HEALTH FOR A CHANGE

Key Concepts for Data Viz

July 17, 2019
Foundation for a Healthy Kentucky’s MISSION

To address the unmet health needs of Kentuckians
By...

- Developing and influencing policy
- Improving access to care
- Reducing health risks and disparities
- Promoting health equity
INVESTING IN KENTUCKY'S FUTURE

To reduce the risk that today's school-aged children will develop chronic diseases they grow into adults.

LEARN MORE

OUR MISSION: TO ADDRESS THE UNMET HEALTH NEEDS OF KENTUCKIANS BY DEVELOPING AND INFLUENCING POLICY, IMPROVING ACCESS TO CARE,
July 24 Coalition Building Workshop at Need More Acres Farm in Scottsville
Aug 1 2020 Census webinar: Counting On Kentucky's Colleges and Universities
Aug 2 Infographics for Social Change: A Graphic Ally Hackathon in Louisville
Regional Community Health Forum: OWENSBORO

Wed. August 14, 2019
2:00 PM-3:30 PM

Location: Green River
Area Development District

Registration opens soon!
It is an aspiration of the Foundation for a Healthy Kentucky, in partnership with Kentucky Voices for Health and Cairn Guidance, to support the establishment of a coalition that will collaborate around the goal of improving the health and well-being of children and youth in Kentucky.
Howard L. Bost Memorial Health Policy Forum

MEDICAL MARIJUANA FACT AND FICTION
PRACTICAL PUBLIC HEALTH POLICY CONSIDERATIONS FOR KENTUCKY

Monday, September 23, 2019
Marriott Griffin Gate, Lexington, KY
9:00 a.m. to 4:15 p.m.
SAVE THE DATE: Data! Forum Nov. 15 Erlanger

DATA! Fostering Health Innovation in Kentucky and Ohio

Presented by INTERACT FOR HEALTH
A Catalyst for Health and Wellness

FOUNDATION FOR A HEALTHY KENTUCKY
Jessica Bellamy
Motion Infographic Designer

2017 Adobe Creative Resident

Founder and Director of GRIDS: The Grassroots Information Design Studio

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Adobe Creative Residency
PERSONAL CONTEXT
NOW HIRING

GOOD

JOBS &

OPPORTUNITIES
Scholar
CA
TYPOGRAPHY ANNUAL 5
Researcher
Community Organizer
Designer + Researcher + Community Organizer + Scholar
Information Designer
A WELL IMPLEMENTED COMPREHENSIVE SEX ED PROGRAM fosters mature decision making and aims to eliminate gender inequality. By integrating lessons about gender roles, human dignity & rights, sexuality development, sex & sexuality discrimination, and more, youth are more likely to adopt egalitarian attitudes towards gender and sex issues. Strong Sex Ed programs also have the ability to empower young women and LGBTQIA youth by challenging traditional hegemonic masculinity ideology, increasing their overall sexual health, and empowering their health resources.

HOW CAN KENTUCKIANS EMPOWER KENTUCKIANS?

Though Sex and HIV education is mandated in KY public schools, the curriculum is abstinence-based and promotes negative outcomes of teen sex.

Together we can urge state representatives to support legislation that expands the scope of sex education, advocates for reproductive rights, and prevents the discrimination of members of the gay, lesbian, bisexual, and transgender community.

We can also equip caregivers with the knowledge, skills, and confidence to be their children’s #1 sexuality educators.


POWER GOVERNS THE GAP

POLITICAL POWER

REPRESENTATION

Civil Society & Public Sector

Representation is key decision-making positions in the public sector.

EDUCATION

School Enrollment, School Dropout, Literacy Rates

Representation is key decision-making positions in civil society.

SOCIAL POWER

CIVIL SOCIETY & PUBLIC SECTOR

Representation in key decision-making positions in the public sector.

HEALTH

Child Health, HIV/AIDs, teen birth rate, infant mortality

Representation is key decision-making positions in civil society.

ECONOMIC POWER

INCOME

Agriculture, Forestry, Animal Health

Representation in key decision-making positions in civil society.

EMPLOYMENT

Healthcare, Social Assistance

Representation in key decision-making positions in civil society.

TIME SPENT

Unemployment, Time Out of School

Representation in key decision-making positions in civil society.

END THE GAP
Experience Designer
“It is not enough to be user-centered or human-centered in our work. We need to work with both the micro-context and **macro-context in mind**. We all need to take responsibility for what we create and put into the public sphere. Everything we make is either complicit or in opposition to accepted stereotypes, de-humanizing stigmas, institutional racism, and so many other colonialist genres of oppression.”

From *Weaponizing Truth: A Spirited Analysis of Movement Science & Design* by Jessica Bellamy | medium.com/@jessicabellamy
Data Storytelling
#SaveTheData
1. Diversity
2. Vulnerable
3. Transgender
4. Fetus
5. Evidence-based
6. Science-based
7. Entitlement
Misrepresentation
Underrepresentation
Misrepresentation
Underrepresentation
PAIN POINTS

1) Exacerbates of stereotypes
2) Proliferate systemic issues that work against disenfranchised and vulnerable populations
3) Objectifies and/or exploits
Purpose-driven Design
Information Design
Experience Design
Aspirations
Better Aspirations
Better Aspirations
Good Aspirations
Good Aspirations
Brave Aspirations
Brave Aspirations

Challenge >> Discomfort >> Transformation
EQUITY
EQUALITY

EQUITY
Inspired by Sippin the EquiTEA
“This ‘Equity’ picture is actually White Supremacy at work”
Medium/@eec

Design by Jessica Bellamy
Instagram/@jessicabellamy.design
Twitter/@jbellagraphics
What’s wrong with the original model for equity?
Well....
EQUALITY
EQUITY
“First and foremost, the shortest boy is positioned as the problem. He needs multiple boxes to see over the fence. He’s the one who is the pathology: he’s literally less than the others. The shortest boy is—by sheer presentation alone—not whole, not normal, especially compared to the tallest boy. And because he is shorter he is seen as the problem, he needs more help. He is by fact, needy.”

-- Sippin the EquiTEA
Everyone is

“CREATIVE, RESOURCEFUL, & WHOLE”
CREATING AN OPPORTUNITY FOR ALL TO REACH THEIR FULL POTENTIAL
CREATING AN OPPORTUNITY FOR ALL TO REACH THEIR FULL POTENTIAL

“Creative, Resourceful, and Whole”
CREATING AN OPPORTUNITY FOR ALL TO REACH THEIR FULL POTENTIAL
HOW DO YOU DO THAT?
Equity =
Considerate

Equity =
Equity = Considerate Cooperative
Equity = Considerate Cooperative Inclusive
Equity = Considerate Cooperative Inclusive Accountable
Equity = Considerate Cooperative Inclusive Accountable Flexible
AGENDA

BASICS  |  Intro to Infographics
RESEARCH  |  Tips
PLANNING  |  Communication Strategy Building + Principles
DESIGN  |  Visual Thinking and Composition
General Q&A
Primary Steps in creating an infographic
There are THREE Phases
Research Phase
Planning Phase
Design Phase
Research Phase

1) Hypothesis
2) Search for or Collect data
3) Analyze and Low-Fidelity Organization (steps 2-3 are repeated)
4) Cross-reference
CRAP
Currency | The timeliness of the information

- How recent is the information?
- Can you locate a date when the page(s) were written/created/updated?
- Based in your topic, is it current enough?
Reliability | Importance of the information

- What kind of information is included in the website?
- Is the content primarily fact, or opinion? Is the information balanced, or biased?
- Does the author provide references for quotations and data?
- If there are links, do they work?
Authority | the source of the information

• Can you determine who the author/creator is? is there a way to contact them?
• What are their credentials (education, affiliation, experience, etc.)?
• Who is the publisher or sponsor of the site? Are they reputable?
Accuracy | the reliability, truthfulness and correctness of the information

- Is it accurate? Is it supported by evidence?
- Is the information balanced or biased?
- Was it peer-reviewed?
- Can you verify the information from another reliable source?
- Are there spelling, grammar, or typographical errors?
- Can you determine who the author/creator is? Is there a way to contact them?
Purpose | the reason the information exists

- What's the intent of the website (to persuade, to sell you something, etc.)?
- What is the domain (.edu, .org, .com, etc.)?
- Are there ads on the website?
- How do they relate to the topic being covered (e.g., an ad for ammunition next to an article about firearms legislation)?
- Is the author presenting fact, or opinion? Who might benefit from a reader believing this website?
- Based on the writing style, who is the intended audience?
Examine the study!
“HOW TO CRITICALLY EVALUATE THE QUALITY OF A RESEARCH ARTICLE?”
JEPS Bulletin: The Official Blog of the Journal of European Psychology Students

Zorana Zupan, PhD
Edited by Maris Vainre
Date: August 1, 2011
Sugary drinks are the LARGEST source of calories in children's diets.

Nearly half of children's sugars intake is from:
- Sodas
- Juice drinks
- Sports drinks

Half of African-American and Latino children born after the year 2000 will develop diabetes or other chronic conditions.

Join us in reducing sugary drink marketing to Louisville's kids!

Meals at chain restaurants are calorie-dense and nutritionally-poor.
- 86% high in calories
- 66% high in sodium
- 55% high saturated fat

Fast-food companies target children and adolescents with $714 million worth of marketing each year.

The beverage industry spends millions each year marketing sugary drinks targeted to communities of color.

Reference: Obesity on the Menu report by Center for Science in the Public Interest and Healthy Drinks Fast Facts report by Voices for Healthy Kids

Contact: Andrew Snow at The American Heart Association AndrewSnow@heart.org
#AbolishBigData
“The use of big data to determine risk and worthiness was being used to extend the shelf life of racist public policy agendas of the past and in many cases creating new forms of racism under the guidance of objectivity and neutrality.”
“Data is not a neutral impression of reality.”
#Technocauvinism
The research must be clear in informing the reader of its aims. Terms should be clearly defined, even more so if they're new or used in specific non-spread ways. You as a reader should pay particular attention should to errors in logic, especially those regarding causation, relationship or association.
Sample

To provide trustworthy conclusions, a sample needs to be representative and adequate. Representativeness depends on the method of selection as well as the assignment. For example, random assignment has its advantages in front of systematic assignment in establishing group equivalence. The sample can be biased when researchers used volunteers or selective attrition. The adequate sample size can be determined by employing power analysis.
Extraneous variation can influence research findings, therefore methods to control relevant confounding variables should be applied.
The research design should be suitable to answer the research question. Readers should distinguish true experimental designs with random assignment from pre-experimental research designs.
The criteria measures must demonstrate reliability and validity for both, the independent and dependent variable.
Data Analysis |

Appropriate statistical tests should be applied for the type of data obtained, and assumptions for their use met. Post hoc tests should be applied when multiple comparisons are performed. Tables and figures should be clearly labelled. Ideally, effect sizes should be included throughout giving a clear indication of the variables’ impact.
Discussion & Conclusions

Does the study allow generalization? Also, limitations of the study should be mentioned. The discussion and conclusions should be consistent with the study’s results. It’s a common mistake to emphasizing the results that are in accordance with the researcher’s expectations while not focusing on the ones that are not. Do the authors of the article you hold in hand do the same?

HOW TO CRITICALLY EVALUATE THE QUALITY OF A RESEARCH ARTICLE?
By Zorana Zupan, Edited by Maris Vainre. Date: August 1, 2011
https://blog.efpsa.org/2011/08/01/how-to-critically-evaluate-the-quality-of-a-research-article/
Ethics

Last but not least, were the ethical standards met? For more information, refer to the APA’s Ethical Principles of Psychologists and Code of Conduct (2010).
Planning Phase

1) Plan Dissemination: Create a Communication Strategy
2) Formal Organization: Create an Outline using data and strategy
Understand the Problem
Understand the Problem
Understand the Problem as a System
Define Relationships |

• Dissect and analyze
• Classify and categorize information
• Discover relationships
• Cause and effect
• Dependence
• Interdependence
• Codependence
• Outliers
• Define conclusions and realistic solutions/recommendations
Learn the system of the problem

Identify the following:

- **Who** — list communities and people involved
- **What** — list objects or connecting themes are present
- **Where** — list environments, places, and other significant spatial factors
- **When** — list anything that is time specific (i.e. time period, decade, etc.)
- **Why** — list motives
- **How** — list all logistics, and process/procedure based information
Asylum Seeker

Not entitled to work

Refugee status

Legally reside
Strategy & Dissemination
Communication
Strategy Building

Call to Action | Target Audience | Media Vehicle
1. TARGET AUDIENCE

Examples: business owners, landlords in New Haven, local policy makers, young adults, pregnant women, residents in a specific neighborhood, etc
Learn about your audience

Identify the following:

• Who are they?
• What motivates them?
• What are their barriers to participation?
• Why would they buy-in?
• How do they access media?
• Are they the most affected population?
• ....
What motivates them to action?
FIVE Basic Motivators

What speaks to your target audience?
What kind of reasoning should you use to persuade your audience?

Narrative
Emotional Appeal

Economic
How is money affected?

Authority
What important person agrees or already supports it?

Immediate Need
Short Deadline? Will it have a HUGE impact? Is it a hot button topic?

Popularity & Consensus
How many people are involved/engaged?
What **data** motivates?
Qualitative VS Quantitative
Examples
Of types of Data

Qualitative
A subjective quality or explanation
- Testimonies
- Quotes
- Personal Narratives
- Impact Statements

Quantitative
Anything that can be objectively measured
- Local/Statewide/National Statistics
- Itemized Details about Product or Service
- Number of Participants or People Engaged
- Number of events
- Map of Locations
What are the characteristics of your Data?
Examples
Of types of Data

Qualitative

A subjective quality or explanation

- Testimonies
- Quotes
- Personal Narratives
- Impact Statements

Quantitative

Anything that can be objectively measured

- Local/Statewide/National Statistics
- Itemized Details about Product or Service
- Number of Participants or People Engaged
- Number of events
- Map of Locations
Categories of Data

- space,
- time,
- recursivity,
- scale,
- hierarchy,
- accuracy,
- intangible concepts,
- physical characteristics,
- catalogs, and/or
- process
2. Call to Action

Examples: vote on/for __, call their representative and ask them about __, get tested for __, enroll in a specific program, purchase __, volunteer at __, donate money to __, etc.
Advocacy vs Objective
Creating the Voice & Direction
Data Facing & Framing

Advocacy Facing
- Calls to Action
- Empower/Embolden
- Narrative Led
- Direct & Assertive Language

Objective Tone
- Raises Awareness
- Explain/Educate
- Fact Focused
- Passive Language
Asset VS Deficit
Creating the Voice & Direction
Data Facing & Framing

Asset Framing
Resources
Opportunities
Potential & Strengths
Argues positive affect, when and if...

Deficit Framing
Problems
Obstacles
Shortcomings & Weaknesses
Condemns, criticizes, blames
AFYA PREP PROJECT
Innovative Approaches to Sexual Health for African American Youth
HIV Statistics

THE GOOD NEWS

- HIV rates have dropped in recent years. For example, new infections declined 19% from 2006 – 2014. Most recently, between 2012-2016, the number of new infections have stalled.
- This is because there has been more emphasis on testing and controlling HIV through treatment.
- Timely diagnosis and early treatment not only helps people to live longer, it also decreases the amount of HIV in the body. That means that treatment helps prevent HIV transmission to others.

THE NOT SO GOOD NEWS

African American communities are not benefiting as much as others.

- Between 2012-2016, HIV rates have decreased by 8% for white and 5% for African Americans.
- HIV rates for white gay and bisexual men have decreased 18%, but rates for African American men who have sex with men have remained stable.

THE CDC ESTIMATES THAT

- 1 in 2 African American men who have sex with men will acquire HIV compared to 1 in 50 African American women.
- 1 in 6 African American women will acquire HIV compared to 1 in 100 white women.

 THESE ARE SERIOUS NUMBERS THAT PROVOKE SERIOUS CONCERN.
STIGMA

PREP STIGMA

Our data showed that women and sexual and gender minorities who engage in sex with multiple partners or outside of a relationship are often considered irresponsible or immoral. This is connected to, but distinct from, the negative attitudes toward HIV transmission, treatment, etc.

Gender norms, negative attitudes toward minority sexuality, and other societal pressures toward individuals to avoid any association with HIV or HIV prevention such as PREP.

SEX STIGMA

HIV STIGMA

These biases can negatively influence vulnerable populations' attitudes about PREP usage and physicians' judgment of which candidates are best suited for PREP.

HIV IS WIDELY SEEN AS A DISEASE THAT AFFECTS (ONLY) LGBTQ PEOPLE.

Homophobia & Transphobia

Many people also have negative associations with being gay and gender minority. A large number of participants affirmed LGBTQ people, seeing them as not as the norm/different/everyday for their same-sex identity. Participants described society's homophobia and sexism. This contributed to increased stigma.

Recomendations for Service Providers

APPROACHES TO REACH PRIORITY AFRICAN AMERICAN POPULATION

HEALTH ADVOCATES

LOCATIONS

Messaging

EDUCATION

Stereotypes: HIV = Black people

Neal more info

HIGH SCHOOL PROGRAMS

Practice of high risk for young people

Use endo-grades for peer-to-peer education

HIGH SCHOOL PROGRAMS

Primary outcome is prevention

Conscientious efforts to reach low

NON-JUDGMENTAL, NON-PUNISHMENT, NON-TITULARIZED, NON-CONDOMIZED

Provide school-based services, prevention programs, and awareness campaigns.

Need for privacy! All four factors of health contribute to the groups need for privacy. We must ensure that service delivery is discreet and non-invasive.

Quick Clinics in everyday places:

In the community

In high schools

Concentrated in DC's, not just Pride festivals

Conduct on-look parties

Chains

AVOIDANCE

Disability

Discrimination

Discharge

Disease

Douching

Remember...
Evidence from the Literature

Behavior does not fully explain the differences between African American and White HIV case rates. For example:

- African American women are rarer and have fewer partners.
- African American men who have sex with men (MSM), a priority group for HIV prevention, engage in fewer sexual risk behaviors than White MSM.

There are numerous examples of how social ills put African Americans at greater HIV vulnerability.

Social Factors That Increase HIV Vulnerability

Innovative approaches to addressing HIV in African American communities. Unfortunately, poverty, lack of access to healthcare, mass incarceration, stigma, and trauma all increase HIV vulnerability among African Americans and make HIV prevention strategies such as PrEP less attainable.

Poverty

Lower socioeconomic status makes access to healthcare, which is important for addressing a variety of conditions including HIV. Unfortunately, African Americans are at an increased risk of living in poverty.

Access to Healthcare

African Americans do not have as much access to healthcare as other groups. They have a higher incarcerated rate than white and fewer African Americans have regular healthcare providers than white. This means that African Americans may not get as many opportunities to talk to their doctors about HIV-related topics like testing, safer sex, and access to PrEP.

Mass Incarceration

In the U.S., federal and state governments passed a number of “get tough on crime” laws including legislation that expanded the War on Drugs (a series of laws penalizing use and distribution of illicit drugs). These laws have disproportionately affected African American communities, mostly targeting males. This reduced the driving pool for heterosexual African American women and places communities at greater risk of poverty.

Stigma

Stigma is when a person views someone or themselves in a negative way because of a condition or illness. Stigma can be in the form of judgment, shame, or fear. Stigma is one of the biggest challenges in addressing HIV. It is pervasive in communities and healthcare systems. It may hinder a person from successfully stopping HIV if stigma is not addressed because it undermines every major public health strategy.

Stigma has influenced perceptions of HIV risk and behaviors by vulnerable groups e.g., avoiding HIV prevention methods due to fear of stigma.
Influencers of Prep Engagement

Mistrust
- Some community members believe in plots/monopoly theories.
- Why haven’t you heard of Prep from your doctor?
- Why are they targeting certain groups and communities (race, sexual orientation)?
- Historical examples of appalling experiments done to African Americans have failed.
- This is a barrier to addressing Prep because many individuals are distrustful of doctors, medicines, and new prevention approaches like Prep.

Information/Clarity
- Participants wanted information on the science and safety.
- What were the Clinical trials results? e.g., What, when, where.
- What is the efficacy (e.g., does the drug still work if dose skipped)?
- What are the side effects (e.g., Can changes in sex)?
- What are the contraindications? (plain language the). This is important in communities with experiences of medical mistrust. Information and clarity provide a sense of safety and transparency.

Awareness
- Most heard about Prep for the first time during the focus groups or survey.
- Why had some participants not heard about Prep from their doctors?
- Why hadn’t they seen commercials?
- Why did sexual and gender minorities have higher awareness of HIV and Prep?
- This is because of outreach campaigns for LGBT populations, but identified a need in reaching heterosexual communities.

Knowledge
- Community should have Prep knowledge.
  - Who is it for?
  - How does it work?
  - How is it different than medication?
  - What are the side effects?
- Community should have Prep knowledge.
  - What is the prevalence in certain groups?
  - How do you get HIV?
  - Who is vulnerable to HIV?

Barriers to Prep Engagement

Prep Access
- Questions about Prep effectiveness
- Media (e.g., pill vs shot)
- Drug interaction
- Adherence to medication routine
- Skepticism of medicine
- Preferred access of over the counter vs prescription from the pharmacy

Prep Usage
- Cost of Prep
- Access to healthcare or inadequate coverage
- Barriers to doctor visits (e.g., lack of time, fear of doctors, childcare)
Principles
Conscious & Responsible Design

These are principles that you can build into any work :)
Conscious & Responsible Design Principles

Authentic Representation

ולת orchas: 🐱🐱🎨🎨
Conscious & Responsible Design Principles

- Authentic Representation
- Mindful & Sensitive Portraiture
KENTUCKY’S YOUNGEST CASUALTIES
HOW RAMPANT PRISON GROWTH AFFECTS OUR CHILDREN

Presented by GRIDS
GRASSROOTS INFORMATION DESIGN STUDIO
www.gridconnect.me | info@gridconnect.me
Considering that the **majority** of incarcerated parents are **young fathers**, and that half of the women in federal prison are mothers...

You might assume that visitation would be a fair and accessible process. Well, it’s not.
THE PROBLEM

5.1 MILLION CHILDREN have experienced parental incarceration.

That's 7% of children in the US.
Having an incarcerated parent/spouse has the same effect as abuse, domestic violence, and divorce.

Family bonds are weakened, which increases depression, anxiety, and can hamper academic development.
EFFECTS ON THE FORMERLY INCARCERATED PARENT:

FROM LOCKED UP TO LOCKED OUT

- It's harder to get accepted into academic programs and obtain support services for school.
- It's harder for former felons to gain access to housing due to background checks as well as Federal and State laws that prohibit former felons from living in public housing.
- It's harder for them to find work due to their criminal record, which makes it extremely challenging to provide for their families.
- Generally they are without a car, which can affect their ability to get and maintain a job as well as meet their family's transportation needs.

Other possible barriers to employment and adjustment: substance abuse, mental illness, low education attainment, poor employment history, etc.
Conscious 
& 
Responsible Design Principles

- Authentic Representation
- Mindful & Sensitive Portraiture
- Narrate Data Points
Considering that the **majority** of incarcerated parents are **young fathers**, and that half of the women in federal prison are mothers...

You might assume that visitation would be a fair and accessible process. Well, it’s not.
6 Conscious & Responsible Design Principles

Disaggregation of Data
ALL COUNTRIES OF ASIA

Afghanistan Armenia Azerbaijan Bahrain Bangladesh Bhutan Brunei Cambodia
China Cyprus Egypt Georgia Hong Kong India Indonesia Iran
Iraq Israel Japan Jordan Kazakhstan North Korea South Korea Kuwait
Kyrgyzstan Laos Lebanon Macau Malaysia Maldives Mongolia Myanmar
Nepal Oman Pakistan Palestine Philippines Qatar Russia Saudi Arabia
Sri Lanka Syria Taiwan Tajikistan Thailand East Timor Turkey Turkmenistan
United Arab Emirates Uzbekistan Vietnam Yemen
Conscious & Responsible Design Principles

Disaggregation of Data

Recursive Feedback Cycle
6 Conscious & Responsible Design Principles

- Disaggregation of Data
- Recursive Feedback Cycle
- Led by most Affected Population
Evaluate Power Dynamics
What are some power dynamics in data and design?
How do I evaluate power dynamics in my work?
The Monica Leslie Method
The Monica Leslie Method

Tier 1: On behalf of groups impacted (locking them out of the process, decision-making, project control)
The Monica Leslie Method

Tier 2: With **limited consultation** with groups impacted (locking them out of final decision-making and project control)

Tier 1: On **behalf** of groups impacted (locking them out of the process, decision-making, project control)
The Monica Leslie Method

Tier 3: Where groups impacted share in the decision-making (locking them out of project control)

Tier 2: With limited consultation with groups impacted (locking them out of final decision-making and project control)

Tier 1: On behalf of groups impacted (locking them out of the process, decision-making, project control)
The Monica Leslie Method

Tier 4: Where groups impacted **control** the project

Tier 3: Where groups impacted **share in the decision-making** (locking them out of project control)

Tier 2: With **limited consultation** with groups impacted (locking them out of final decision-making and project control)

Tier 1: On **behalf** of groups impacted (locking them out of the process, decision-making, project control)
The Monica Leslie Method

Tier 4: Where groups impacted control the project

Tier 3: Where groups impacted share in the decision-making (locking them out of project control)

Tier 2: With limited consultation with groups impacted (locking them out of final decision-making and project control)

Tier 1: On behalf of groups impacted (locking them out of the process, decision-making, project control)
Design Phase

1) Spatially organize information
2) Research visualization options
3) Experiment with layout (keep it simple, clean, and efficient)
3. MEDIA VEHICLE

How will you reach them? What kind of product should you design?
Web infographics
Half Page Explainers (handouts)
Social Media Post
Educational Poster
Types of Media Vehicles

Social Media Post

- Platform? (i.e. Instagram, FB, Twitter)
- Simple format
- Linked content?
- Simplify
- Central focus
Presentation/Educational Poster

- What size?
- Teaching tool?
- How is it being displayed?
- Where is it being displayed?
Types of Media Vehicles

Printed?

- One page or more?
- Professionally printed or printed from office?
- Folded?
- Mailed?
Types of Media Vehicles

Web Infographic

- Scrollable?
- Platform (i.e. website, Medium, etc)
- Linked content?
- Interactive?
- Motion?
Architectural parts of a Catholic Church:
* Nave is the main part of the church where the congregation (the people who come to worship) sit.
* aisles are the sides of the church which may run along the side of the nave.
* transept (etc.)

Time-in-Transit map for UPS:
* NYC area 1-day
* Eastern seaboard area 2-days
* Southeast: 3 days
* Midwest: 5 days
(etc.)

Potential contractors for a city government job:
* Joe Schmo (bid $10,000, timespan 1 week)
* Linda Davidson (bid $4500, timespan 3 weeks)
(etc.)

Talent swapping between Bay Area Tech Companies in 2017:
Google (total employees= 85,000) 2,000 to Apple, 500 to Facebook
Apple (total employees= 120,000) 460 to Google, 52 to Facebook
Facebook (total employees= 25,000) 79 to Apple, 34 to Google

Fringilla evolution:
Fringilla has these common ancestors: none known
Euphonia has these common ancestors: Fringilla
Chlorophonia has these common ancestors: Fringilla and Euphonia
Myzomelas has these common ancestors: Fringilla and Euphonia

Dialogue between Star Wars characters in Return of the Jedi:
Luke: speaks to Leia 5 times, C3PO 10 times, Han Solo 3 times
Leia: speaks to Luke 5 times, C3PO 3 times, Han Solo 7 times
Han Solo: speaks to Luke 3 times, C3PO 0 times, Leia 7 times
Chart and Diagrammatic
Allegorical and Analogy
Marketing Tree Infographic

90%
Title Goes Here
There are many variations passages of lorem ipsum available majority have suffered alteration

25%
Title Goes Here
There are many variations passages of lorem ipsum available majority have suffered alteration

85%
Title Goes Here
There are many variations passages of lorem ipsum available majority have suffered alteration

85%
Title Goes Here
There are many variations passages of lorem ipsum available majority have suffered alteration

65%
Title Goes Here
There are many variations passages of lorem ipsum available majority have suffered alteration
Students and teachers were generally healthy. But 13% of them had asthma. That’s almost double the national rate for asthma which is 6%. The G4G project helped.

**HEALTH STUDY**

The buffer area positively affected the population of Endothelial Progenitor Cell (EPCs) and Immune Cells in the participants’ bodies. EPCs increased (showing that physical resilience had increased) and immune cells decreased (showing that their bodies were fighting less threats).

- The buffer area successfully decreased the concentration of ULTRAFINE PARTICULATES. The concentration was 60% lower behind the vegetative buffer area compared to the control area. The trees were blocking UFPs.
- UFPs make up 80-95% of diesel soot pollution. With the new canopy coverage from the trees 10,000 grams of Diesel particulates were removal from the air in the buffer area.

**ULTRAFINE PARTICULATES (UFP)** are harmful particulate matter that contribute to respiratory and cardiovascular illnesses and even premature death.

How big are the dangerous particles in the air?

- Smaller particles are the most dangerous.

How many ULTRAFINE PARTICULATES are in the air around the school?

**HEALTH STUDY**

- **60%**
- **10,000 g** of diesel particulates

**W E  P L A N T E D...**

- PINES
- CYPRUS
- SERVICEBERRY
- SPRUCE
- CEDAR

Trees block Ultrfine Particulates in the air by...

1. Physically blocking them
2. Catching them on their leaves
3. Processing them through the soil

**Particle Diameter**

- **10 nm**
- **100 nm**
- **1,000 nm**
- **10,000 nm**

**Baseline Measurement UFP**

- Near Road
- Control
- Buffer

Not only can UFPs irritate the eyes, nose, throat, and lungs, but they are also small enough to penetrate the cells of the lungs. Researchers estimate that, nationwide, tens of thousands of people die prematurely each year as a result of particulate pollution.
Students and teachers were generally healthy. But 13% of them had asthma. That's almost double the national rate for asthma which is 6%. The G4G project helped.

**Ultrafine Particulates (UFP)** are harmful particulate matter that contribute to respiratory and cardiovascular illnesses and even premature death.

The buffer area positively affected the population of **Endothelial Progenitor Cell (EPC)** and **Immune Cells** in the participants’ bodies. EPCs increased (showing that physical resilience had increased) and immune cells decreased (showing that their bodies were fighting fewer threats).

The buffer area successfully decreased the concentration of **Ultrafine Particulates**. The concentration was 60% lower behind the vegetative buffer area compared to the control area. The trees were blocking UFPs.

UFPs make up 80-95% of diesel soot pollution. With the new canopy coverage from the trees, 10,000 grams of Diesel particulates were removal from the air in the buffer area.

**Trees block Ultrafine Particulates in the air by...**

1. Physically blocking them
2. Catching them on their leaves
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The **Vegetative Buffer Area** is where we planted trees and other vegetation.

The **Control Area** establishes the baseline measurements that the Vegetative Buffer Area is compared to. This increases the reliability of the results.

**How big are the dangerous particles in the air?**

**Smaller particles are the most dangerous.**

**How many Ultrafine Particulates are in the air around the school?**

Not only can UFPs irritate the eyes, nose, throat, and lungs, but they are also small enough to penetrate the cells of the lungs. Researchers estimate that, nationwide, tens of thousands of people die prematurely each year as a result of particulate pollution.
Visual Strategies
Optimize Assets
Make each visual element you create work hard for you.

Use Space
Empty space gives the eye a rest and can create focus.

Narrative Flow
People read left to right but follow flow points (i.e. arrows, leading lines, etc). There is a beginning and end. Don't lead people out of the graphic too soon.

Keep it simple
Don't overuse color, text should be clean, fewer words. If you have to explain it or if there is a block of text it's not working to its full potential.
**Pride Year Round**

LGBTQ Pride is now celebrated year round in cities across the globe. Though many people celebrate it to commemorate the anniversary of the Stonewall Riots, others take place outside of how to commemorate other local LGBTQ events or because of practical reasons like weather. In Louisville, September commemorates the first Gay Liberation Classes at the University of Louisville, the first LGBTQ radio show in Louisville, and the ending of Don't Ask Don't Tell.

Though much has been accomplished since the Stonewall Riots, many LGBTQ still face discrimination and are denied equal rights under the law. Pride is an opportunity to come together to show your support for the LGBTQ people who live in our community.

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**Housing & Employment**

- **29 States** still allow LGBTQ housing and employment discrimination.
- **98%** of KY Counties allow LGBTQ housing and employment discrimination.
- **1 Million** Lesbians and gays are military veterans.

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**Suicide & Depression**

- **30 to 40%** of LGBTQ youth have attempted suicide.
- **80%** feel severe social isolation.
- **42%** feel unwelcome in their environment.

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**People that identify as LGBTQ are up to 4x more likely to attempt suicide.**

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**Student LGBT Bullying**

- **81.9%** Verbally Harassed
- **38.8%** Physically Harassed
- **18.3%** Physically Assaulted

- **71.3%** of LGBTQ students hear homophobic remarks EVERY DAY.

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**#myprideis**

Use the hashtag above to share what pride means to you or why you support pride. You can also submit your story anonymously at the Louisville Pride Festival. Submissions will be collected anonymously for publication by the Louisville Pride Foundation.
Ioparite-(Ce)

Loparite occurs as a primary phase in nepheline syenite intrusives and pegmatites. It is also found replacing perovskite in carbonatites. Loparite was first described for an occurrence in the Khibiny and Lovozero massifs, Kola peninsula and northern Russia.

**Composition:** Cesium, sodium, calcium, titanium, niobium

**Crystal system:** Tetragonal, cubic

**Transparency:** Opaque, transparent

**Luster:** Metallic, submetallic

**Specific gravity:** 4.60 - 4.89

**Hardness:** 5.5 - 6

**Color:** Black, grey-brown.

**Streak:** Reddish brown.
From Text to Graphic
Text to Graphics | Punctuation & Conjunctions

- Dissect and identify relationships
- Independence
- Codependence
- Interdependence
The strategic planning process was developed to be comprehensive and heavily centered on engaging members. Key components included: A membership survey; 10 confidential interviews of leaders and influencers in the field; and a diverse in-person focus group.
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- A diverse in-person focus group.
PLAY

Guess which?
a arrow bar diagram/

b concept map/
thought map/

c arc diagram/

d broadcast/
radiation/

e analogy/
illustrated/

f cycle/
sequence/
arrow bar diagram/
arc diagram/
e

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KEY COMPONENTS NCSD INCLUDED TO CENTER ENGAGED MEMBERS

A MEMBERSHIP SURVEY

A DIVERSE IN-PERSON FOCUS GROUP

10 CONFIDENTIAL INTERVIEWS OF LEADERS & INFLUENCERS IN THE FIELD

KEY COMPONENTS NCSD INCLUDED TO CENTER ENGAGED MEMBERS

A MEMBERSHIP SURVEY

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10 CONFIDENTIAL INTERVIEWS OF LEADERS & INFLUENCERS IN THE FIELD
Chart and Diagrammatic
vs
Allegorical and Analogy
General Q&A
Thank you!

www.gridsconnect.me
www.jessicabellamy.design
Survey Via Email

✓ Give me your feedback
✓ Suggest future topics
✓ Only 3 minutes
See you soon!

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