Data Story Outline – Generic Template

**Prologue: The Calling**

**Lesson Focus:** In this section we introduce the need to address issues related to population health with a methodological approach to public data.

**Story Structure:** We begin by introducing the second person character that will be directed by the narrator as a new MPH graduate who begins a career in the Florida Department of Health. We will illustrate the desire to fix population problems as well as motivation to use their education to make lives better in our state. This will be showcased by following them from their graduation day to their first day on the new job.

**Scenes and Characters:** The graduation ceremony, final meeting with mentor at university, the drive to their first day of work.

**BOOK ONE: A PROBLEM**

**Lesson Focus:** We will begin by conducting a state wide analysis to understand what variables are associated with what outcomes in order to better understand what to study further and where to start planning an intervention.

**Story Structure:** The main character will be introduced to a new team and immediately tasked with identifying a problem to solve. The character then begins the analysis.

**Scenes and Characters:** Team Leader (an eccentric but effective career public servant who has the support of powerful figures), various coworkers that have personality quirks and different communication styles, new office at DOH.

**Chapter 1: Identify an Important Question**

**Lesson Focus:** In this step we will discuss how to formulate a research question and identify places where we can start working to solve problems.

**Story Structure:** The character is hastily invited into a meeting where the team leader helps the group brainstorm a problem to solve. This meeting exposes the dynamics of the group as well as possible hurdles to overcome to meet the goals.

**Scenes and Characters:** Meeting room, team.

**Chapter 2: Find and Organize the datasets**

**Lesson Focus:** In this step we will show how to navigate two public data resources in Florida: Florida Health Charts and the American Fact Finder. We will then show how to clean dataset, integrate different datasets together, and create a final product that can be used for analysis.

**Story Structure:** Showcase the above skills

**Scenes and Characters:** Main character on a computer

**Chapter 3: Conduct a Statistical Analysis**

**Lesson Focus:** In this step we will show how to conduct basic statistical tests based on the application of the question as well as creating graphs and charts for reports.

**Story Structure:** Showcase the above skills

**Scenes and Characters:** Main character on a computer

**BOOK TWO: A COMMUNITY**

**Lesson Focus:** After this analysis is completed we will discuss identifying places where we can investigate further in order to understand the nature of the problem as well as locate a possible intervention.

**Story Structure:** The Character is immediately tasked with traveling to the community of interest and working with the people that live there. We will show the character interacting with people and learning about the issue in a new context.

**Scenes and Characters**: Main Character, Community members (political figure, local activist, everyday resident, and a forgotten but affected community member). Depending on the health issue, we can draw more specific characters from here.

**Chapter Four: Learn about the issue in the community**

**Lesson Focus:** In this step we will show how to gather information about the problem from the community so we can be informed about the nature of the problem and possible known issues that we can address with our analysis.

**Story Structure:** The main character uses a connection to meet a few individuals listed above. In each interview, they learn more dynamics of how the story is understood in the context of the community.

**Scenes and Characters:** A few meetings in different spots, fill character descriptions from community members to create a dynamic story element.

**Chapter Five: Conduct a geographical analysis of identified issues**

**Lesson Focus:** In this step we will conduct a geographical based analysis of the issue identified in the community that also is present in the data analysis. This may also include identifying a dataset for smaller areas inside the community.

**Story Structure:** Showcase the above skills

**Scenes and Characters:** Main character on a computer

**Chapter Six: Construct a Report for Stakeholders**

**Lesson Focus:** In this step we describe how to summarize the data analysis and present it in a manner that communicates the findings effectively to a non-public health audience.

**Story Structure:** Showcase the above skills

**Scenes and Characters:** Main character on a computer

**BOOK THREE: A SOLUTION**

**Chapter Seven: Receive feedback and Design an Intervention**

**Lesson Focus:** In this step we will discuss how to solicit feedback from stakeholders to navigate where to design a policy or programmatic intervention. In this step we will discuss how to design an intervention in the programmatic context of the issue and the community.

**Story Structure:** The character presents the findings at a community meeting and there is a dramatic response, however it creates a lot of negative feelings. The main character begins to think that the issue is too difficult to move forward and is discouraged. However after the meeting a contact is made that leads to a unexpected but hopeful partnership where a idea for a small but possibly effective intervention is designed.

**Scenes and Characters:** A community meeting with the community members we met plus many more eccentric and vocal figures. The unexpected partner is introduced.

**Chapter Eight: Provide a Quantitative Assessment of the Intervention’s Impact**

**Lesson Focus:** In this step we will conduct an analysis on how to create an evaluation of the possible intervention as well as setting up an evidence gathering method that can be for that evaluation after the implementation.

**Story Structure:** The main character and the partner meet to design an intervention. From there the main character uses the data tools to create an actionable framework for assessing the intervention’s cost and effectiveness based on existing data.

**Scenes and Characters:** Meeting with partner, main character at a computer.

**Chapter Nine: Create a final policy proposal**

**Lesson Focus:** In this final step we show how to export the cumulative report and create executive summaries and policy proposals.

**Story Structure:** Main character at a computer preparing for a presentation before the implementing agency. A vote is held and the program or policy is passed. The implementing group receives the report and begins implementation.

**Scenes and Characters:** Main character presenting to agency, agency votes and the main character celebrates at a local bar with the individuals that helped with the project.

**Epilogue: The Unexpected**

**Lesson Focus:** In this section we show how some things do not work out as intended and unexpected consequences occur

**Story Structure:** The main character is asked to return one year later to help with evaluation. At this meeting with some familiar faces, details of the results are presented and some unexpected issues arose. While the project is successful, new questions now surface that require attention.

**Scenes and Characters**: Main Character one year later at home office. A meeting in the location with original partners discussing results.