

# DATA FOR IMPACT

## TRAINING SERIES



LIVE WEBINARS


**Quantitative Data**  
[Wake AHEC](#)  
May 2 and May 4, 2023

**Qualitative Data**  
[Wake AHEC](#)  
May 9 and May 11, 2023

**Communicating Data**  
[Wake AHEC](#)  
May 16 and May 18, 2023

# Data for Impact Training Series

**Description:** The Data for Impact Training Series is designed for those who want to strengthen or expand their background in collecting, analyzing, and communicating population health data in support of healthy thriving communities. These interactive webinars will apply lessons learned through small-group exercises and discussions, giving participants opportunities to interact and learn from their peers.

 This series is appropriate for all knowledge and data skill-levels, however we do request that you complete the **required prerequisite eLearns** to establish a baseline foundation in public health data.

**Target Audience:** Public health professionals, administrators, nonprofits, those that gather and share community data and anyone that wants to strengthen or expand their background in collecting, analyzing, and communicating population health data in support of healthy communities.

## Credit

### Contact Hours

Certificates reflecting 15.5 contact hours of education will be awarded at the completion of the program.

### CHES Hours

Sponsored by North Carolina AHEC, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES®) and/or Master Certified Health Education Specialists (MCHES®) to receive up to 15.5 total Category I contact education contact hours. Maximum advanced-level continuing education contact hours are 15.5 Provider # 98985.

**The statement above is based on the completion of all sessions within each week of the series.**

### CEUs

Week 1: 0.5 CEUs will be awarded for participants who attend 90% of the Quantitative Data training.

Week 2: 0.5 CEUs will be awarded for participants who attend 90% of the Qualitative Data training.

Week 3: 0.6 CEUs will be awarded for participants who attend 90% of the Communicating Data training.

## Quantitative Data Agendas May 2 and 4, 2023

**Prerequisites:** eLearn Module 1 (60 minutes), 2 (52 minutes), & 3 (40 minutes)

**Speakers:** Lois Johnson - Data Analyst & Advisor and John Wallace, PhD, MSPH - Senior Data Advisor

Day 1 we'll dive deeper into survey design, sampling methods, modes of data collection, and practical tips for conducting your survey. The objectives are:

- 1) Demonstrate knowledge of the survey design process
- 2) Identify practical tips for conducting a survey and handling data.

8:45 Webinar Check In  
9:00 Welcome and Introductions  
9:15 Sampling Strategies  
9:45 Sample Size  
10:00 Survey Questions  
10:10 Group Exercise – Survey Questions  
10:35 Break  
10:45 Practical Tips for Conducting a Successful Survey  
11:15 Group Exercise – Design a New Survey  
11:35 Break  
11:45 Practical Tips for Handling Survey Data  
11:55 Wrap-Up & Evaluation  
12:00 Adjourn

Day 2 will focus on survey data management and analysis, mapping, and visualizing community conditions, including social determinants of health. The objectives are:

- 1) Demonstrate knowledge of the survey design process
- 2) Identify important practical tips for conducting a survey and analyzing data.

8:45 Webinar Check In  
9:00 Welcome and Introductions  
9:15 Data Management  
9:35 Analysis  
10:00 Basics of visualization  
10:15 Exercise  
10:35 Break  
10:45 Creating effective visualizations  
10:55 Types of visualizations  
11:10 Exercise  
11:25 Break  
11:35 Social determinants of health  
11:55 Wrap-Up & Evaluation  
12:00 Adjourn

## Qualitative Data Agendas May 9 and 11, 2023

**Prerequisites:** eLearn Module 1 (60 minutes), 2 (52 minutes)

**Speakers:** Rose Byrnes, MSW, MSPH - Qualitative Assessment Coordinator; Lauren Schauer, MPH - Community Assessment Coordinator; Destiny James, MPH - Community Engagement Coordinator

This webinar series will help participants understand and prepare to use qualitative methods in practice-based settings.

Day 1 will focus on planning and preparing for qualitative data collection. The objectives are:

- 1) Understand what qualitative methods are and when to use them.
- 2) Effectively plan for qualitative inquiry.

8:45 Webinar Check In  
9:00 Welcome and Introductions  
9:30 What is Qualitative Inquiry?  
10:15 Stretch  
10:20 Research Questions and Samples  
11:10 Break  
11:25 Examining Bias  
11:50 Wrap-Up & Evaluation  
12:00 Adjourn

Day 2 will turn to collecting and analyzing qualitative data. The objectives are:

- 1) Build the skills necessary to collect rich and reliable data.
- 2) Develop strategies for analyzing and interpreting data.
- 3) Understand opportunities and challenges in reporting.

8:45 Webinar Check In  
9:00 Welcome Back and Overview  
9:10 Interviewing Skill-building  
10:25 Stretch  
10:30 Introduction to Analysis  
11:00 Break  
11:15 Sharing Your Findings  
11:55 Wrap-Up & Evaluation  
12:00 Adjourn

## Communicating Data Agendas May 16 and 18, 2023

**Prerequisites:** eLearn Module 1 (60 minutes), 2 (52 minutes)

**Speakers:** Joe Dawson, MA - Digital Communications Specialist; Margaret Benson Nemitz, MPH - Strategic Approaches Coordinator; Lauren Schauer, MPH - Community Assessment Coordinator

After attending both webinars, participants will gain valuable information and tips for effectively using data in communicating a message or issue.

Day 1 is an introduction to storytelling. The objectives are:

- 1) Recognize the importance and role of communication to public health organizations.
- 2) Identify effective strategies for communicating with internal and external audiences.

8:45 Webinar Check In  
9:00 Why Stories Matter  
9:45 Advancing Equity & Ethical Storytelling  
10:15 Group Exercise  
10:30 Break  
10:40 Defining and Understanding Audiences  
11:00 Designing Key Messaging  
11:20 Communications Platforms  
11:40 Group Exercise  
11:55 Wrap-Up & Evaluation  
12:00 Adjourn

Day 2 will focus on creating a data story. The objectives are:

- 1) Identify unique methods of visualizing quantitative and qualitative data.
- 2) Understand the essential elements of putting together a data story.

8:45 Webinar Check In  
9:00 Welcome and Introductions  
9:15 Data Communication  
9:30 Quantitative Data  
9:50 Qualitative Data  
10:10 Group Exercise  
10:25 Break  
10:35 Developing the Data Story  
11:40 Group Exercise  
11:55 Wrap-Up & Evaluation  
12:00 Adjourn

## Registration

Participants may pick and choose training topics within a series but must attend both days to get credit for that training. Please review and complete the required prerequisites before attending.

### Quantitative Data

May 2 and 4, 2023

register with Wake AHEC:  
<https://www.wakeahec.org/courses-and-events/70536>

Registration Fee is \$100.

### Qualitative Data

May 9 and 11, 2023

register with Wake AHEC:  
<https://www.wakeahec.org/courses-and-events/70537>

Registration Fee is \$100.

### Communicating Data

May 16 and 18, 2023

register with Wake AHEC:  
<https://www.wakeahec.org/courses-and-events/70538>

Registration Fee is \$100.

## NC AHEC Cancellation Policy

- Cancellations must be in writing (fax, email or mail) to the host AHEC.
- No refunds
- Transfers/substitute(s) welcome (notify in advance of the program).

## Handouts and Evaluations

Handouts will be available online only. One week prior to the program, registrants will receive a confirmation email with instructions to access handouts along with other program information.

## NC AHEC Photo Policy

Attendance at this activity grants permission for the North Carolina AHECs to use any photographs, audio, video, or other images from this activity for promotional or educational purposes. Please notify an AHEC staff member if you have concerns.

## Americans with Disabilities Act



Please contact the host AHEC for assistance under the Americans with Disabilities Act.

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