

Module 4

Introduction

DAP TOOLKIT MODULE IV: BECOMING A DATA AMBASSADOR

Cook County Department of Public Health & University of Illinois - Chicago School of Public Health

Data Ambassador Program (DAP)

Module 4: Becoming a Data Ambassador

Module 4 Contents:

Module 4.1: Becoming a Data Ambassador

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Module 4.2: Food Insecurity Data Story-Telling Activity

Module 4.3: Cook County Health Atlas Workspace

Module 4 Learning Objectives:

1. Familiarize yourself with data storytelling concepts
2. Be able to apply the G.A.M.E framework
3. Learn about the benefits of Health Atlas workspaces

SETTING THE STAGE...

Now that you know how to navigate and interpret data on the health atlas... you are formally trained as a Data Ambassador. The roles and responsibilities of a **data ambassador** are to promote and inform the use of the Cook County Health Atlas at your organization, guide your colleagues on how to incorporate the health atlas into their workflow, and provide ongoing feedback to the CCDPH Epi Unit and UIC PHAME Center. In this module, you will be introduced to the WorkSpace feature, enabling users to save your visualizations and workflow materials while also learning how to use data story-telling concepts to improve your advocacy efforts.

DATA STORY-TELLING

Data storytelling allows us to communicate insights using data through the use of narratives and visualizations to inspire our community members, policymakers, and stakeholders to take action.

For example,

- Having visual evidence such as photovoice or personal testimonies can be used to persuade our audience to take action or solicit funds from grantors

The G.A.M.E Plan

Goal



- Determine what you hope to achieve with your story.
- Be concrete

Audience



- Understand who your audience is.
- Who are the decision makers and who can influence the process?

Message



- Determine the most important message you'd like to communicate.
- Narrow them down to a few key points to internalize and remember.

Engagement



- Channels: email, regular mail, websites, social media, webinars, in-person.
- Medium: Websites, printed reports, videos, presentations.

4.1 Mike's Datastorytelling Activity

Lets refer back to the *Food Insecurity Case Activity* with Mike and his exploration of SNAP Benefits in Des Plaines from Module 3

Scenario:

Mike, a SNAP Outreach Coordinator, wants to know where to focus his efforts in suburban Cook County. Using the Health Atlas, he looked at data on households receiving SNAP and those in poverty not receiving benefits, paying special attention to Des Plaines.

Using the **G.A.M.E** template, please assist Mike with crafting his story.

G: (Goal): Create an understanding that 64% of eligible households in Des Plaines in poverty are not enrolled in the Supplemental Nutrition Assistance Program, creating an enrollment gap which means a large number of households are missing a critical piece to food security. These low enrollment rates combined with the fact that Non-Hispanic Black residents of Suburban Cook County face the highest rates of need, indicate an inequity challenge that needs to be addressed through targeted outreach.

A: (Audience): Who is this information directed to?

Who are the decision makers?

Existing partners/networks?

Who would benefit from this targeted outreach?

M: (Message): What is the most important thing I am trying to convey?

- The need exists.
- How to address the need?

How will this intervention lead to better enrollment outcomes?

E: (Engagement): How do I get the message to my targets?

What is the best medium to convey your findings, their implications and possible interventions?

Is there a call to action?

Questions to consider....

What other information could be useful for Mike to plan his outreach and communication efforts?

- **Qualitative Data**-Understanding the reasons behind low SNAP enrollment
 - Surveys
 - Focus Groups
- **Socioeconomic Context**
 - Data on unemployment rates
 - Language proficiency in target areas would help communication and support services
- **Community Resource Maps**
 - Location of existing food pantries, farmers markets that accept SNAP
 - Other social service organizations to coordinate outreach and referrals

What questions does this activity raise that may or may not be answered by the data?

- **Data Limitations**

*What factors are keeping residents from applying for SNAP benefits?

*Do residents have access to transportation? Is the office too far?

*Does the Department of Human services allow people to complete applications online?

- **Program Effectiveness**

*Does increase in SNAP enrollment lead to better health outcomes?

- **Sustainability**

*How do we ensure that SNAP benefits are available and equitable for everyone?

- **Equitable Access**

*How does cultural and language factors/differences affect outreach efforts and enrollment?

- **Systemic Barriers**

*What additional policy issues or structural barriers affect food insecurity?

What other systematic barriers affect data collection?

- Residents may be worried about where the information is going and who will have access to their information?
 - *When data collection begins, it's important to build trust with communities
- Are we asking the appropriate questions?
- Data collection process with funders/stakeholders
- Data collection mistrust People may be scared that their information will be used against them?
- Research fatigue
 - Communities are not seeing the results of your study and implementation
- Give communities the opportunity to review what you have analyzed or created (presentation, program, report, research article, etc.)
- Be upfront and transparent about how their data will be used

4.2 Takeaway (Tips)

Visuals can be a powerful addition to a data story.

- Images should draw your reader into your story but also indicating what your story is about
- They should support your narrative
- A great video can be far more engaging and informative than a picture.
- Use color! Colors do more than make your story look pretty. They suggest emotion. [Color.adobe.com](https://color.adobe.com)

To write or not to write.

- Writing is the centerpiece of your data story. All other elements are there to support and amplify your message.
- Titles should pop.

Make your story easy to read!

- Be careful not to make your story unnecessarily difficult to read or understand. (Jargon, abbreviations and acronyms your audience may not be familiar with.
- Pull out quotes or other key points and give them more prominent visual treatment with text boxes, quotations, icons

“Clarity of writing usually follows clarity of thought. So think what you want to say, then say it as simply as possible.”

-The Economist, Style Guide

4.3 Health Atlas Workspace

Congratulations!! Thank you for participating in the Data Ambassadors Program Training of the suburban Cook County Health Atlas. As you continue to inform and advocate for your communities and target population, please use the health atlas to supplement your program materials and outreach. If you are interested in continuing to use the health atlas, CCDPH is offering a platform to save the data visualizations and charts that you created on the Health Atlas website. If you would like us to activate your account, please complete the form

<https://cookcountyhealthatlas.org/contact>

Contact Us
Looking for help? Have you checked our help center?

(Select issue)*
Workspace Assistance

Name* Organization

Email*


Need help logging into or using custom atlas workspaces.

Add your message here.

I'm not a robot
reCAPTCHA is changing its terms of service. [Take action.](#)

reCAPTCHA
[Privacy](#) - [Terms](#)

SUBMIT



Before you submit account activation, please review the guidelines below.

Shared Data Ambassador Workspace Best Practices (will also include in the Resources Section)

What the Workspace Does

- **Save & Organize Your Work:** Create and store custom charts, maps, and tables built in the Health Atlas. Your saved items live in a shared, cloud-based workspace accessible to all users with Data Ambassador logins.
- **Easy Sharing:** Each saved chart, map, or table generates an embed code and shareable link that you can copy into emails, web pages, reports, and dashboards.
- **Collaborative Resource:** All users can see and access saved items. This shared space helps partners discover each other's work and build on existing visualizations.

Important Considerations

- **Users do not have private or group permissions.** Everyone with a Data Ambassador login can view, edit, move, or delete any saved chart, map, or table.
- **Changes are live and permanent.** If an item is modified or removed, it will affect anyone using that embed code or link.

Best Practices for Using the Shared Workspace

Organize with Folders

- **Create a Folder:** Each user or organization should create their own folder (e.g., "CCDPH – Youth Health" or "MyOrg – Social Determinants"). Subfolders can also be created to store subject-, project-, and/or theme-specific insights.
- **Save Insights in Your Folder:** This helps others know who owns the work and reduces accidental edits or deletions.
- **Respect Others' Folders:** *Only edit or delete items stored in your own folder.* If you need to modify another user's visualization, duplicate it first and save the copy in your folder.

Name Clearly & Consistently

- Use descriptive titles: "Youth Obesity by Municipality, 2024" instead of "My Chart."

Recommended Workflow

1. Create Your Folder → Name it clearly (e.g., "OrgName – Topic").
2. Build Your Visualization → Filter or customize your chart/map/table.
3. Save in Your Folder → Add a clear name and description.

4. Share via Embed or Link → Use in emails, websites, reports.
5. Review Regularly → Update or retire outdated visualizations.

For technical questions or issues, contact

[Contact Us - Suburban Cook County Health Atlas](#)