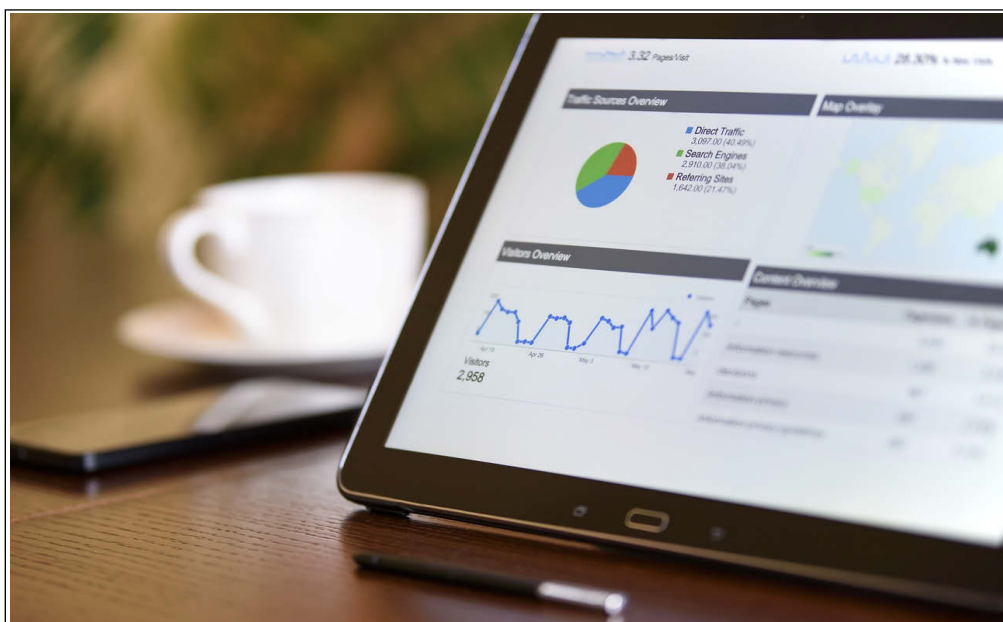


DATA FOR IMPACT

TRAINING SERIES



LIVE WEBINARS

Quantitative Data
[Wake AHEC](#)

June 4 and June 6

Qualitative Data
[Wake AHEC](#)

June 11 and June 13

Communicating Data
[Wake AHEC](#)

June 18 and June 20

AREA L AHEC

PART OF NC AHEC

WAKE AHEC

PART OF NC AHEC

**SOUTH
PIEDMONT AHEC**

PART OF NC AHEC


UNC

GILLINGS SCHOOL OF
GLOBAL PUBLIC HEALTH
North Carolina
Institute for
Public Health

This series is jointly provided by Area L AHEC, Wake AHEC, and South Piedmont AHEC, in collaboration with the NC Institute for Public Health.

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 Pending approval .

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 June 4 and June 6

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

June 11 and June 13

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

Speakers: 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

June 18 and June 20

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

Speakers: Joe Dawson, MA - Digital Communications Specialist
Lauren Jones, MPH -Community Data 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

June 4 and June 6, 2024
register with Wake AHEC:

[https://www.wakeahec.org/
courses-and-events/73390](https://www.wakeahec.org/courses-and-events/73390)

Registration Fee is \$100.

Qualitative Data

June 11 and June 13, 2024
register with Wake AHEC:

[https://www.wakeahec.org/
courses-and-events/73391](https://www.wakeahec.org/courses-and-events/73391)

Registration Fee is \$100.

Communicating Data

June 18 and June 20, 2024
register with Wake AHEC:

[https://www.wakeahec.org/
courses-and-events/73392](https://www.wakeahec.org/courses-and-events/73392)

Registration Fee is \$100.

NC AHEC Cancellation Policy

*Cancellations must be in writing (fax, email or mail) to Wake AHEC.
No refunds will be issued. Substitutions encouraged.*

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 Wake AHEC for assistance under the Americans with Disabilities Act.

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You may not record, reproduce, publish, distribute, modify, create derivative works, or transmit any program content and/or material presented during continuing professional development (CPD) activities. Continuing professional credit will not be given for unauthorized copied and transmitted recordings of any CPD programs and other activities. Prior registration and attendance are required to receive continuing professional credit.