Birth Health Outcomes – Creating a Health Story using ArcGIS StoryMaps

In this tutorial you are going to become familiar with using health data to create a story using ArcGIS StoryMaps. This will provide you with experience in creating interesting and easily understandable health data visualizations that can be readily sharable to others, including the general public.

**OBJECTIVES**

* **Use health data to create an interesting story**
* Make the information in the story easily understandable
* Share the story with the general public

Requirements:

1. Data from the Birth Health Outcomes folder. Sources:
   1. Pregnancy resource centers (Shapefile created from geocoded addresses found in web search)
   2. Informational resources on low birthweight
2. You will also need:
   1. Outside resources you research yourself

Section 1: Creating a Health Story using ArcGIS StoryMaps

## Section 1.1: Use health data to create an interesting story

There is a lot of health information out there. When presented in an interesting and easily understandable way, the general public will be able to better understand what is being portrayed and how they can help themselves and others experiencing certain health issues.

For the first part of this tutorial, you will learn how to make an interesting and easily understood story map to talk about birth health outcomes. This exercise is meant to be vague to allow your creative thinking to bring on a unique and intriguing story map using ArcGIS StoryMaps. Collect and save eye-catching images to add to your story map and save them in one folder for easy access. These images can be created by you, created by AI software, or collected from the web. Just make sure to cite all sources used.

1. Open ArcGIS StoryMaps home page (<https://storymaps.arcgis.com/>) and sign in with your ArcGIS Online organizational account.

A screenshot of a computer

Description automatically generated

1. Click **New Story** in the upper right of your web browser and choose **Start From Scratch**.

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1. Click into **Story Title** and create an interesting and relevant title for your story map. Then click into **Start with a short introduction or subtitle (optional)** to create a subtitle that may be a little more descriptive of your story. After that, click Add cover image or video in the upper right corner, and add the photo or video you decided to use for your cover image.

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1. Using the background information provided in the data folder you downloaded, create an **introduction** with background information about low birth weight (i.e., what it is, diagnosis, causes, risk factors, symptoms, treatments, and complications).

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1. Next you want to add the map with areas of interest into your story. You will want to click the **+** button below your introductory text and choose **Map Tour**. Choose **Start From Scratch** then choose **Explorer**. Click **Next**, then choose **List** and click **Done**. This puts in a new blank map of the world.

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1. You can edit the basemap by clicking the icon that looks like a pencil on the top center of the map. Choose **Select basemap**, then **Browse more maps**. Click the **My Organization** tab and in the search bar type **Low birth weight (less than 2500g) in Tennessee**. Select this map and change the initial zoom level to **Custom** and use the dropdown menu to choose **State or province**. Then choose **Done**.

A screenshot of a map

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1. Now you will begin to add tour points. Here, you will use the excel spreadsheet provided in the data folder to add locations for each of the pregnancy resource centers located in counties that have low birth weights for more than 9% of births in the county. Images and resource information you will collect for these pregnancy resource centers on your own to create a unique and interesting map tour for the general public. Click on **Untitled tour point**. Then click on **Add location**. In the search bar, type in the address including city, state and zipcode and hit enter. A location will appear on your map. Click **Add to map**, then choose **Add location**. Now you can edit the **Title** to the name of the pregnancy resource center and add in a description and image. The image can be anything related to the center from the organization’s logo to an infographic of their center to a picture of their building. The description should include information about the center such as services they provide or hours of operation. Maybe even a link to their website. Once finished, click the + button at the bottom right of the map tour to add a new location. Edit this data in the same fashion to keep everything consistent.

A screenshot of a map

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1. Continue adding locations until each of the 19 pregnancy resource centers have been added and their information has been edited. When finished, click **Publish** in the upper right of the web browser. Set the sharing level to **Everyone (Public)**. Then click **Publish**.
2. **Submit your StoryMap link to earn credit for the exercise.**