

# DATA STORYTELLING: UNLEASHING THE POWER OF INSIGHTS THROUGH COMPELLING NARRATIVES

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Putting Data to Work: Igniting Collective Potential



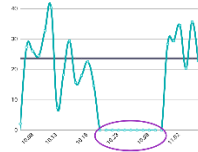
# OUTLINE

1. The importance of data storytelling
2. Successful storytelling examples
3. How can we enhance data storytelling abilities within our organizations?

- Are you familiar with the concept of data storytelling?
- Are you applying data storytelling concept in your work?



# WHAT IS DATA STORYTELLING?



Data storytelling communicates business stories using the language of data insights to enable data-driven business actions.

# WHAT IS DATA STORYTELLING? (CONT'D)

A data story communicates insights found from data analysis.



# DATA STORYTELLING VS. DATA VISUALIZATION

## STORYTELLING



Communicates a data derived message.

This may or may not be visual.

## VISUALIZATION



Presents data visually.

This may or not tell a story.



# BENEFITS

## Achieves business goals

Data storytelling enables many data-driven business actions.

## Increases data literacy

Data storytelling enhances an audience's understanding of both data insights and business concepts.



## Enhances decision-making

Data storytelling leads to more informed and empathetic decision-making.

## Engages people with data

Data storytelling communicates data in a way that resonates with a specific audience.

# THE SIX W's OF THE DATA STORYTELLING PROCESS



**WHY**

do you want to communicate?



**WHOM**

will you communicate with?



**WHAT**

is your message?



**HOW**

will you communicate your message?



**WHEN**

will you share your communication?



**WHERE**

will you share your communication?



# SUCCESSFUL DATA STORIES

Bojan Balmazovic (Georgina)



# COMMUNITY RISK ASSESSMENT TO INCREASE FIRE SAFETY

WHY



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# HIGH NUMBER OF FIRE INCIDENTS AND NON-COMPLIANT HOUSES

WHAT



We needed to find a better way to get our messages through to residents living in high-risk areas and those who remain non-compliant with fire safety standards.

# COMMUNICATING TO DECISION MAKERS

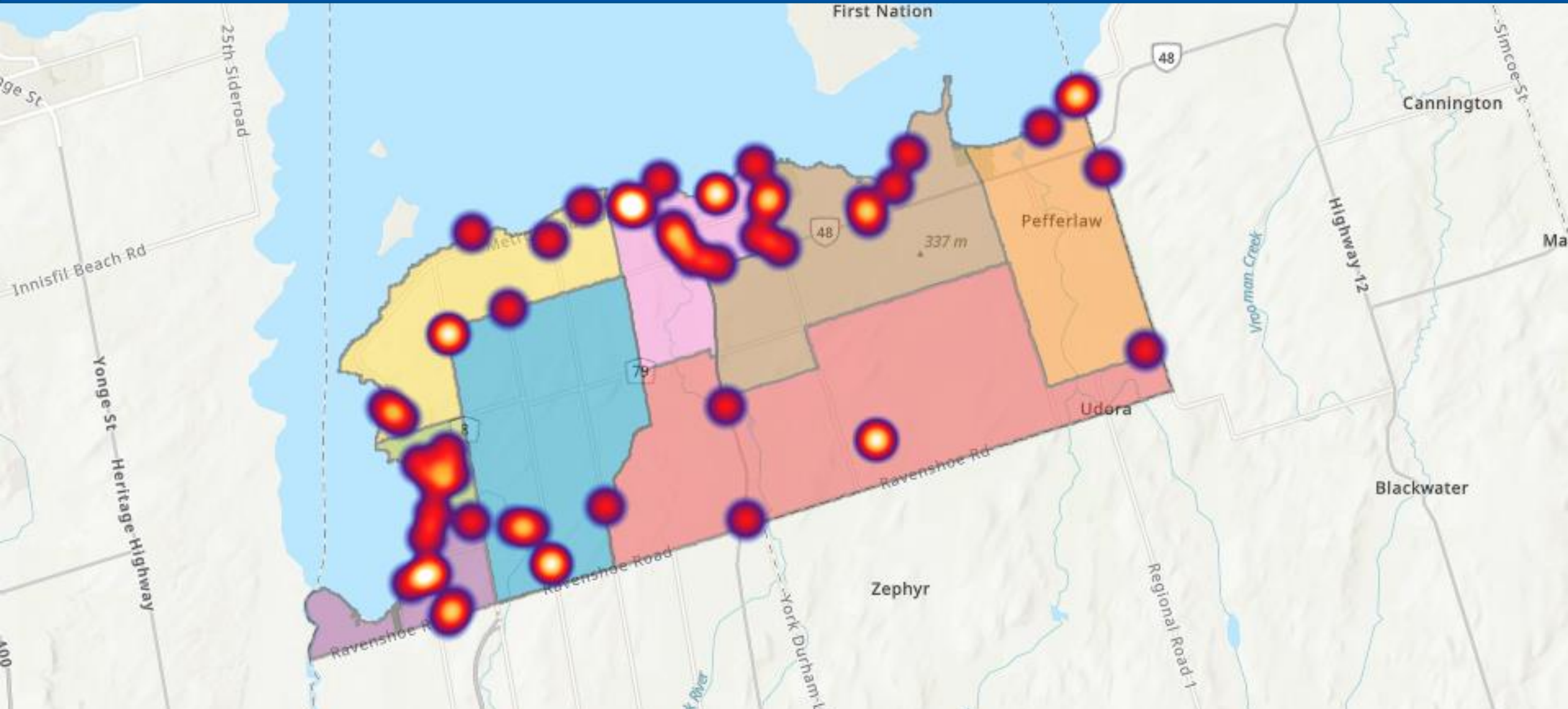
WHOM



We decided to leverage more visual elements to help us tell a better story and make a greater impact.

# HIGHEST DENSITY OF FIRE EMERGENCY CALLS

HOW





# Community Risk Profile



Com. 2 - Keswick North - Captain 1-4A



14,199  
Population



4,893  
Households



2.9  
Avg Number of  
Persons



41.1  
Median Age



CA\$100,969  
Median Household  
Income



81.8%  
Households  
Owned

## HOUSEHOLD INCOME UNDER \$20,000



214

## EMPLOYMENT



8.5%  
Unemployment



60.2%  
Employee



11.0%  
Self-employed

## AVERAGE HOUSEHOLD INCOME 2022



## POPULATION AT RISK



2,279

Population 65 +



3,096

Population under 19

## EDUCATION



17.3%  
No High School



35.6%  
High School



14.3%  
University Degree

# HOME SAFE HOME PROGRAM

HOW

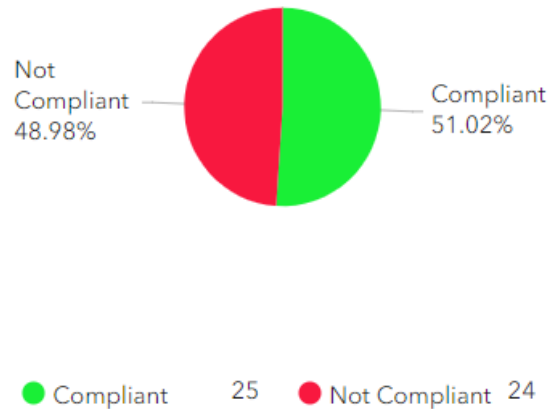


- Is a door-to-door educational program
- Installs free smoke and carbon monoxide (CO) alarms
- Provides fire safety information

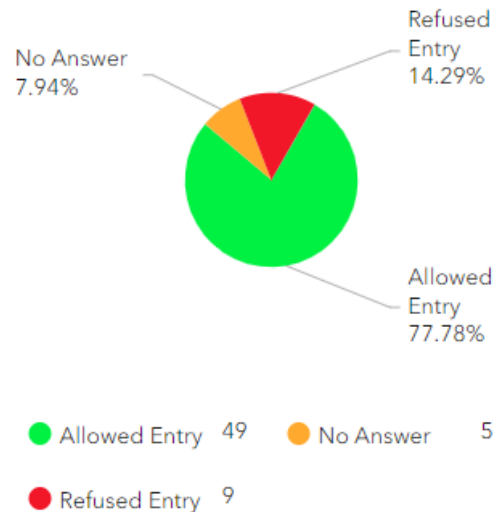
# HOME SAFE HOME PROGRAM: DATA ANALYSIS RESULTS

HOW

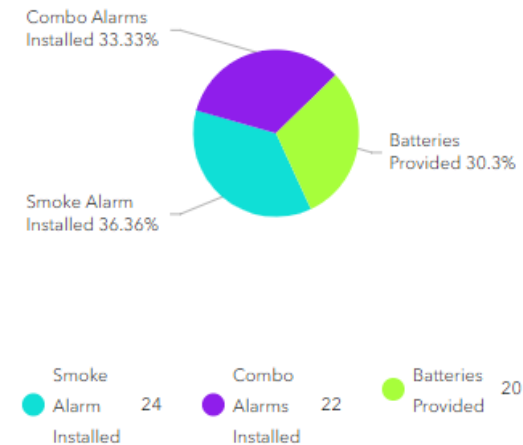
## Compliance Results



## Entry vs Non Entry



## Smoke & CO Alarms Installed



Home Safe Home



63

Total Visits

Homes  
25  
Compliant



Homes  
24  
Not Compliant



No Entry  
14  
No Answer





# OUTCOMES



- More houses will be compliant with fire standards
- More residents will be prepared to prevent fire incidents

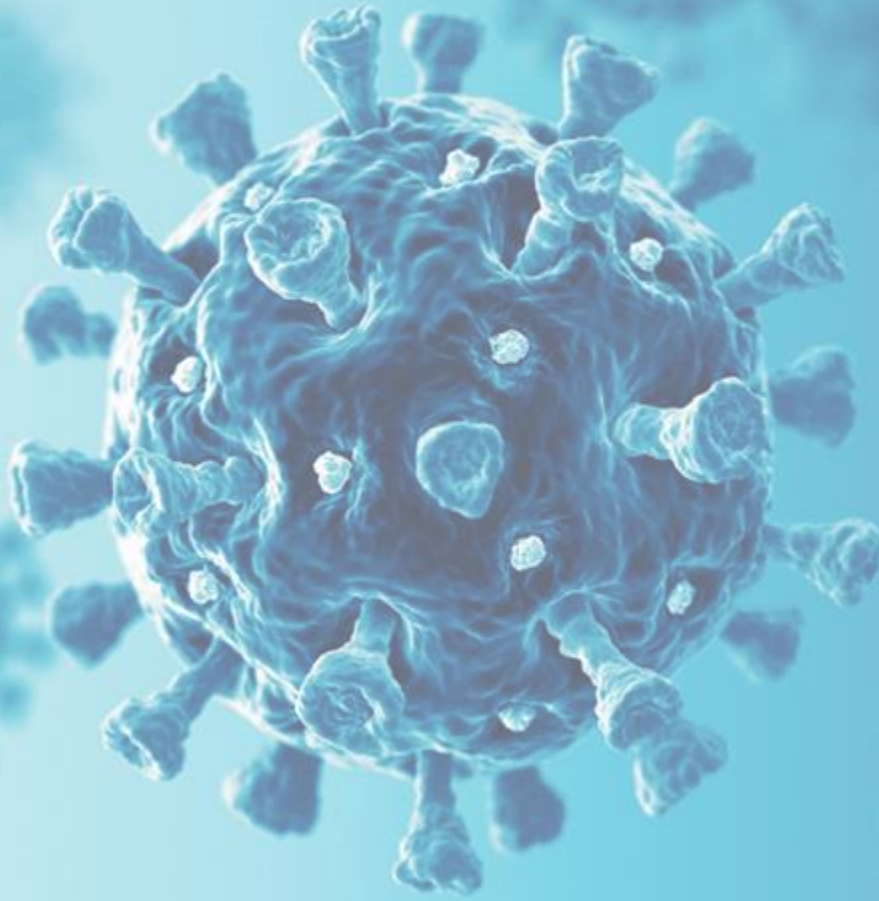
# SUCCESSFUL DATA STORIES

Shawn Prasad (York Region)



# PREVENTING THE SPREAD OF INFECTIOUS DISEASES

WHY



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# UNDERSTANDING THE OUTBREAK

WHAT

### Outbreak Summary



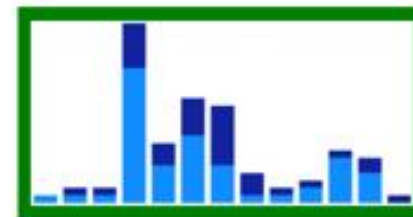
Enabled by **confirmed outbreak**.

### Location Epi Curve



Enabled by at **least 60%** completeness of **Units** and **Room Assignment** data for confirmed and probable cases.

### Outbreak Epi Curve



Enabled by at **least 80%** completeness of **case type (resident/staff)** data for confirmed and probable cases.

### Location Floor Plan

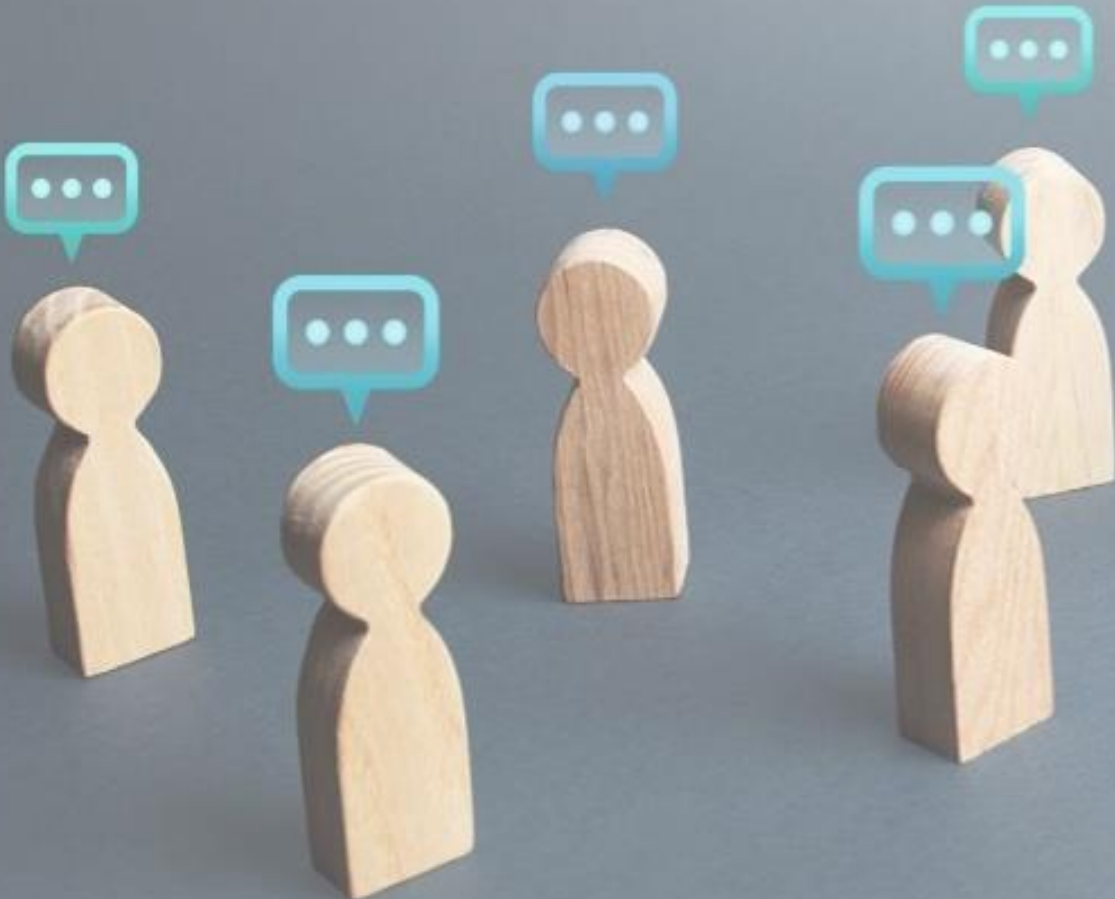


Enabled by at **least 60%** completeness of **Units** and **Room Assignment** data for confirmed and probable cases.



# THE AUDIENCE

WHOM



- Infection and Prevention Control Managers
- Associate Medical Officers of Health
- York Region Medical Officer of Health
- Facility Director of Care
- Facility Staff
- York Region residents

# PUBLIC HEALTH INTERVENTIONS

Potential interventions:

- Closure of facility (full or partial)
- Cohort dismissal (staff or essential caregivers)
- Education session
- Meeting (with Public Health partners)
- Resources provided (includes PPE)
- Vaccinations



# OUTCOMES



- Reducing the spread of disease
- Reducing the severity (i.e., hospitalizations and deaths)
- Protecting our most vulnerable



# THANK YOU

## Questions?

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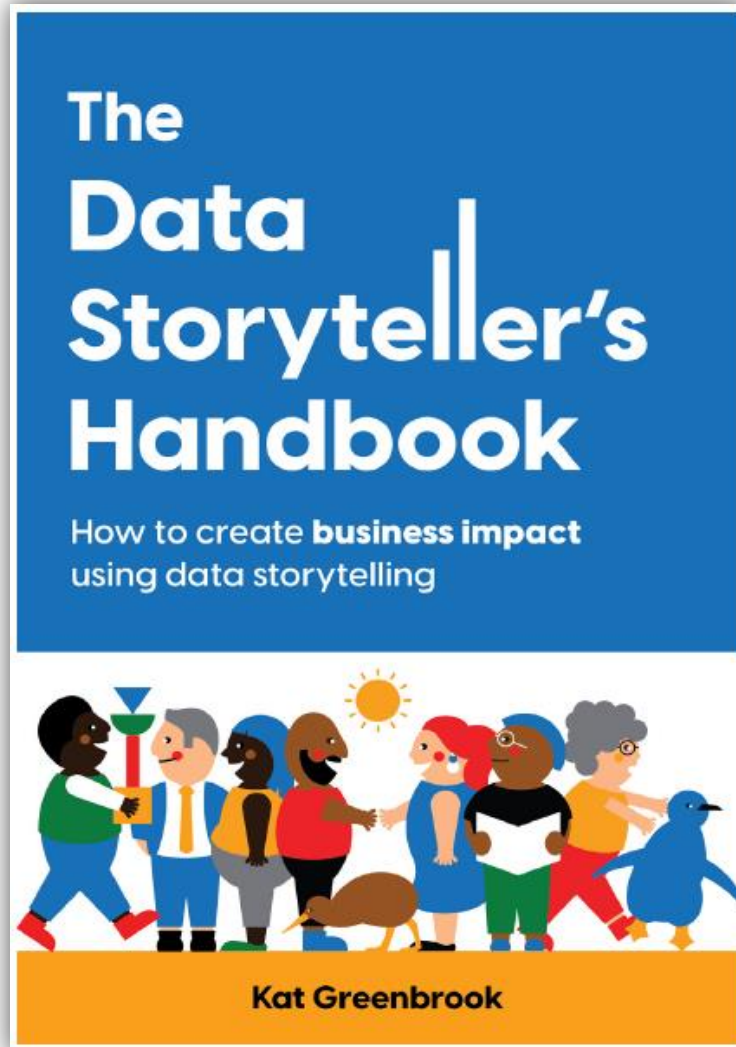
# SURVEY SAYS...

**25%**  
**YES**

**75%**  
**NO**

Have you received formal training to improve your storytelling abilities?

# INSIGHTFUL RESOURCE



- Enjoy this thoughtfully constructed book
- Use the book to shape the course material
- Deliver training through Digital Academy

**FACILITATED ACTIVITY**



# FACILITATED DISCUSSION



## Questions:

- Do you currently incorporate storytelling techniques in presenting your data analyses? What challenges do you face?
- How can we collectively build data storytelling skills together?