From Data Tool to Data Narrative: Communicating Outreach Impact Through Story Mapping

Nathanael B. Stanley[1], Topher Larkin[1], Kenisha Avery[1], Latanya Jones[1], Barbara-Arocha Dias[1], Viviam Sifontes[1], Jeannette Palencia[1], Viviana Suarez[1], Ian Fitzpatrick[1],
Christian Church[3], Juanita Carbajal[3], Natasha Staley[3], Delilah Hernandez[3], Vani N. Simmons[1,2], Susan T. Vadaparampil[1,2]

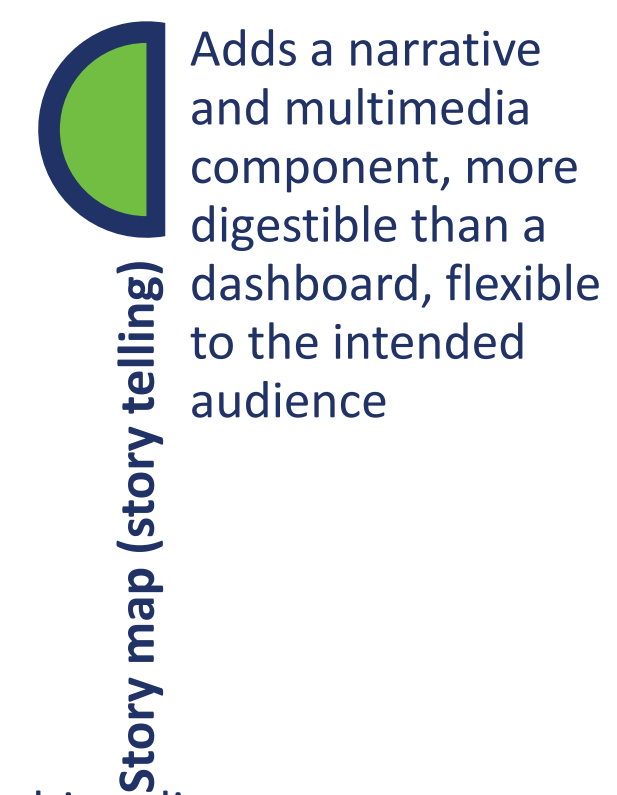[1]*Office of Community Outreach, Engagement and Equity, Moffitt Cancer Center, Tampa, FL*
[2]*Department of Health Outcomes and Behavior, Moffitt Cancer Center, Tampa, FL*
[3]*Non-Therapeutic Research Office, Moffitt Cancer Center, Tampa, FL*

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Background

- COE offices capture community engagement activities to demonstrate the impact of outreach programs
- Dashboards can communicate real time metrics, however with data constantly evolving, communicating narratives can be challenging
- **Story mapping** is a final piece of communicating outreach impact – enhancing how outreach impact is understood through providing context beyond what a dashboard can provide

Data tool — System to capture outreach activity as it occurs

Dashboard — Shows the point-in-time impact of outreach activity

Story map (story telling) — Adds a narrative and multimedia component, more digestible than a dashboard, flexible to the intended audience

Story map: an interactive visual narrative that blends maps, text, images, and multimedia to engage users and guide them through geographically guided thematic stories [1]

Process

- Used a storytelling framework
- Data storytelling involves three main parts: [2]
  - Exploratory storyframing
  - Imaginative storyforming
  - Immersive storytelling
- We used these steps to inform our COEE data story map

Exploratory Storyframing: Framing the data to easily identify key insights
- Explore your data. Dashboards can give you insights on what stories might be interesting to tell
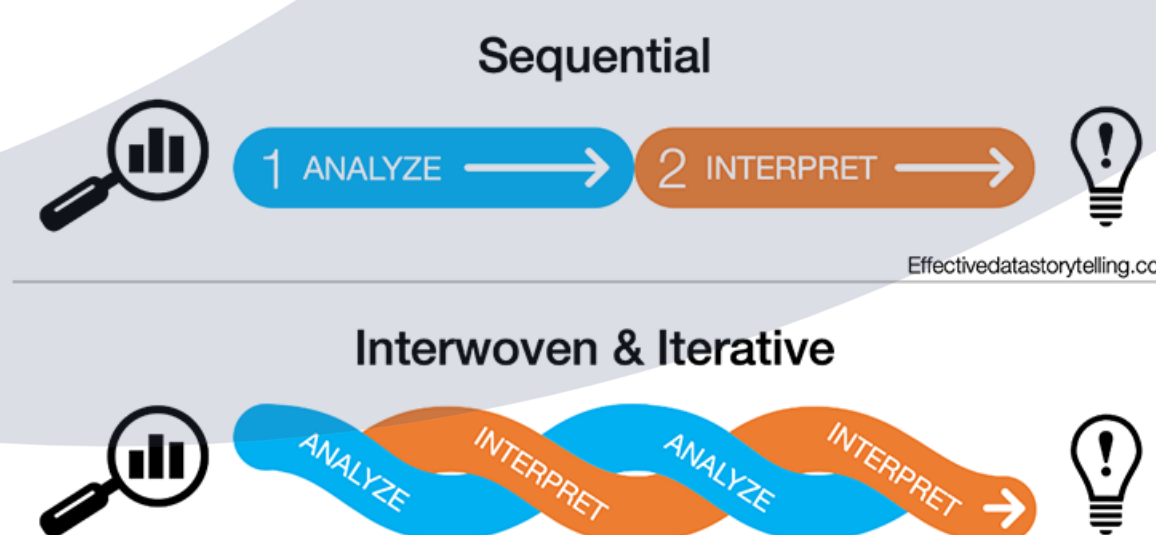
Our storyframing process:

- No dashboard (yet), so explored existing 2024 outreach data
- Engaged outreach team to identify key messages for the story map
- Insights important to include:
  - Expanding outreach to counties not previously reached in 2023
  - Engaging priority populations
  - Demonstrating growth and impact of outreach activities
  - Showing how COEE serves the community and what it can offer

Imaginative Storyforming: Discovering insights and data interpretations to develop into narrative

- Focus analyses on the insights you want to show
- Multiple stages of data analysis and interpretation – helps refine the message and reduce redundancy of the data presented

Our storyforming process:

- 2023 outreach impact summary guided 2024 insights analysis
- Goal: to highlight impact by
  - 1) Georeferencing outreach locations
  - 2) Showing year-over-year impact in numbers

Sequential

1 ANALYZE → 2 INTERPRET

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Interwoven & Iterative

ANALYZE — INTERPRET — ANALYZE — INTERPRET

Data stories are built on insights derived from interwoven steps of data analysis and interpretation, not just data itself[2]

Lessons Learned

About Data
- Outreach Management System (OMS) served as central data repository, all outreach data in one place made access easy
- Outreach data need to have spatial components (addresses of events)
- Define what "impact" means for your project/team
- Take videos and photos at events, create a waiver for using media

About Development
- Using integrated GIS systems (ArcGIS) for design makes the process seamless

About Communication
- Link your other outreach communication channels to increase traffic
- When outreach teams see their impact visually, they can see opportunities for growth in terms of area, populations, cancer site education, and resources provided

Immersive Storytelling: Sharing your insights through narrative and visual components
- Exploratory steps complete, identified insights to showcase, now bring mini stories together into one
- Integrate multimedia to enhance the experience of engaging with the story
- Provide context for why certain insights are important (Who is COEE? What are catchment area counties and priority populations – what do they mean?)
- The final product will show data, but it will be accompanied by the context for why that data is important, and pulls out the important parts for the reader to focus on

Our storytelling result:

- 2024 outreach impact over a 23-county area, framing 'impact' by:
  - Defining who priority populations are and how we reached them
  - Describing the catchment area and how we expanded outreach into those counties – growing our team to assist with them
  - Illustrating the connection between high cancer burden and our outreach event locations
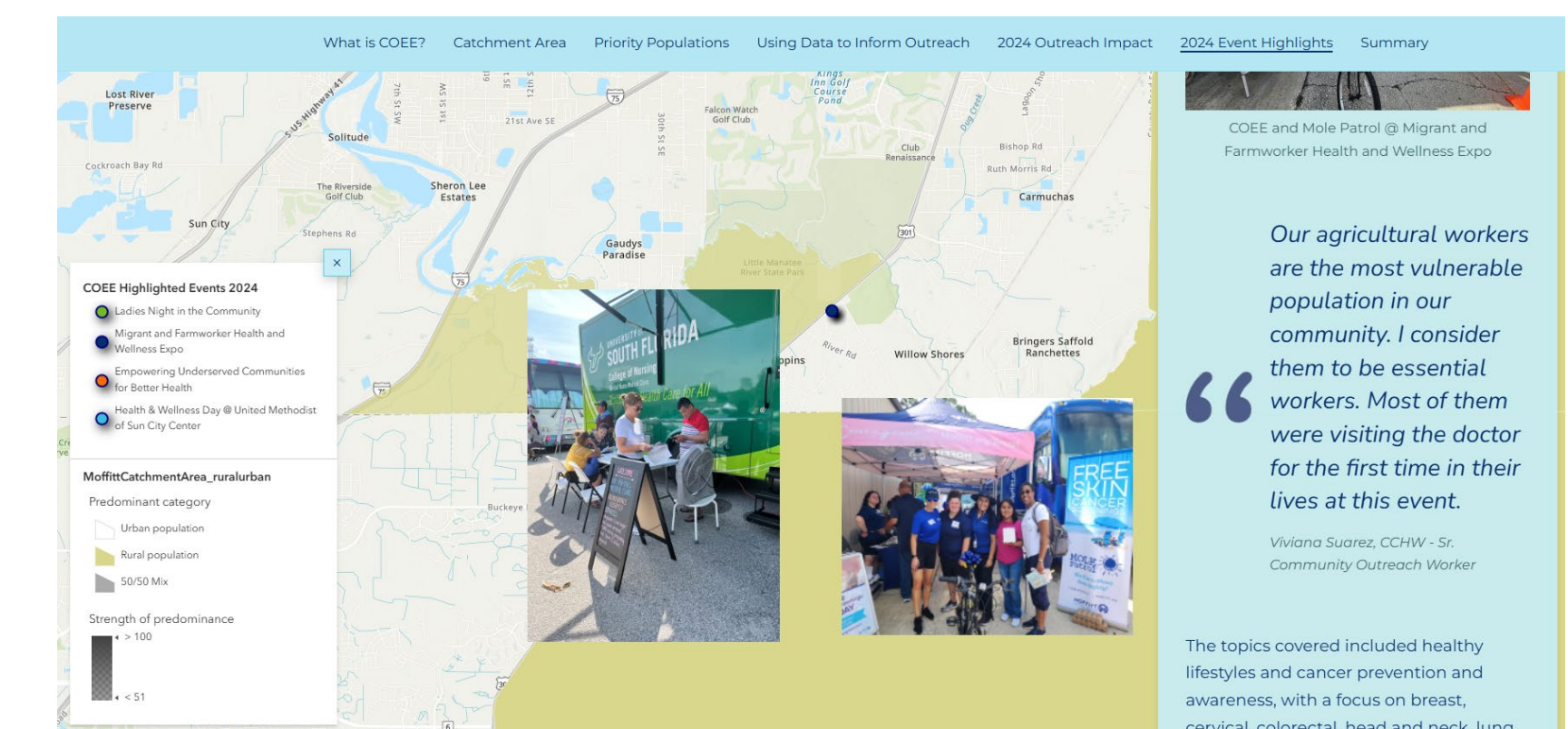
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