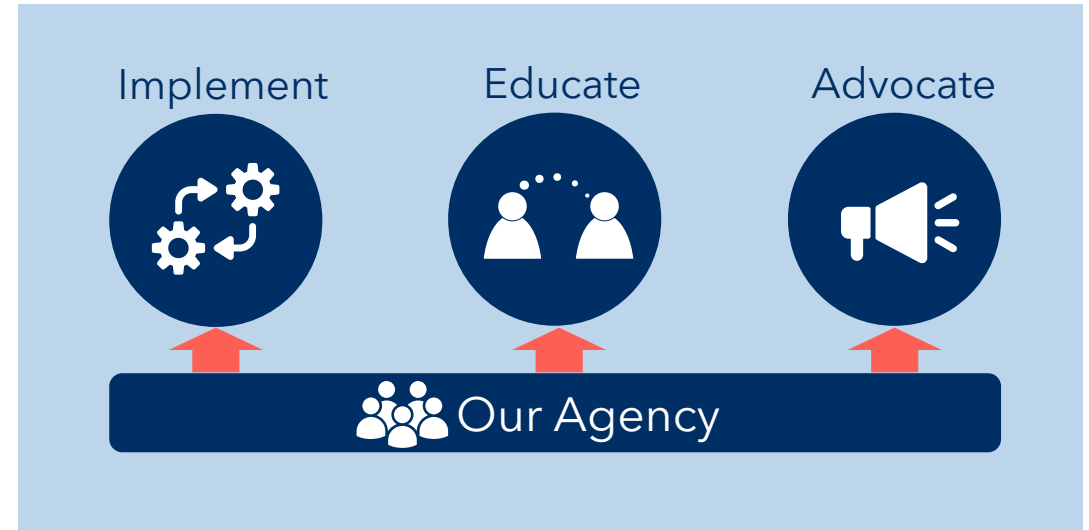


Palettes change the experience of a visual

NO PALETTE



SIMPLE PALETTE





Colors convey meaning

You can help protect wildlife and wild places. [WAYS TO GIVE](#)

 **SIERRA CLUB** Your location ▾ [login](#) [SHC](#)

[About Us](#) [Explore Issues](#) [Take Action](#) [Get O](#)

Together, We Are Powerful

This country belongs to all of us. Together, we can help deepen the movement for a safe communities, and a democracy that works for everyone.

[Donate](#)

<https://www.sierraclub.org/about-sierra-club> 



Note: Colors mean different things in different cultures



Colors convey brand





Colors convey brand



**NATIONAL
LGBTQ
TASK FORCE**

Colors convey brand



N
E
T

creating change
conference

queer power

queer action

queer joy

50
1973-2023

NATIONAL LGBTQ TASK FORCE

January 17-21, 2024
Hilton New Orleans Riverside | New Orleans, LA
#WeAreCreatingChange creatingchange.org

17-23 de enero de 2024
Hilton New Orleans Riverside | Nueva Orleans, LA
#CreandoCambio creatingchange.org

lgbi EN ES

El poder,
la acción,
y la alegría
cuir

be you

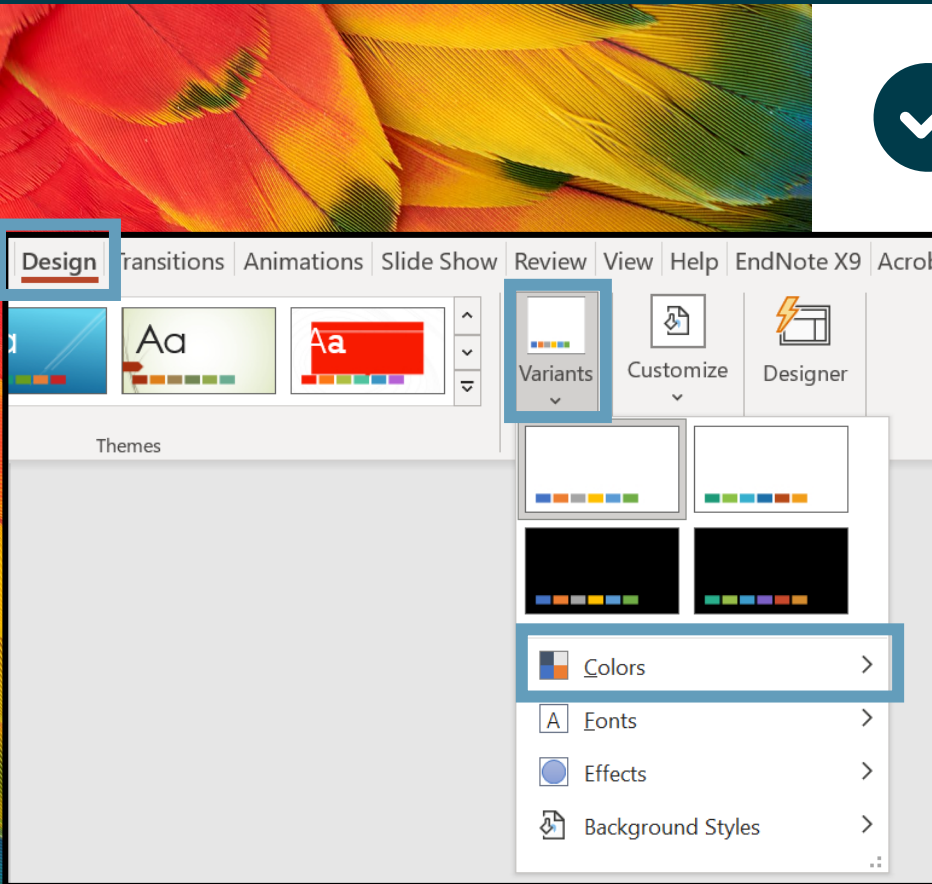
TEXT YOU

Where can I find colors to tell my story?



Find a **palette**:

- Word & Powerpoint “design” tabs
- <https://www.colourlovers.com/> (below)
- <https://coolors.co/>
- Your existing organization brand/logo



Search Millions of Palettes

On COLOURlovers you'll find over 4,921,502 user created color palettes to inspire your creative projects. Get the [RSS feed](#) of the latest palettes created or use our [pro palette maker](#) to create and share your favorite color combinations with thousands of other lovers in our growing creative community.

Keyword

Hex

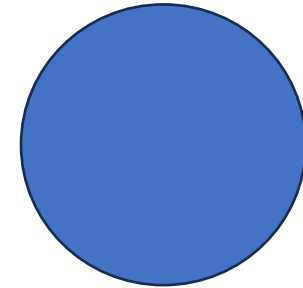


Where can I find colors to tell my story?



✓ To **match colors**, try:

- HEX codes
- Eyedropper tools

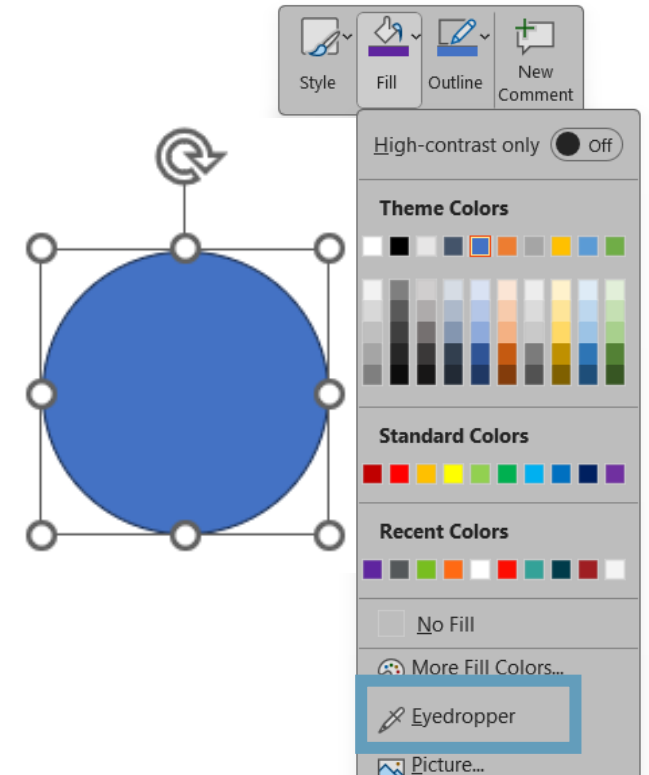


Where can I find colors to tell my story?



✓ To **match colors**, try:

- HEX codes
- Eyedropper tools

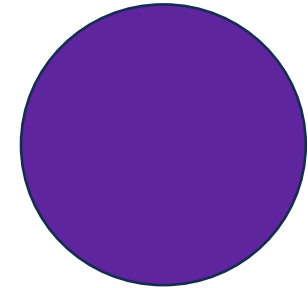


Where can I find colors to tell my story?



✓ To **match colors**, try:

- HEX codes
- Eyedropper tools





Note: Colors & Accessibility

- Diversity in how we see and experience color!
- Contrast check:
 - <https://webaim.org/resources/contrastchecker/>
- Consider colorblindness:
 - <https://www.color-blindness.com/coblis-color-blindness-simulator/>
- Don't rely on color as the only way to communicate your message (should work in greyscale)



**Don't
overcomplicate
your graphics**



A. Use large photos! (1/2, 2/3, or full slide)



[Image](#) from Flickr ([PDM 1.0 DEED](#)).

This layout looks fine for sharing a photo....



**And this one
is much more
powerful!**

[Image from Flickr](#)
([PDM 1.0 DEED](#)).

B. Remove borders of photos, shapes, & icons

New research shows that LGBT people are more likely to have a disability than the general population. For example, in a survey of more than 26,000 transgender people, 39% reported having a disability. And one in three lesbians and one in three bisexual women report having a



disability in a population-based survey in Washington.

<https://www.lgbtmap.org/effective-messaging/lgbt-people-disabilities>

B. Remove borders of photos, shapes, & icons

New research shows that LGBT people are more likely to have a disability than the general population. For example, in a survey of more than 26,000 transgender people, 39% reported having a disability. And one in three lesbians and one in three bisexual women report having a disability in a population-based survey in Washington.

<https://www.lgbtmap.org/effective-messaging/lgbt-people-disabilities>



Note: for this to work well, need enough “white space” around the graphic

C. Use transparent backgrounds



Finding friends during adolescence who accept and love you as you are has been shown to lead to increased self-esteem during youth and better health and wellness outcomes later in life.

Photo from: <https://genderspectrum.vice.com/#Health>

C. Use transparent backgrounds

Finding friends during adolescence who accept and love you as you are has been shown to lead to increased self-esteem during youth and better health and wellness outcomes later in life.

Photo from: <https://genderspectrum.vice.com/#Health>



C. Use transparent backgrounds

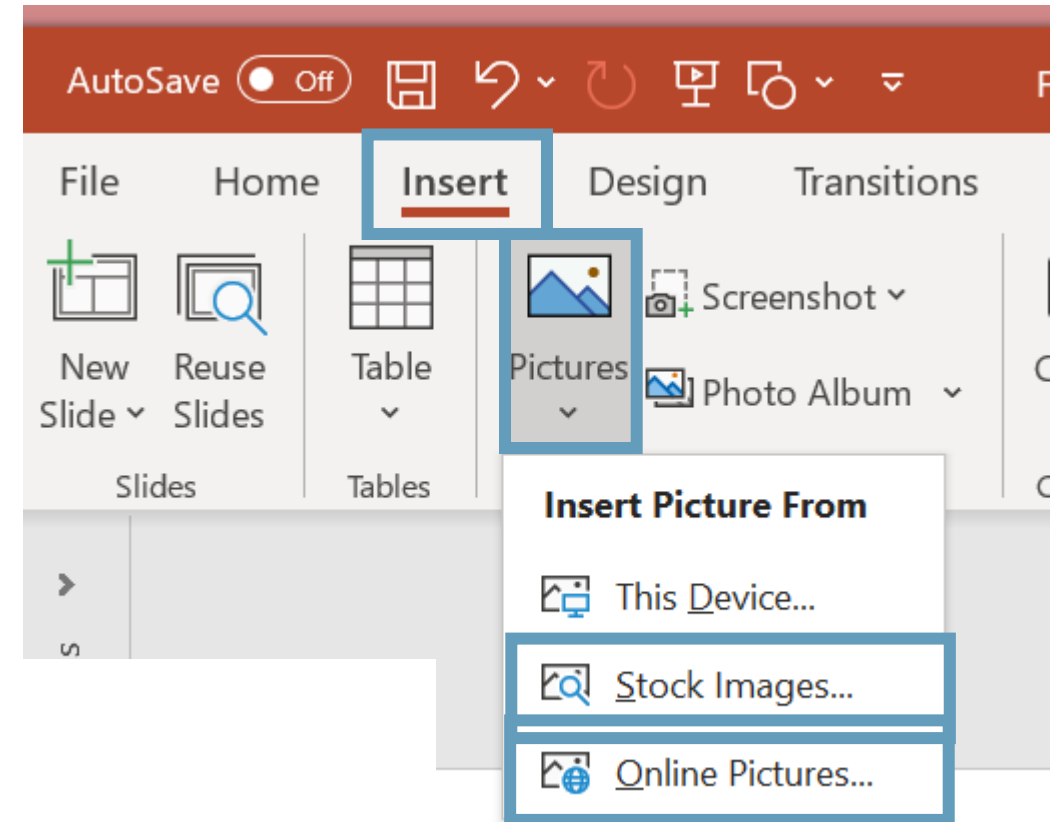
Finding friends during adolescence who accept and love you as you are has been shown to lead to increased self-esteem during youth and better health and wellness outcomes later in life.



Photo from: <https://genderspectrum.vice.com/#Health>

Not sure where to find photos/graphics/icons?

- Try built-in options (Powerpoint, Word)



Stock Images

Images

Icons

Cutout People

Stickers

Videos

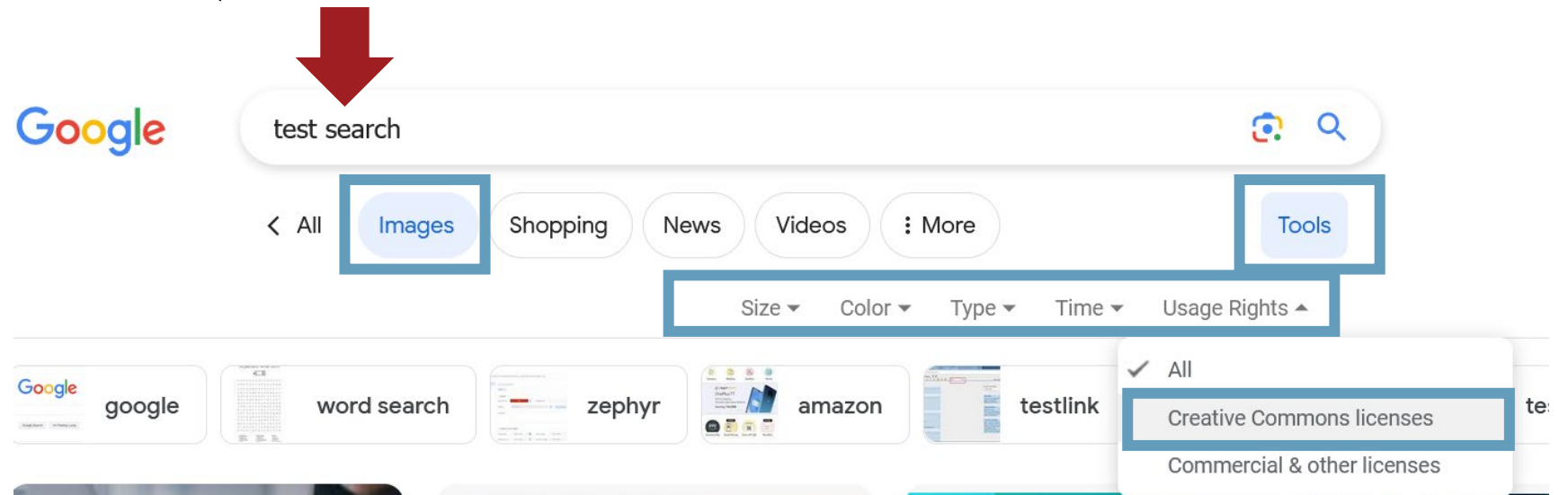
Illustrations

Cartoon People



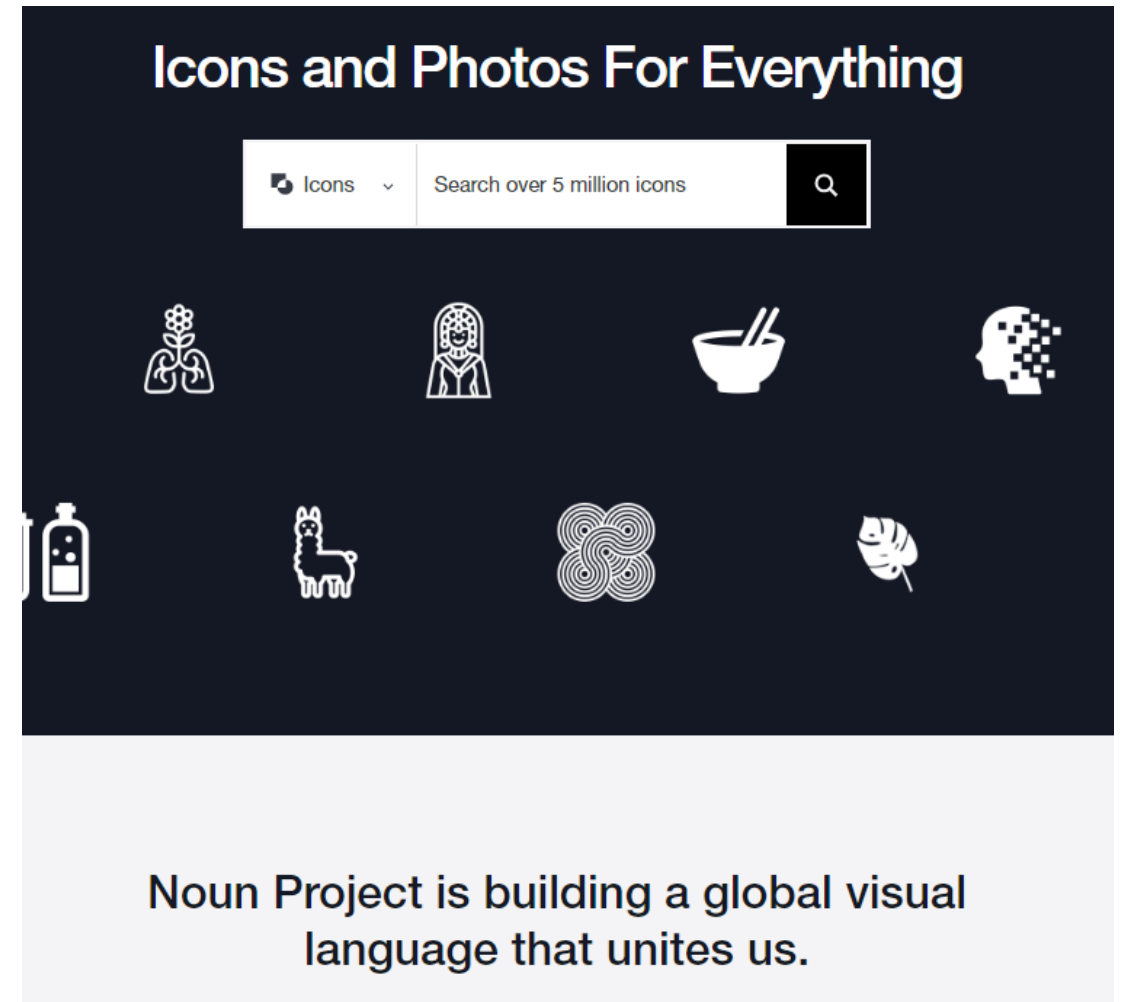
Not sure where to find photos/graphics/icons?

- Try built-in options (Powerpoint, Word)
- Search creative commons:
<https://creativecommons.org/>
(or Google image search)



Not sure where to find photos/graphics/icons?

- Try built-in options (Powerpoint, Word)
- Search creative commons: <https://creativecommons.org/> (or Google image search)
- Check if your institution already pays for access to sites (e.g., Shutterstock, Noun Project, Canva)



LGBTQ+ specific photo libraries

The Gender Spectrum Collection (VICE)

- <https://genderspectrum.vice.com/>

Sexual Health & Liberation Photo Collection (Building Healthy Online Communities, BHOC)

- <https://bhocpartners.org/health-photos/>



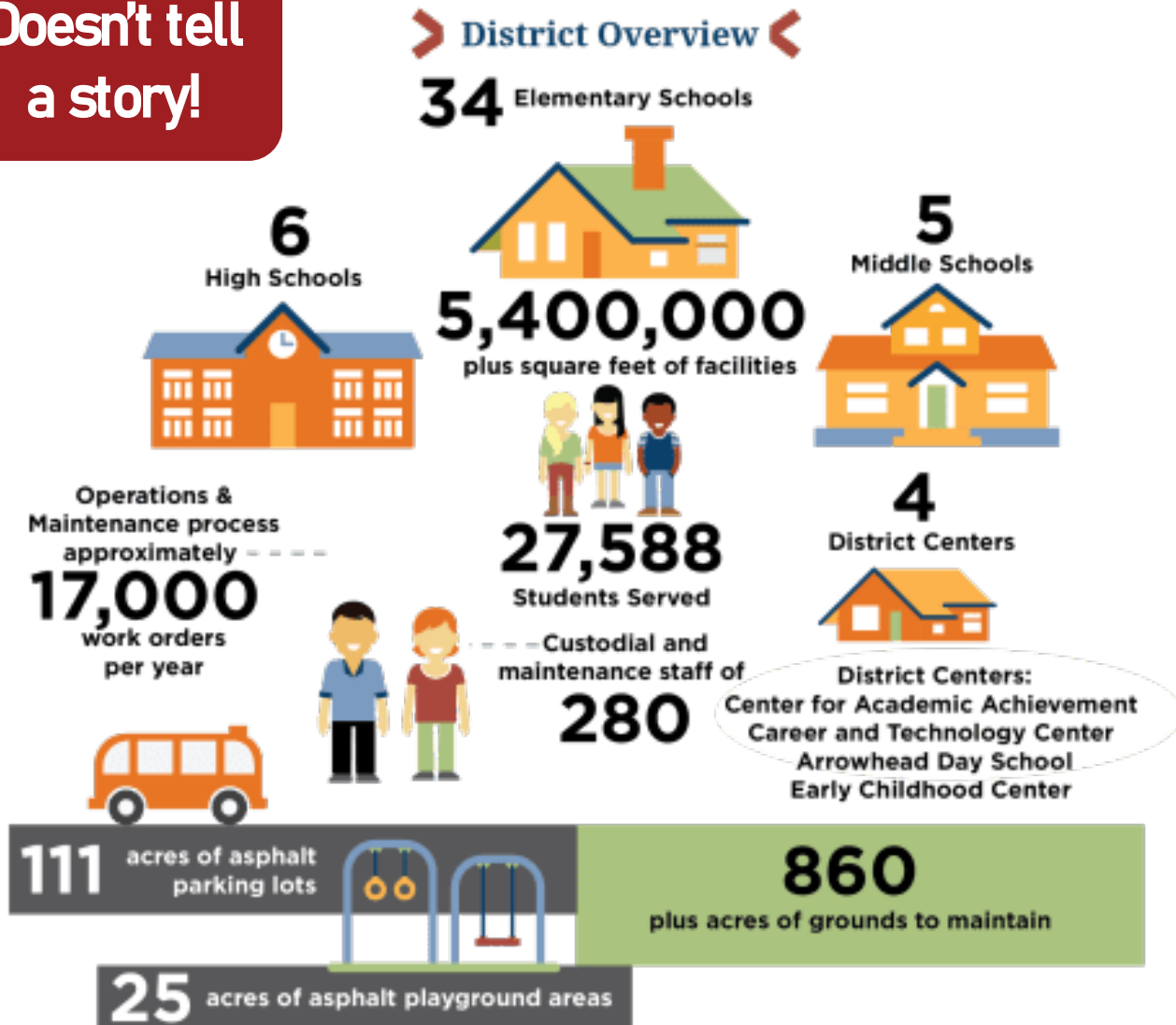


3

Tips for making charts
easy to digest



Doesn't tell a story!



Good looking data & visuals are important...

...but alone are not sufficient for telling your story!

What is the take-home message here?



Beyond being visually appealing, your data visuals need to clearly communicate your point to your audience.



Otherwise, we risk them missing the point, or worse, misinterpreting the points!





Tips for digestible data

- 5 Do you need a chart/visual?
- 6 Say what you mean
- 7 Declutter your charts
- 8 Intentional color (again!)
- 9 Avoid pie charts (usually)
- 10 Consider out-of-the-box chart types

Everything is audience dependent!

This includes cultural appropriateness of:

- Color choices
- Icons/symbols
- Language (e.g., “trans” vs. “transgender”)
- Framing of concepts that may be culturally dependent (e.g. time as left-to-right vs. right-to-left vs. circular vs. other options)

Credit to Stephanie Evergreen



- If you're really interested in charts and visualizing data, she has great Chart Starter Series courses, which is where we learned the following tips and tricks
- Stephanie also has tips on decolonizing data viz and using it for building equity

<https://stephanieevergreen.com/>



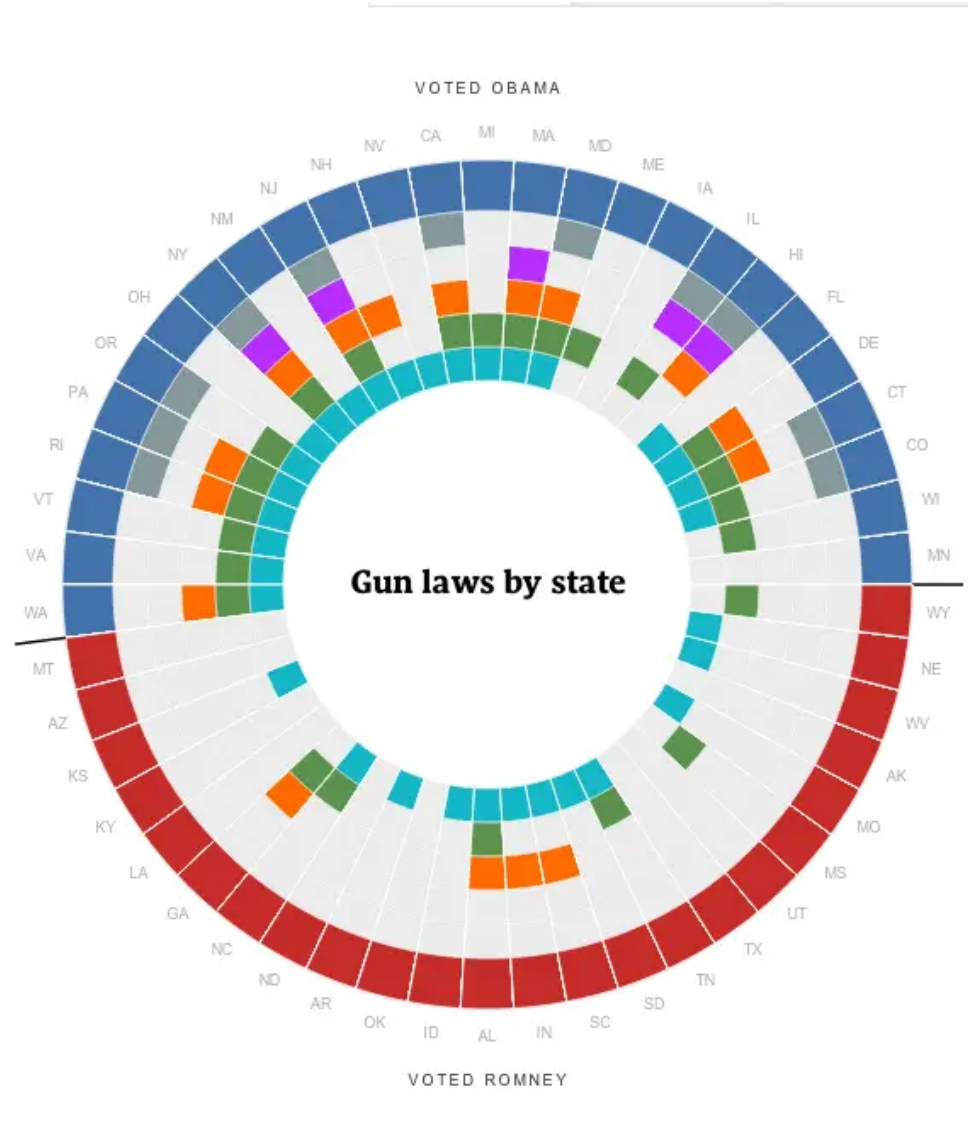
**Do you even need
a chart/visual?**



Laws on file

■ If no colour appears, there is no such law on file

- 2012 election results
- Background check law
- Permit required to purchase
- Licence required to sell
- Records kept on file
- Firearms banned from workplace



Which audiences would this chart be appropriate for?

States that voted for Obama in the 2012 election generally have more restrictive policies around firearm possession. For example...



All comes back to audience!



Say what you mean



What do you actually want to say?

Figure X. Number of students in the GSA per 100 students in XYZ school district

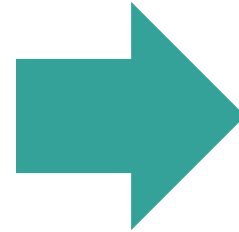
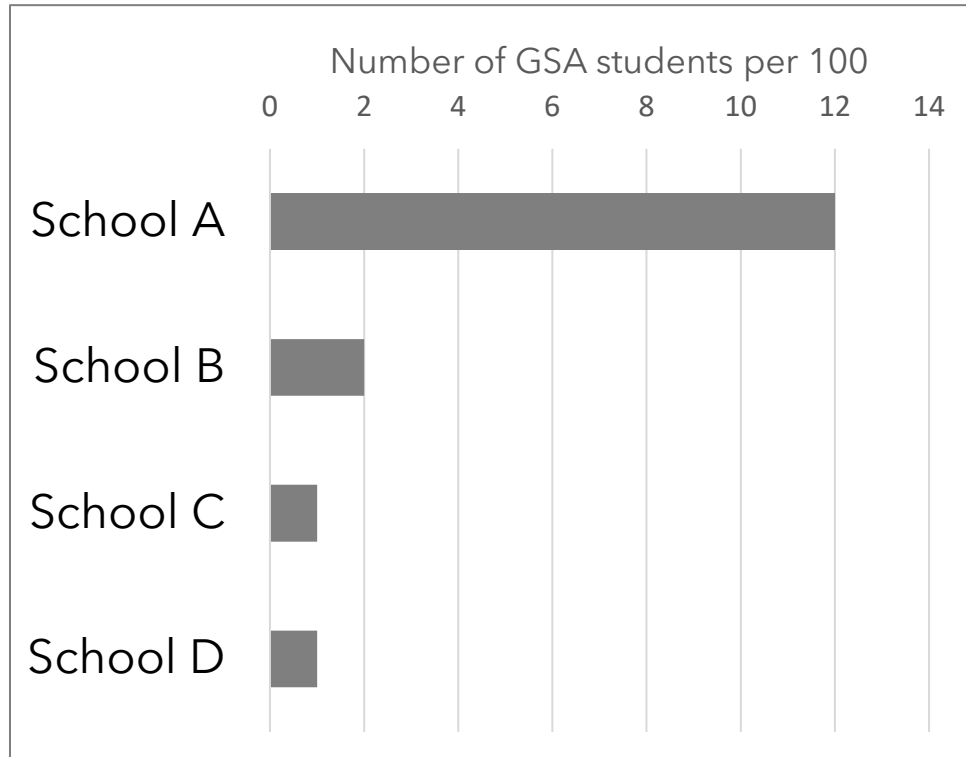
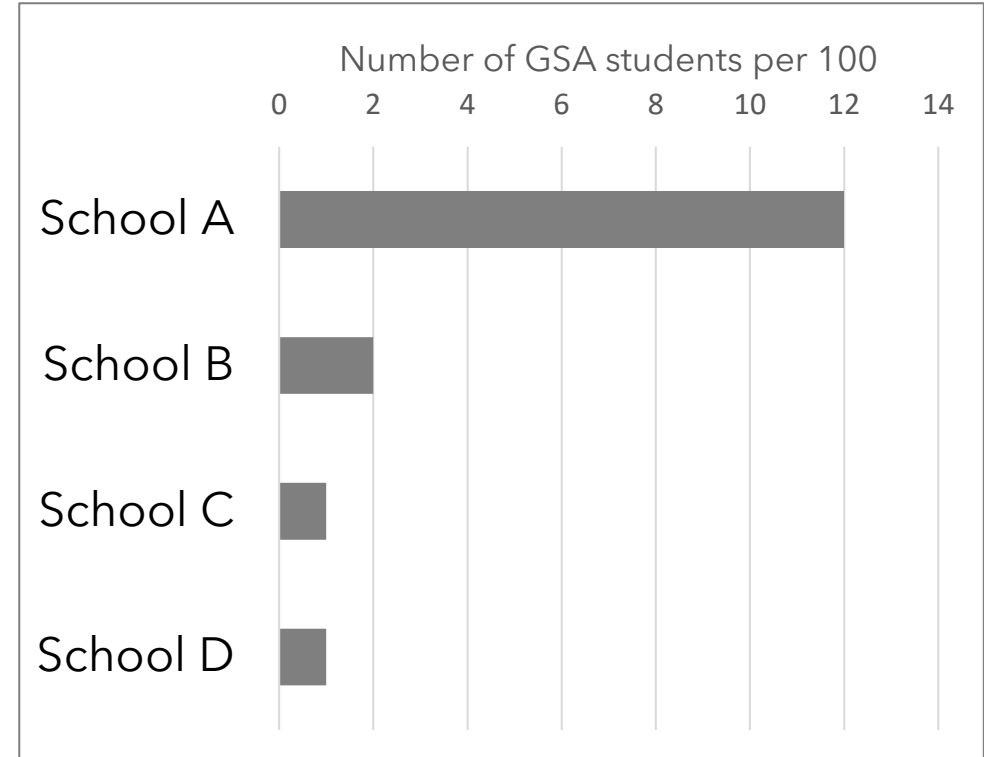


Figure X. In XYZ school district, School A has more than five times the number of students in the GSA.



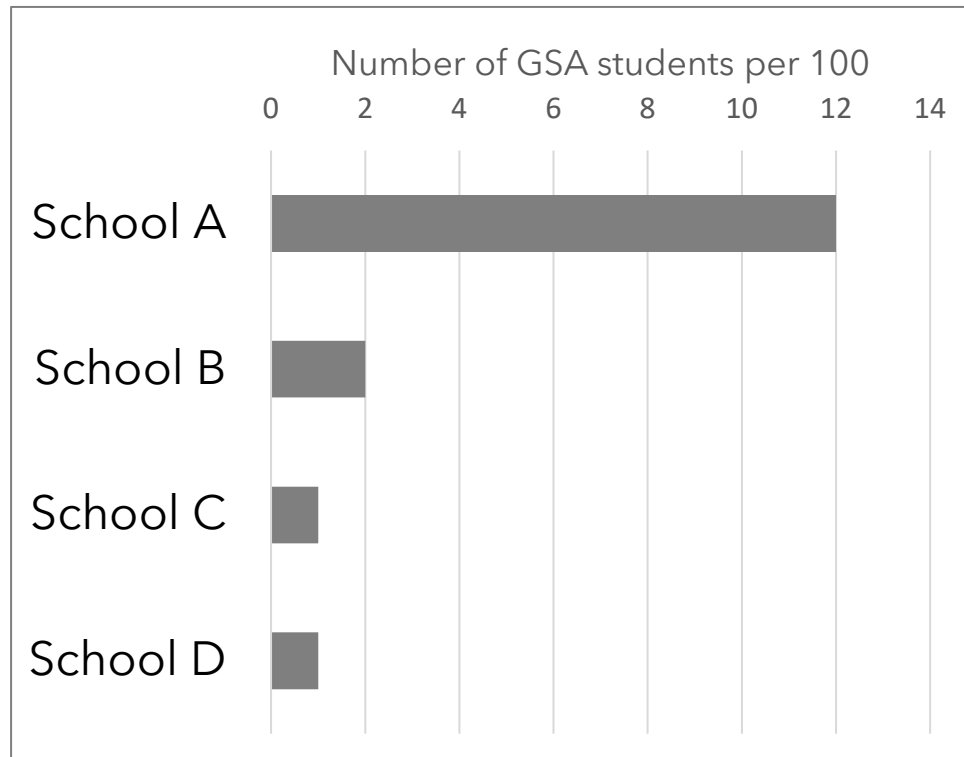


Declutter your charts



Standard Excel bar chart:

Figure X. In XYZ school district, School A has more than five times the number of students in the GSA compared to other schools.



Nothing wrong per se,
but a few simple steps
can we make this
easier to digest



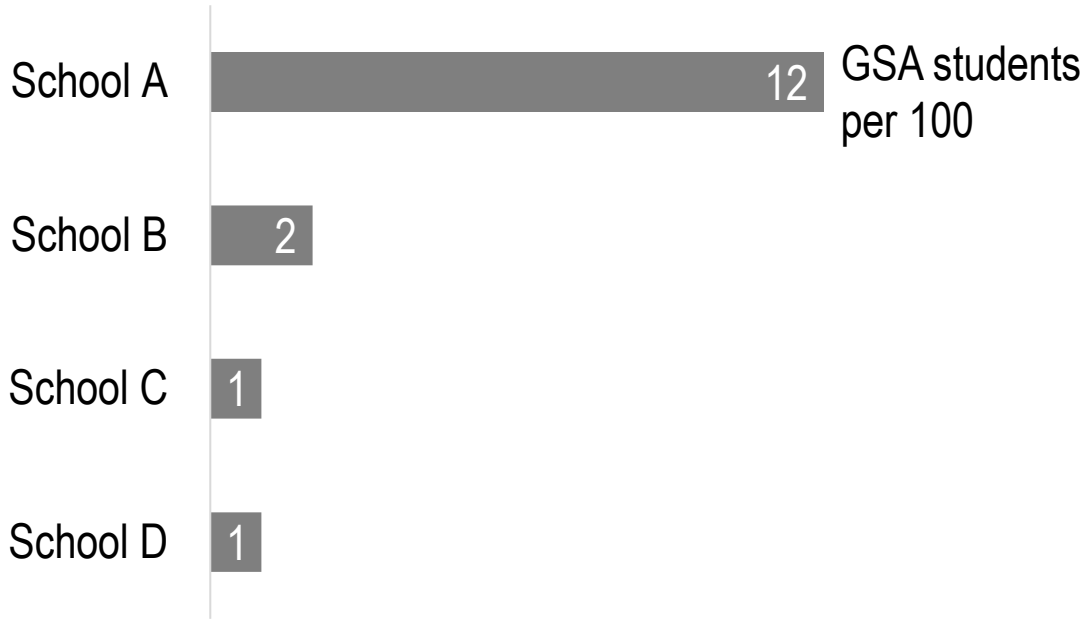
...decluttered!



Figure X. In XYZ school district, School A has more than five times the number of students in the GSA compared to other schools.



Figure X. In XYZ school district, School A has more than five times the number of students in the GSA compared to other schools.





**Use color
intentionally**



Make your key point pop!

Figure X. In XYZ school district, School A has more than five times the number of students in the GSA compared to other schools.

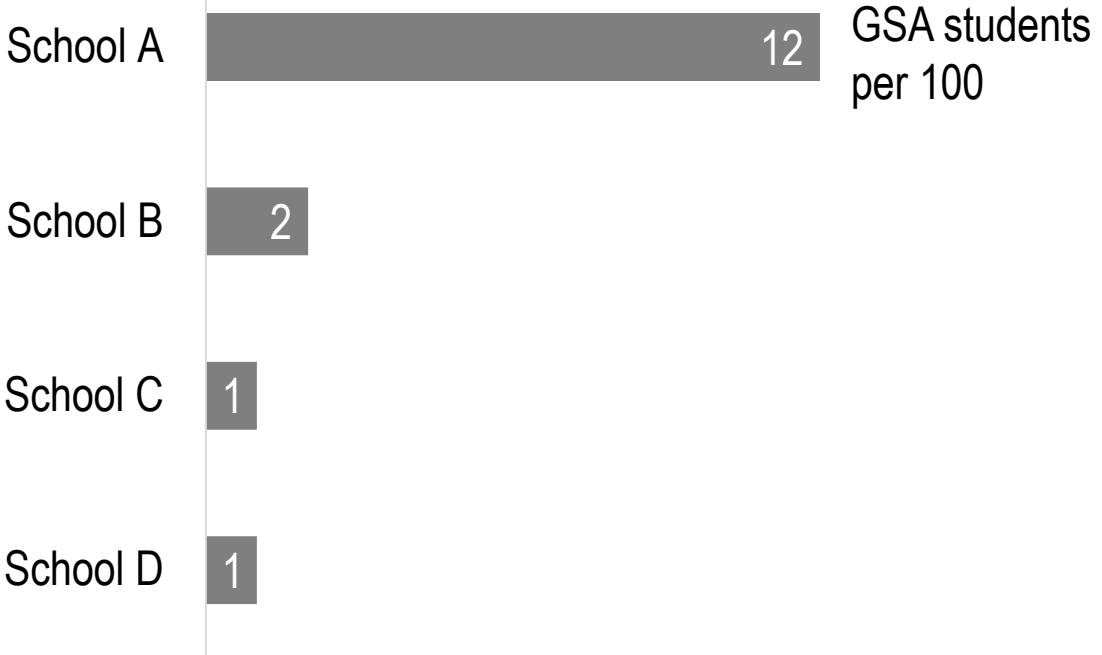
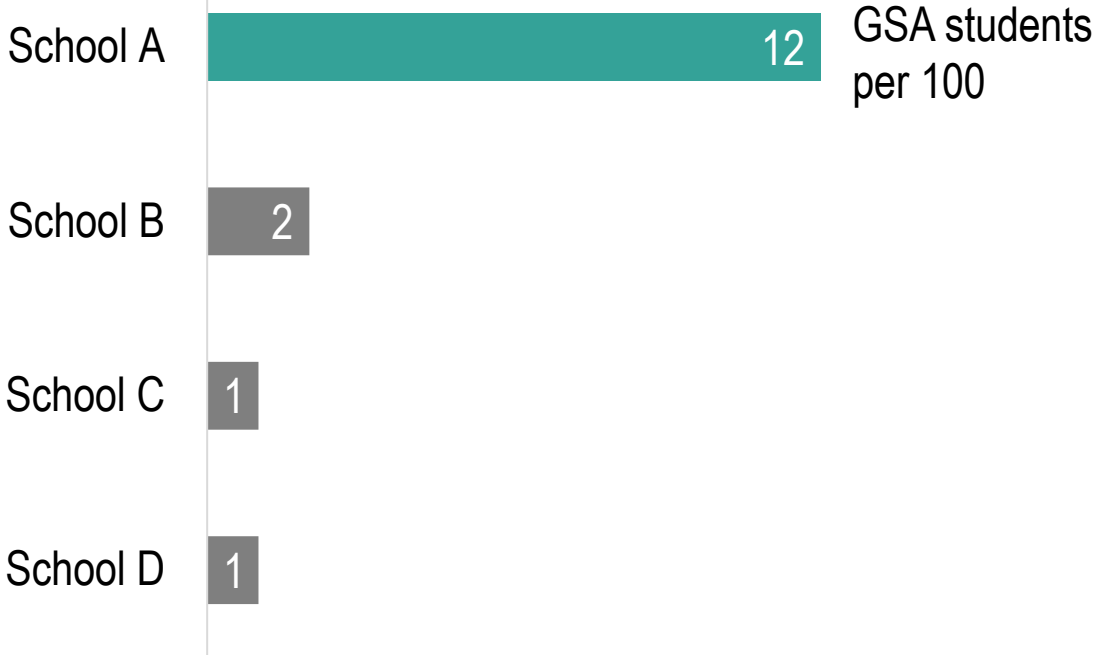


Figure X. In XYZ school district, **School A** has more than five times the number of students in the GSA compared to other schools.





Before and After

Figure X. Number of students in the GSA per 100 students in XYZ school district

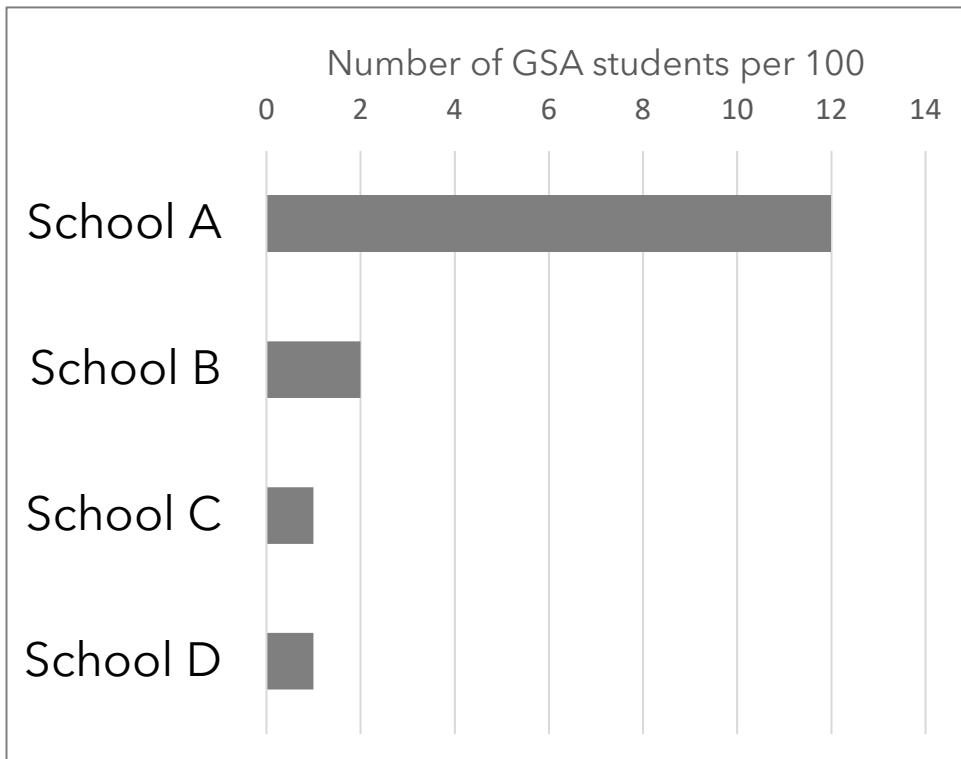
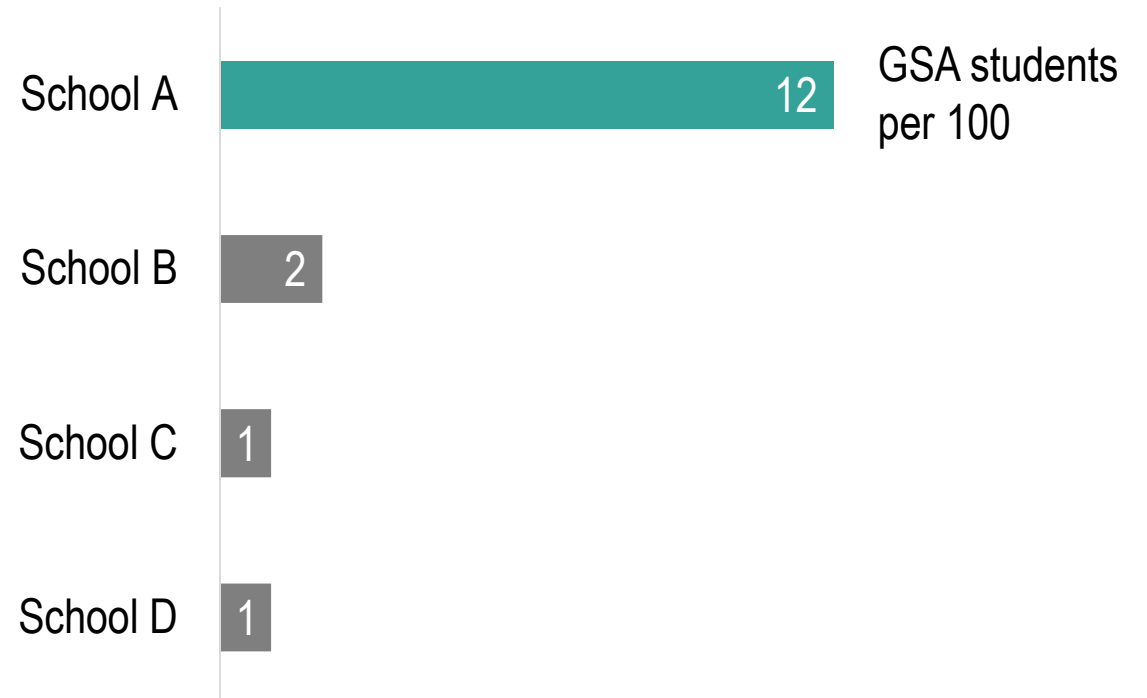
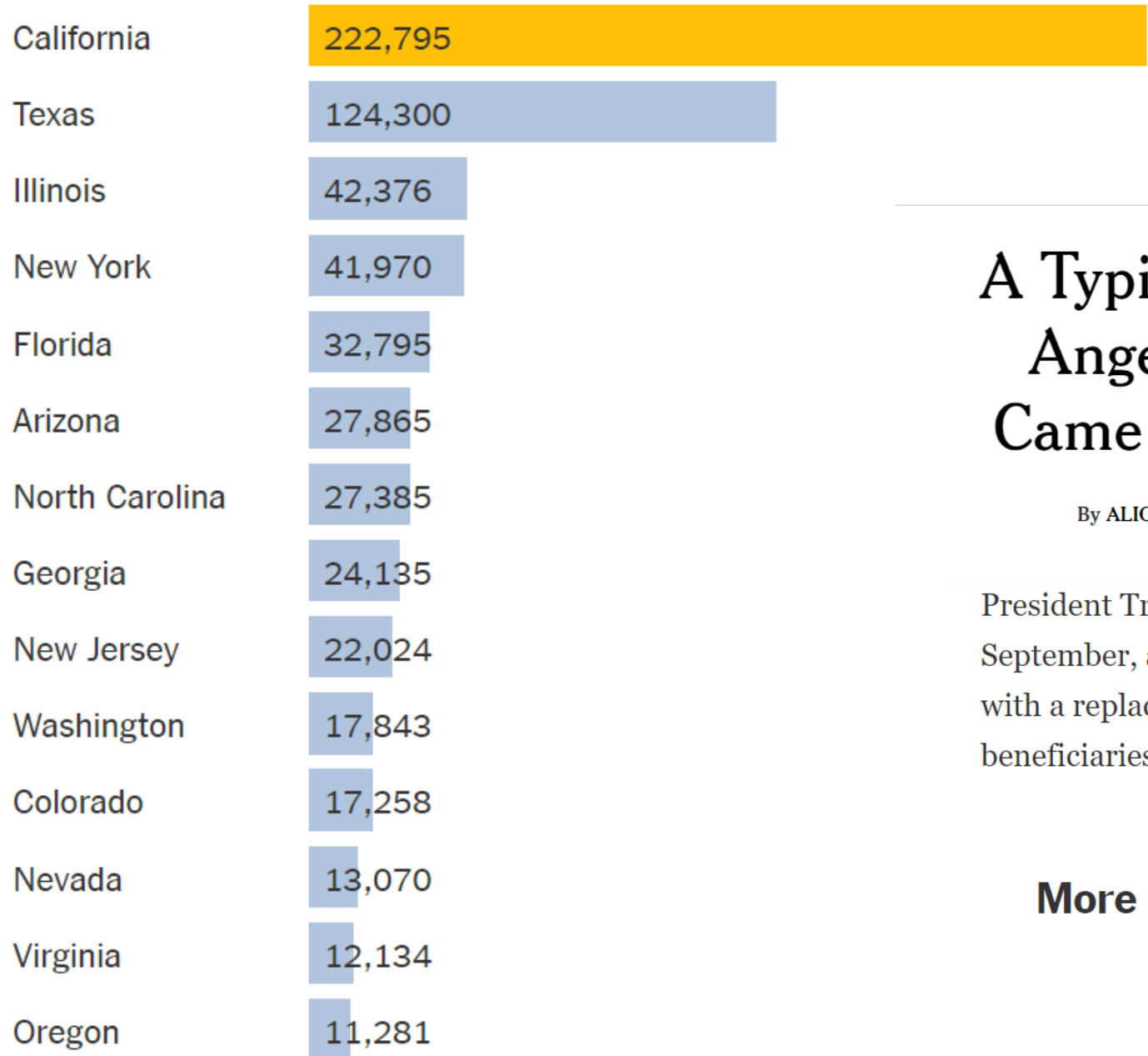


Figure X. In XYZ school district, **School A** has more than five times the number of students in the GSA compared to other schools.





State DACA beneficiaries



The New York Times

A Typical 'Dreamer' Lives in Los Angeles, Is From Mexico and Came to the U.S. at 6 Years Old

By ALICIA PARLAPIANO and KAREN YOURISH UPDATED JAN. 23, 2018

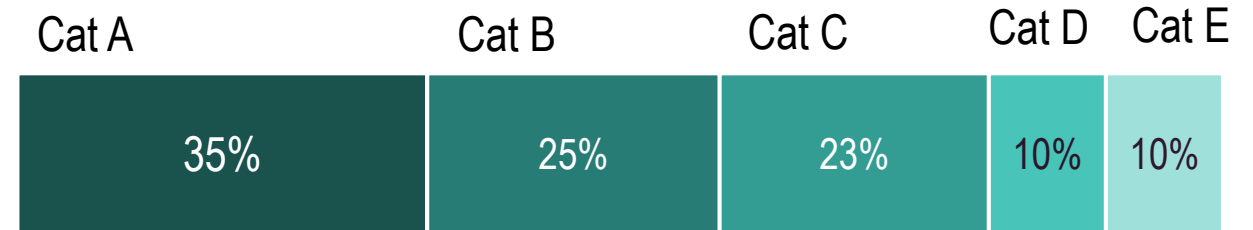
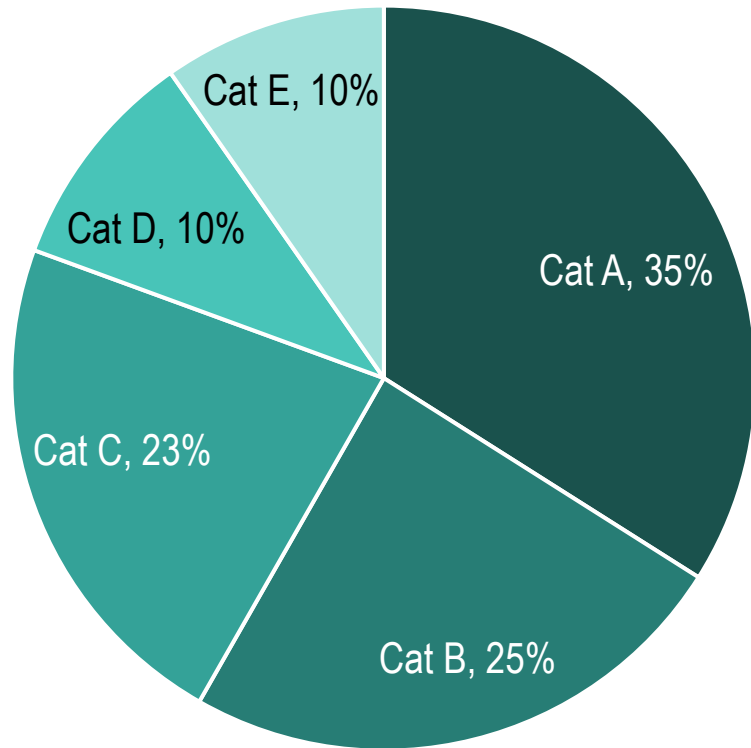
President Trump [ordered an end](#) to the program in September, and lawmakers have until March 5 to come up with a replacement. Here's who the roughly 800,000 DACA beneficiaries, known as Dreamers, are.

More than a quarter live in California.



**Avoid pie charts
(mostly)**

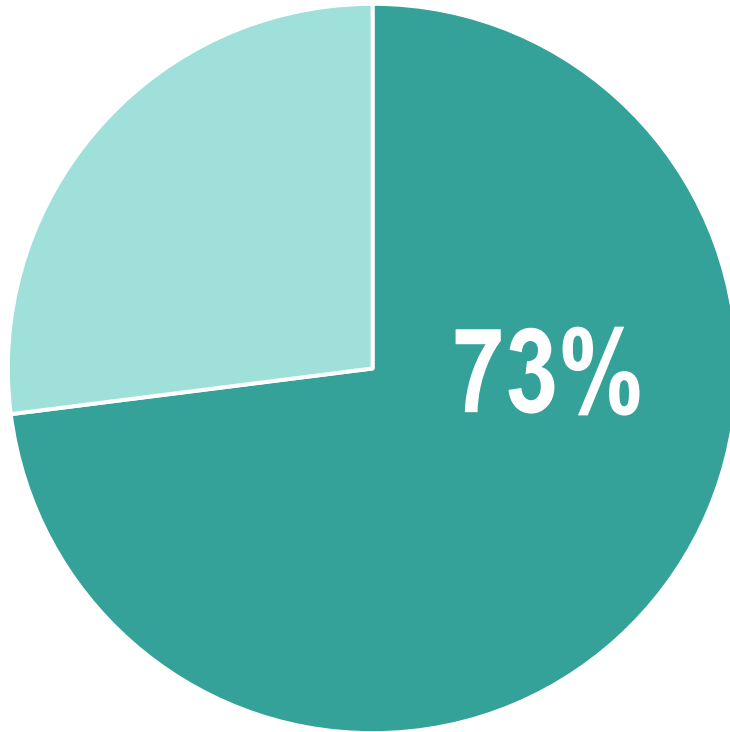
Pie charts are hard to read!



Try a stacked bar

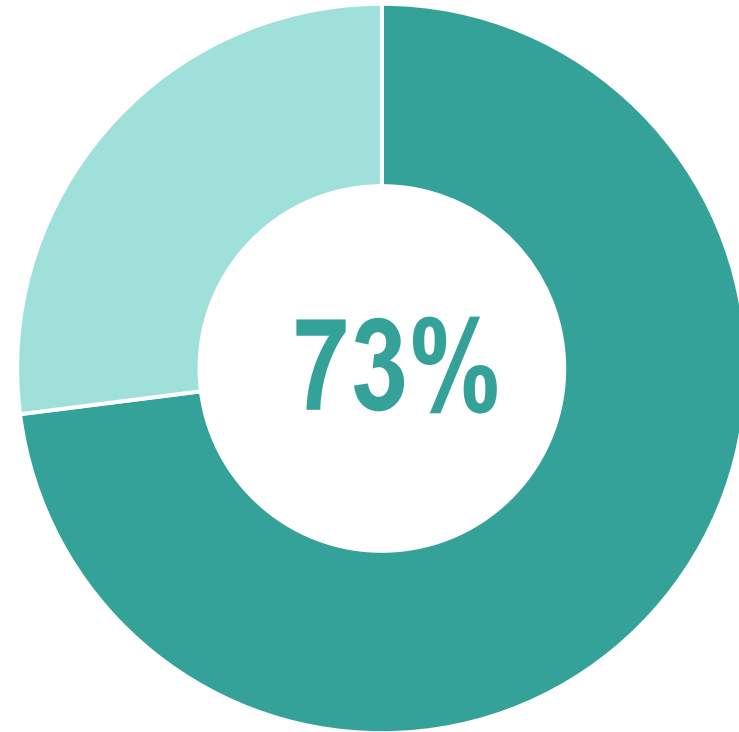


OK times to use a pie chart



One large number

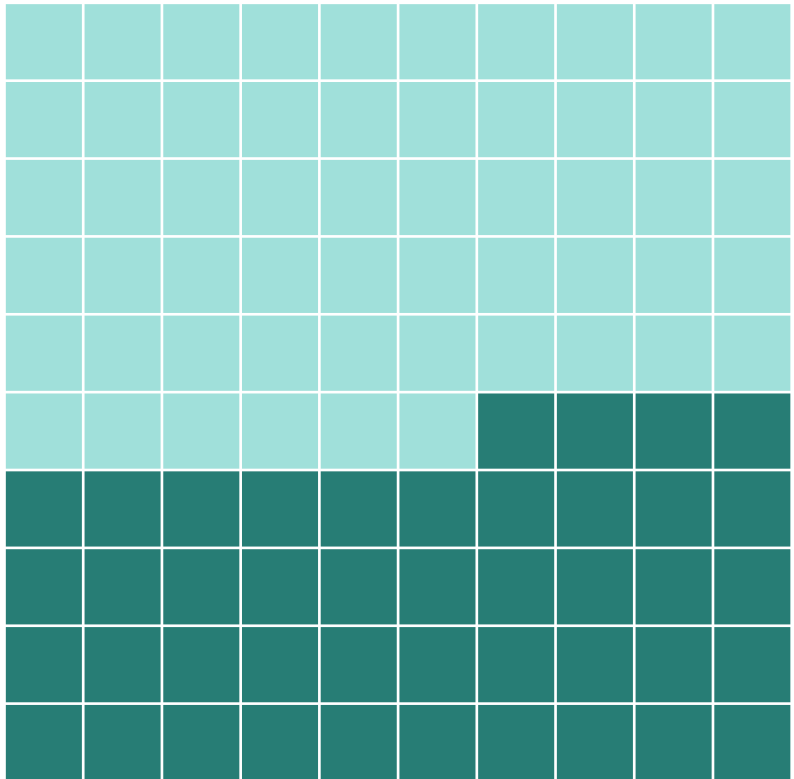
- OR -



**Using it as an icon,
not really a chart**



Waffle charts also work well for big numbers



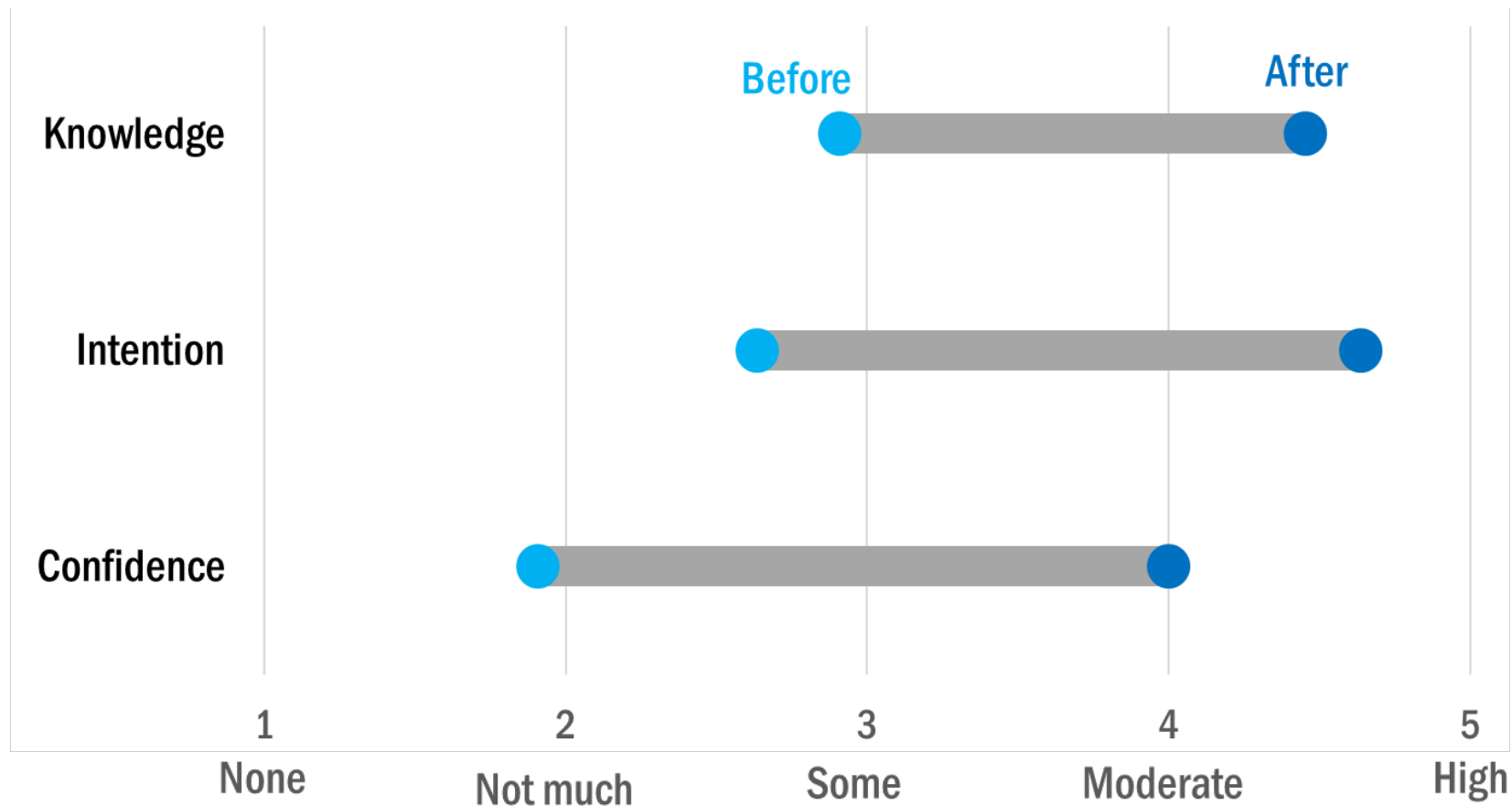
44% of [your interesting data goes here]



Consider out-of-the-box chart types

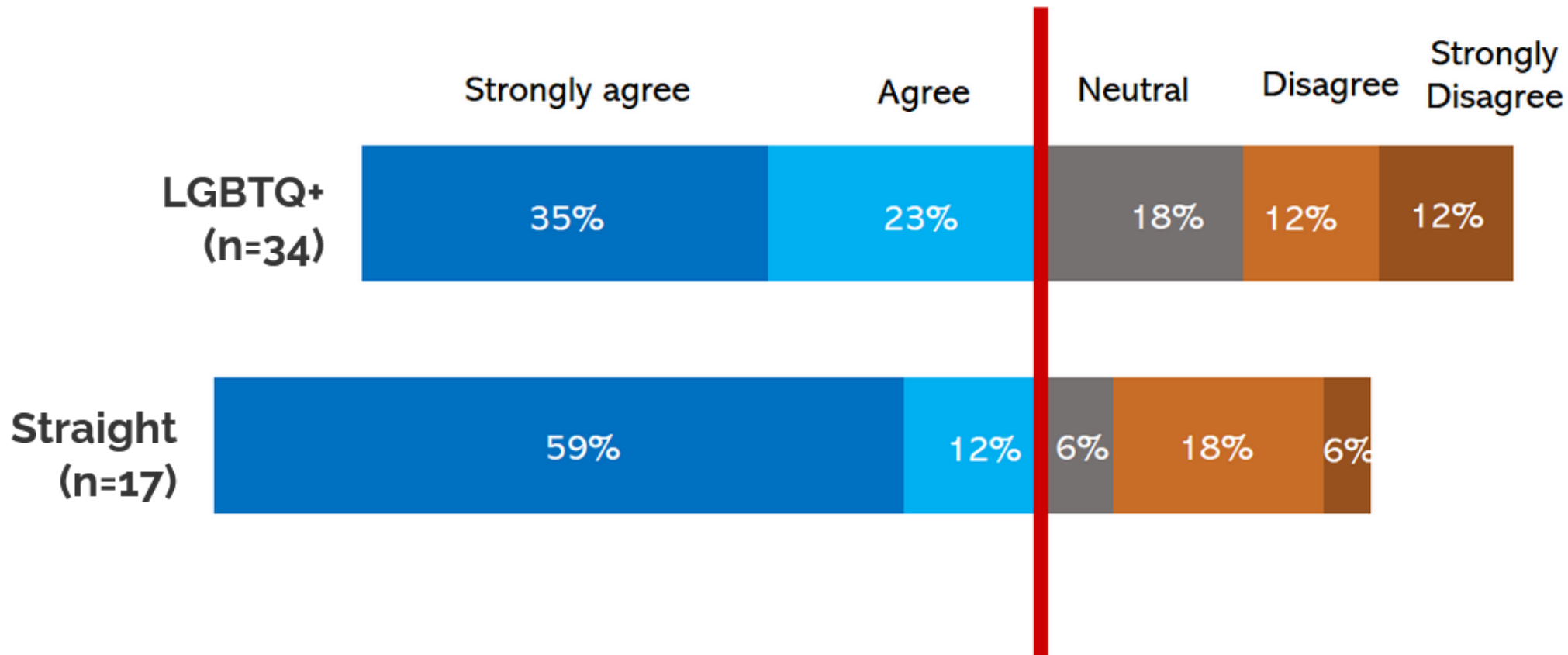
Dot Plot

After the Institute, participants' knowledge, intention to apply skills, and confidence to apply skills increased. Confidence remained the category with the most room for improvement.



Diverging Stacked Bar Chart

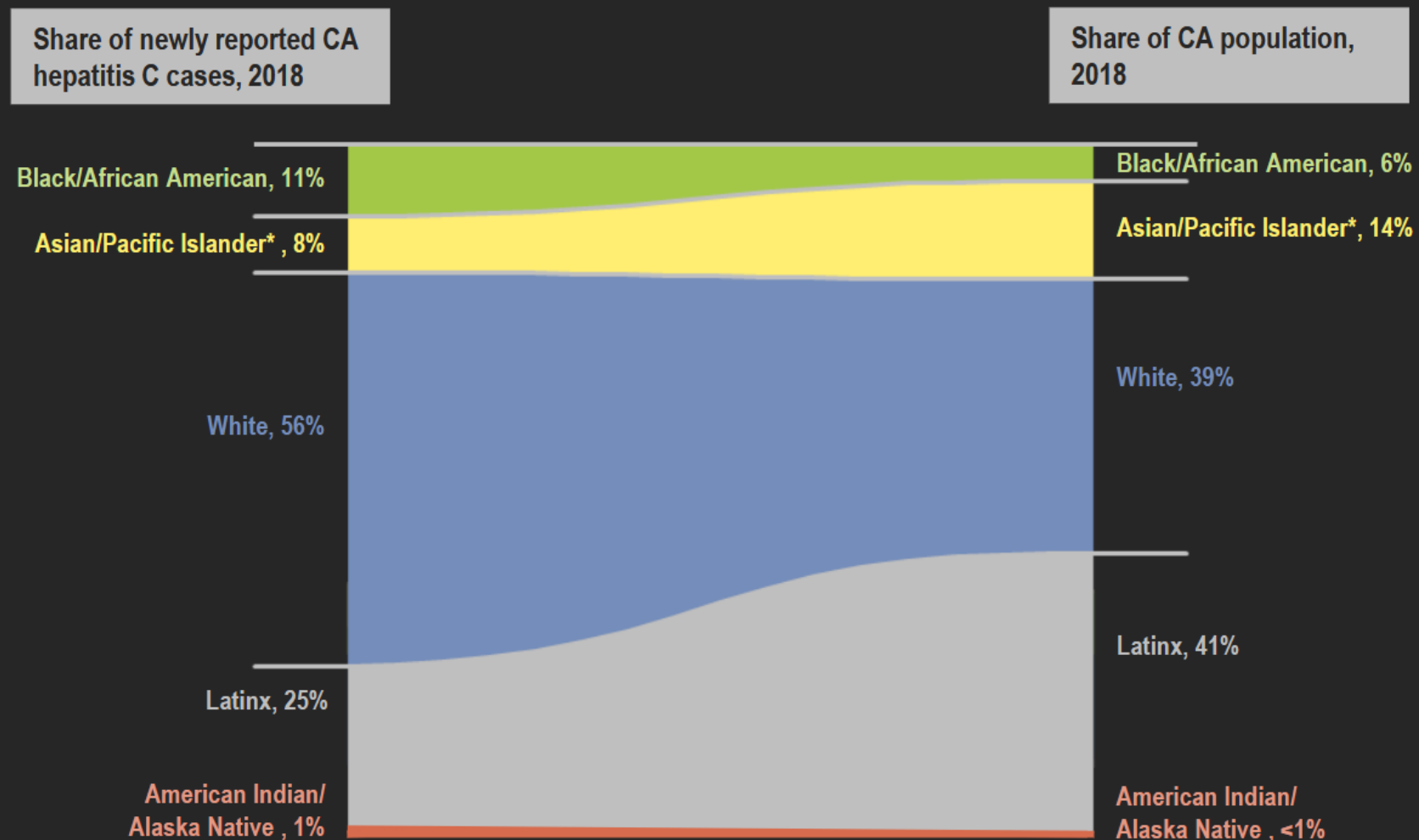
Straight participants were more likely to **strongly agree** with the local policy proposal.



Proportion Plot

People who are **Black/African American** and **White** made up larger shares of newly reported hepatitis C cases relative to their population size.

People who are **Black/African American**, **White**, and **American Indian/Alaska Native**, have disproportionate rates of hepatitis C in CA.



* Note that until 2018, HCV data were not separately available for Asians and Native Hawaiians/Pacific Islanders. This will be different for future CDPH data reports.

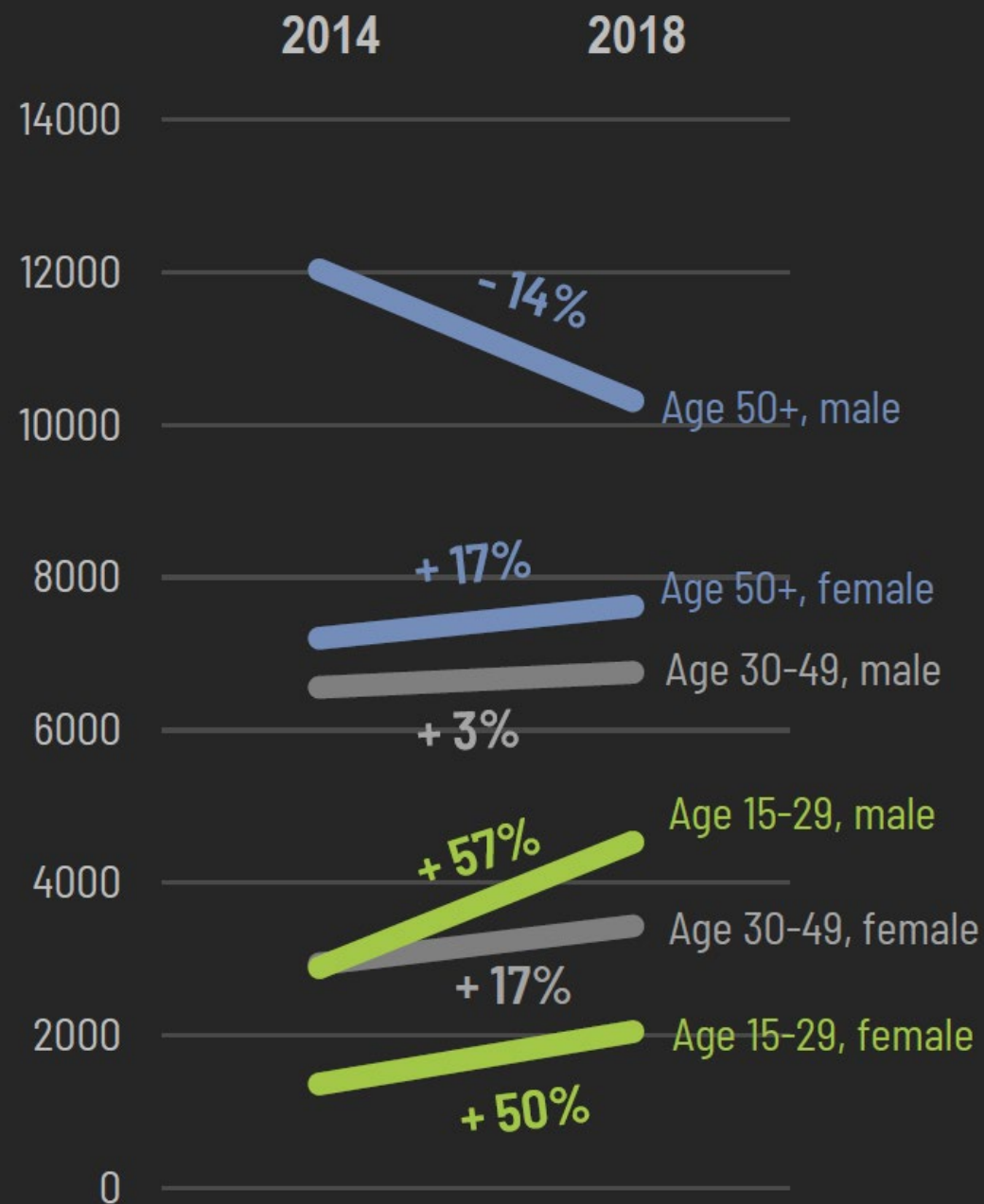
Lollipop Chart

All sessions had a **rating** between good and excellent.

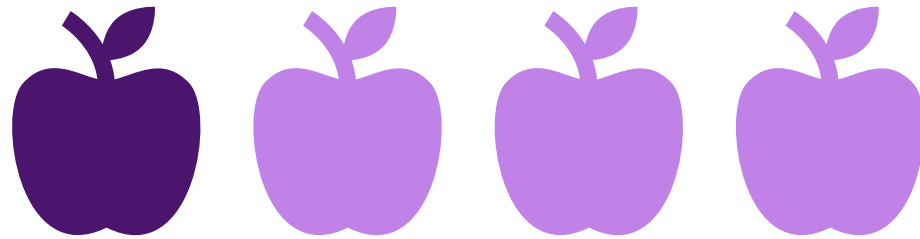


Slope Chart

While hepatitis C virus cases remain highest among **baby boomers**, they are increasing most rapidly among **15-29 year olds**



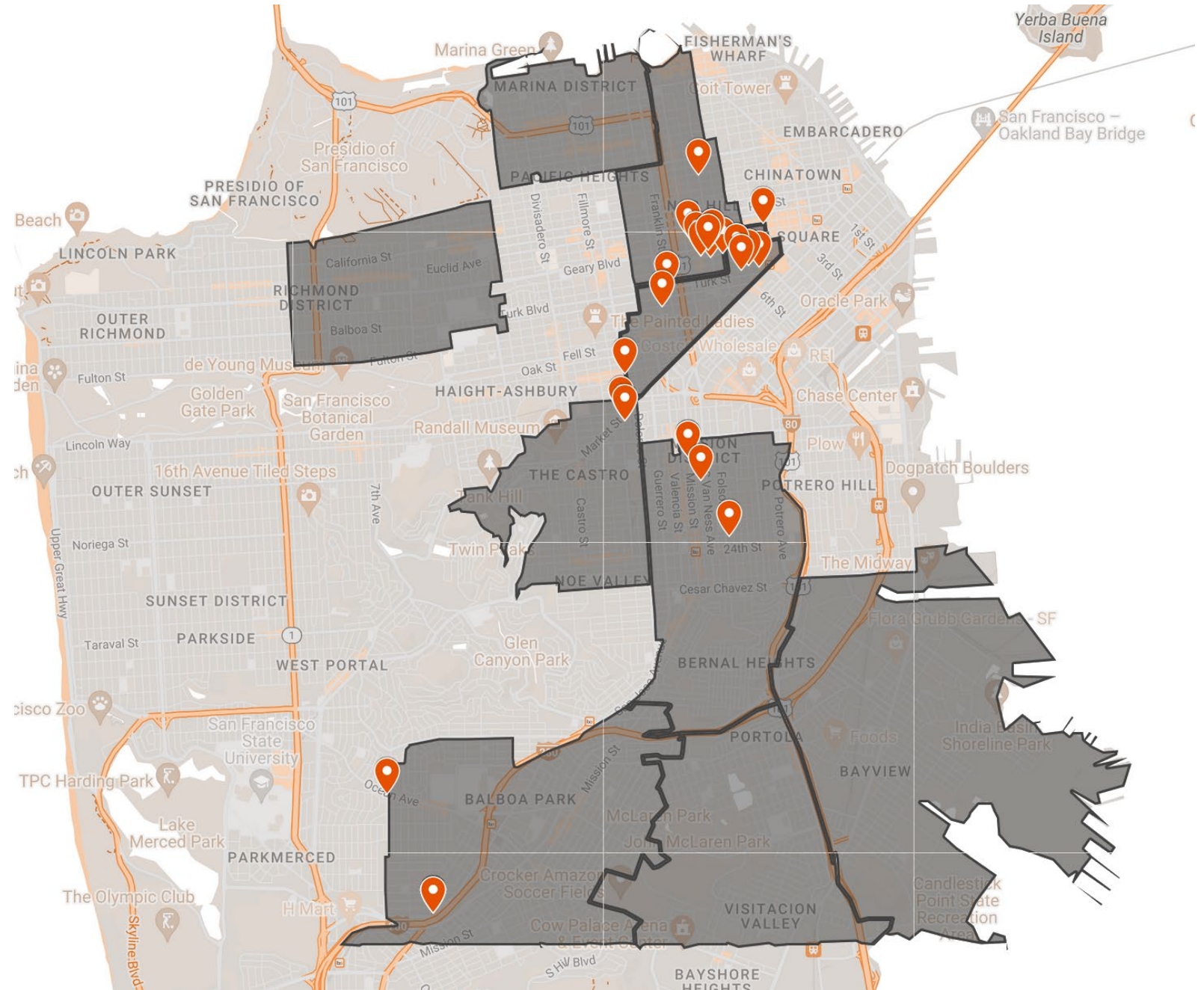
Icon arrays



1 in 4 transgender adults in the U.S. reported not having enough to eat in 2023.

Map

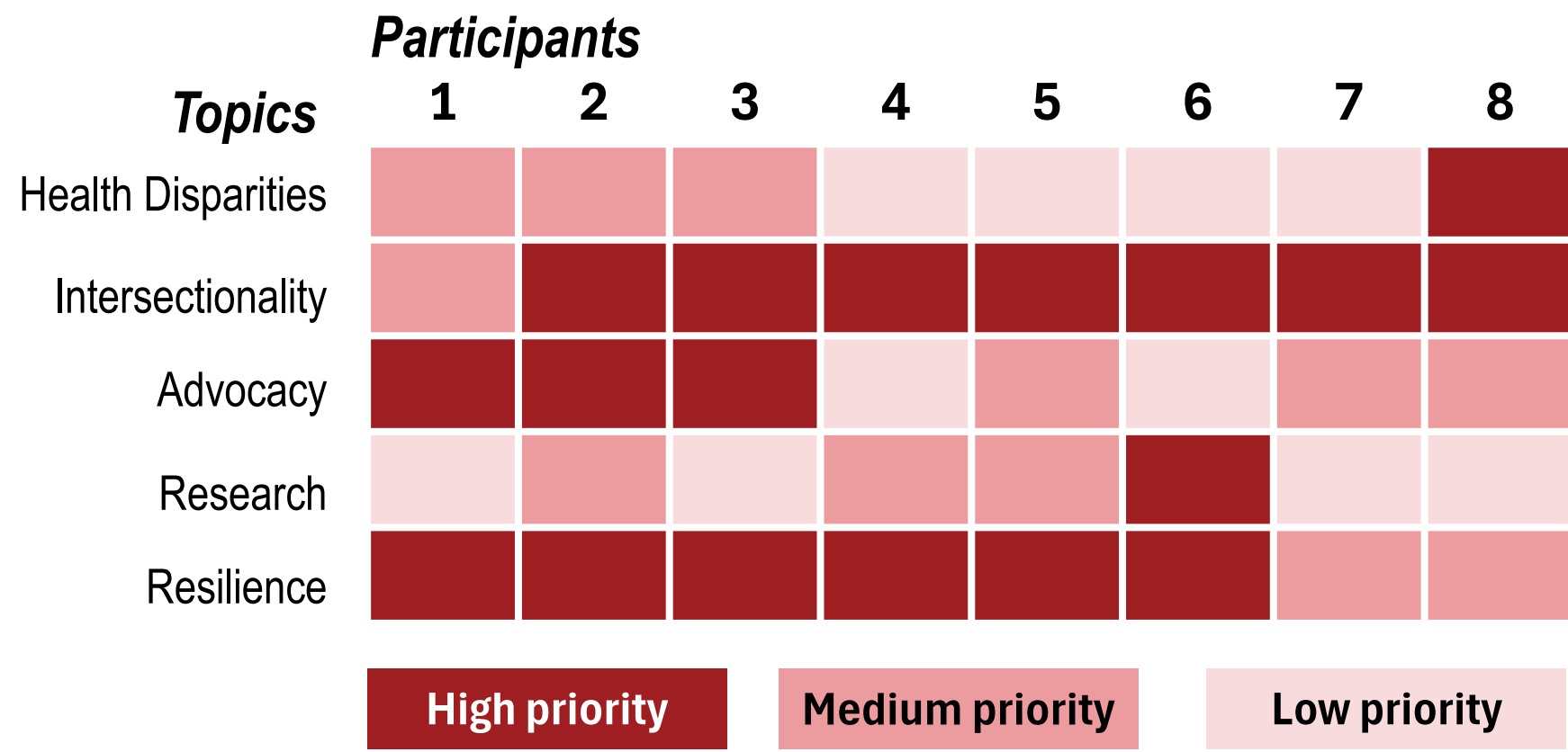
In the San Francisco, districts observed (shaded), **price promotions** for a certain tobacco product were most observed in the Tenderloin district





Heat Map

Most participants felt that the topic intersectionality and resilience **should be high priority** at the upcoming LGBTQ+ health conference.



In summary...

Everything you need to know you
learned in kindergarten



Everything you need to know you learned in kindergarten

Color has meaning



Good alignment is soothing



Say what you mean!



Decluttering makes things feel simpler



Questions





4

Small group work
to practice what
you've learned





In pairs or small groups...

1. Come up with a story you want to tell to create change, where you know you have some kind of data that can help
2. Use the handout to think through the key questions
3. Try drawing out what you have in mind
4. Review the "Ten Tips" sheet and see what modifications you might make to your original drawing!
5. Be prepared to share learnings with the large group