

**EMPOWERING THE CARIBBEAN  
WITH DATA-DRIVEN INSIGHTS**

# Steering Committee Meeting

February 2025

# Four Key Activities

Data  
Communication

**Creating Data Stories**

**Data Storytelling Training**

**Disseminating Data Stories**

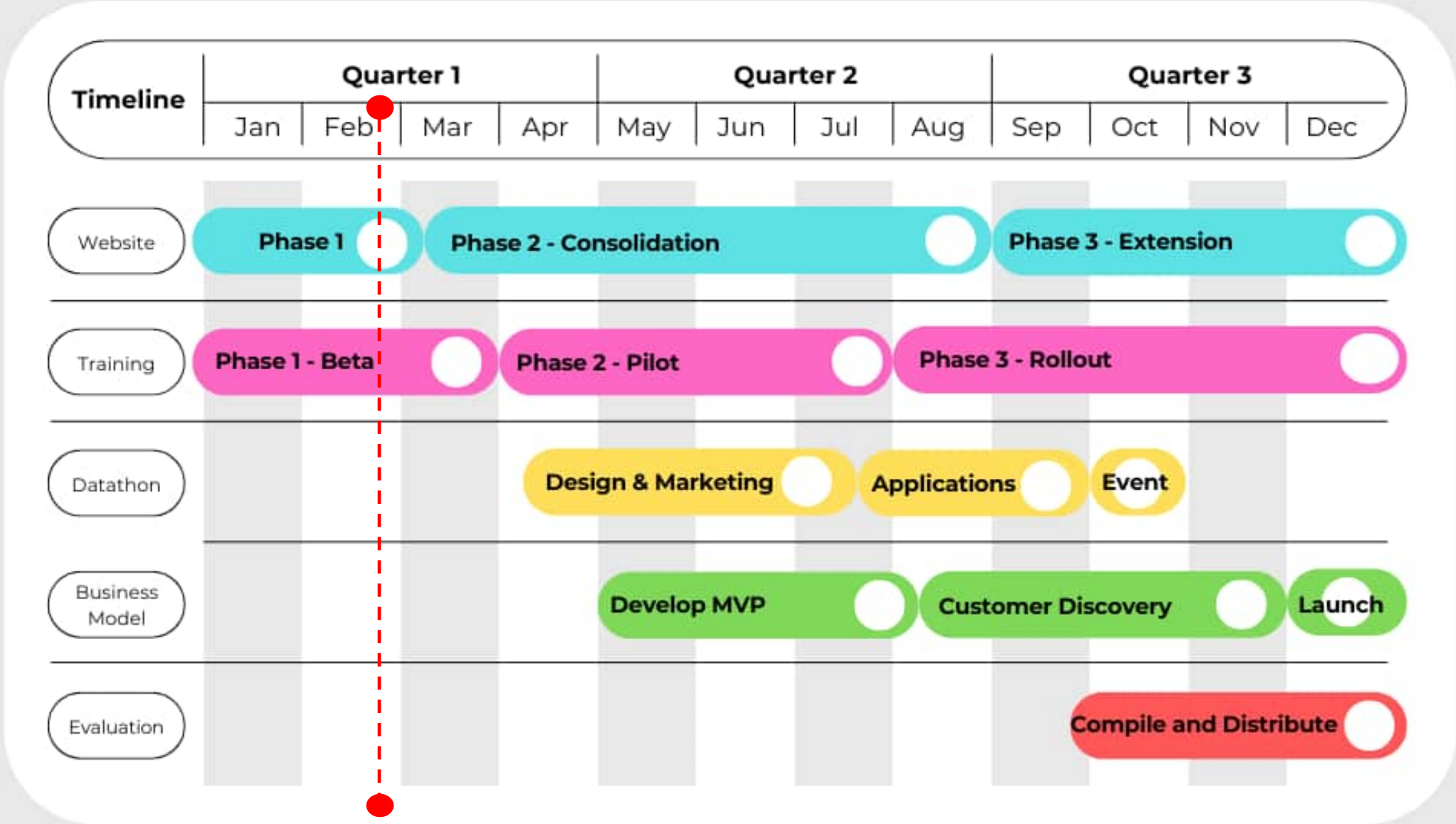
**The Business of Data Storytelling**

Angry Health

Communication Framework

CaribData

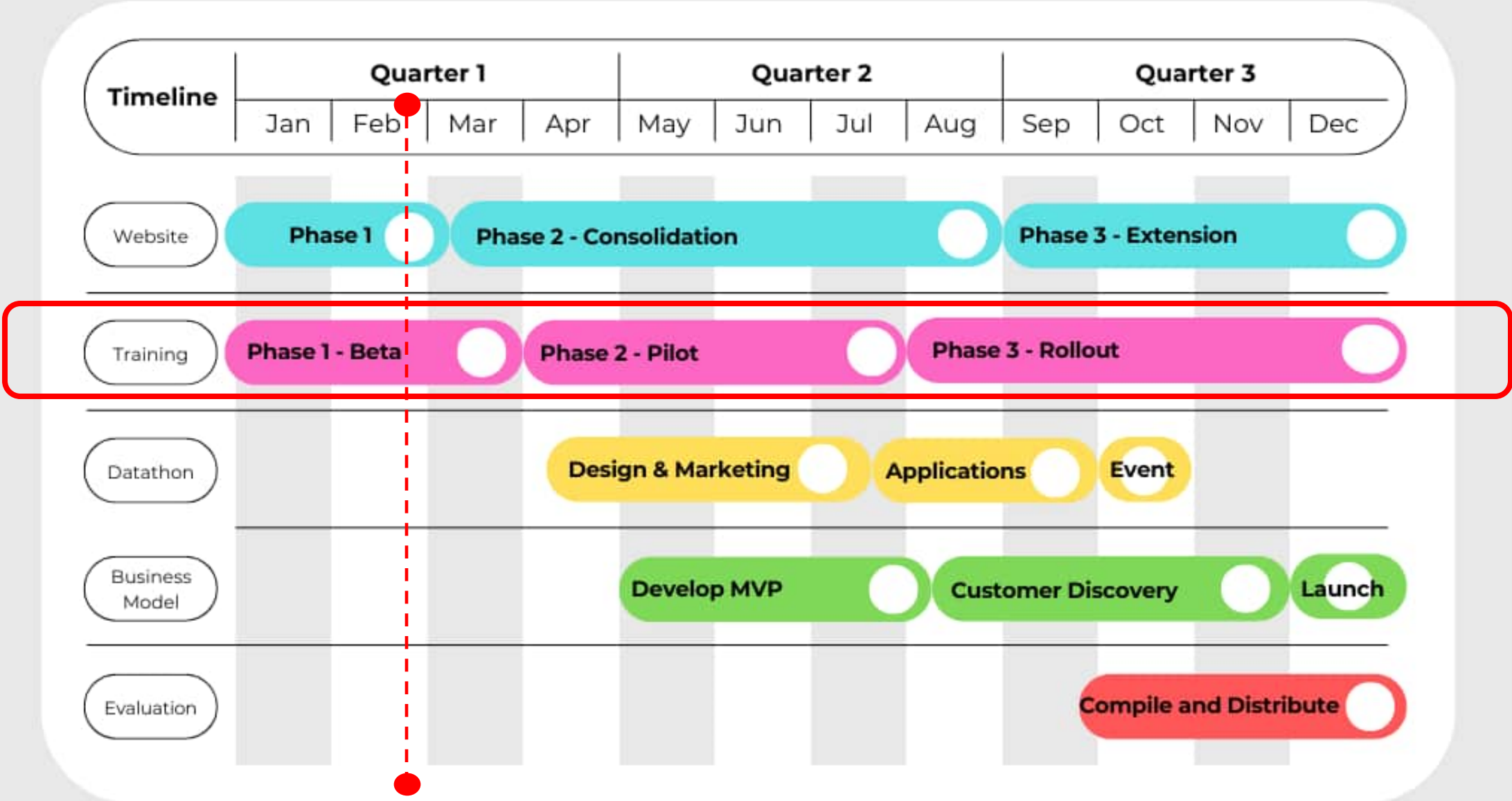
2025



Angry Health

# Communication Framework

CaribData  
**2025**



# Advancing Data Storytelling

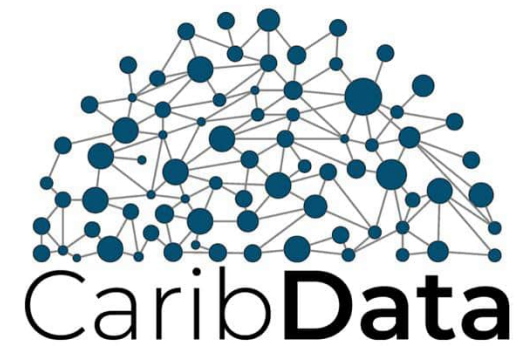
Empower your data. Tell impactful stories. Drive meaningful change.

**Duration:** 8 weeks

**Format:** 100% online/virtual

**Credits:** 3 credits [accreditation pending]

\* **Mode of Learning:** Engaging mix of self-paced exercises, case studies, and interactive assessments



## What You'll Learn

- data-driven storytelling techniques to engage audiences and inform decision-making
- problem-solving skills through real-world case studies in health and climate change
- hands-on experience with data visualization tools

\* **Opportunity:** apply your knowledge in a **Storython**, where you'll craft and present a compelling data story

## Course Structure

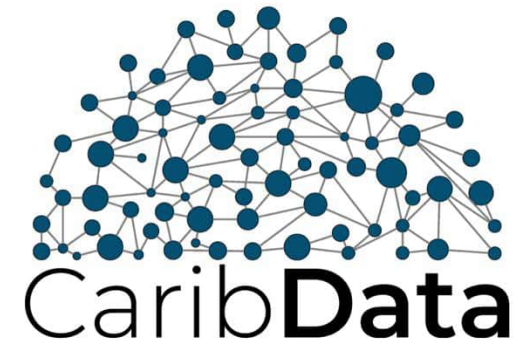
- each module follows same structured approach
- **Introduction:** objectives, learning outcomes, key concepts
- **Theory:** core principles through texts, videos, and illustrations
- **Self-guided exercises:** practical applications and exercises
- **Assessment:** auto/instructor-graded quizzes and assignments

\* **Key Features:** single case study throughout course for deeper learning; flexible learning to suit busy professionals

\* **Future:** sponsored Capstone Project opportunities post-course for real-world application.

# Advancing Data Storytelling

Empower your data. Tell impactful stories. Drive meaningful change.



## Who Should Apply?

If you are a **data scientist, journalist, researcher, or policymaker** looking to elevate your storytelling and visualization skills, this course is for you.

**Secure Your Spot Today!** Visit **CaribData.org** to learn more and apply for the next cohort.

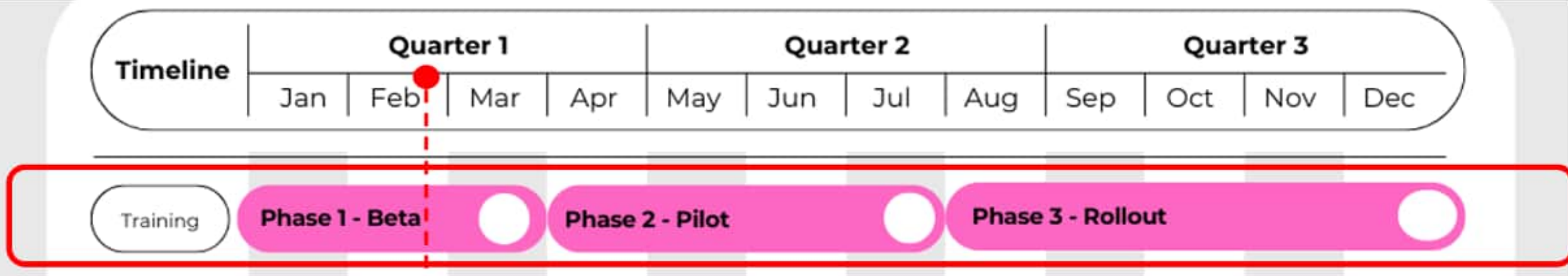
## Enrolment

**Course Fee:** \$4500 (payment plans available)

**Start Date:** Rolling intakes, multiple cohorts per year

**Class Size:** Optimized for interaction (Cohorts of 6 - 10 students)

# Training Schedules



- Eo March: Beta [test]** Identify administrative, technical, and content-related issues in small controlled group
- **Expect** - platform glitches, scheduling conflicts, module pacing issues, poor engagement, feedback gaps
  - **Response:** Pinpoint & fix major content, tech & admin issues, assess initial participant reactions, adjust course length, activities, materials

- Eo July: Pilot [rehearsal]** fully structured trial to ensure all course elements work as intended.
- **Expect** - minor refinements, but no major overhauls after this stage



# Training Schedules



## Key Goals for Beta

- ✓ Identify content clarity issues – Is the material clear, structured, and engaging?
- ✓ Find technical issues – Do platforms, visualization tools, and interactive features work?
- ✓ Assess delivery effectiveness – Does the structure flow well? Are discussions engaging?
- ✓ Gather participant feedback – What works? What's confusing? What needs improvement?
- ✓ Test logistics – Scheduling, coordination, admin workflows.

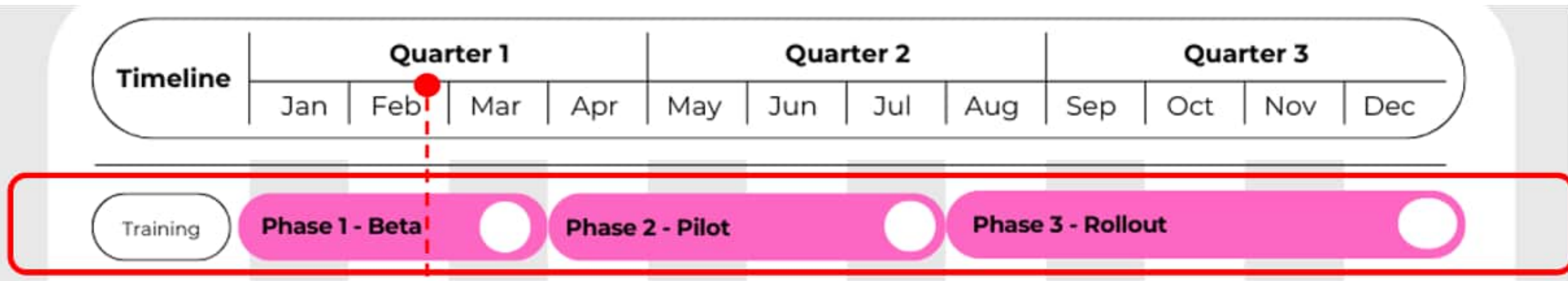
## Key Goals for Pilot

- ✓ Deliver course in its final form—content, schedule, materials, and interactions should be fully refined.
- ✓ Test scalability—Can this program work for a larger audience (20-30 participants)?
- ✓ Ensure admin & tech processes work seamlessly (enrollment, course navigation, support).
- ✓ Measure engagement & outcomes—Are people understanding, participating, and benefiting?
- ✓ Train instructors & moderators—Can facilitators deliver the course without issues?

**Delivered asynchronously through self-paced modules and recordings, including quizzes, project reviews.**



# Training Schedules



**Eo March: Beta** [test & improve with 6 participants]

- Can we agree a window for this date?
- Can we commit to 1 or 2 participants from each NSO?

**Eo July: Pilot** [dress rehearsal with 6 participants]

- Can we agree a window for this date?
- Can we commit to 1 or 2 participants from each NSO?

- 
- Who should be beta and pilot participants?



# CaribData Training Course: Advancing Data Storytelling

"A Practical Guide to Data  
Storytelling, Visualization, and  
Audience Engagement for  
National Statistical Offices"

Structured, training on how to effectively communicate  
data insights, create impactful visualizations, and engage  
audiences using modern data storytelling techniques.



# The Need for Data Storytelling



Data alone isn't enough  
Storytelling makes data valuable and engaging  
Acts as a bridge between science and journalism





## Five-Part Storytelling Structure

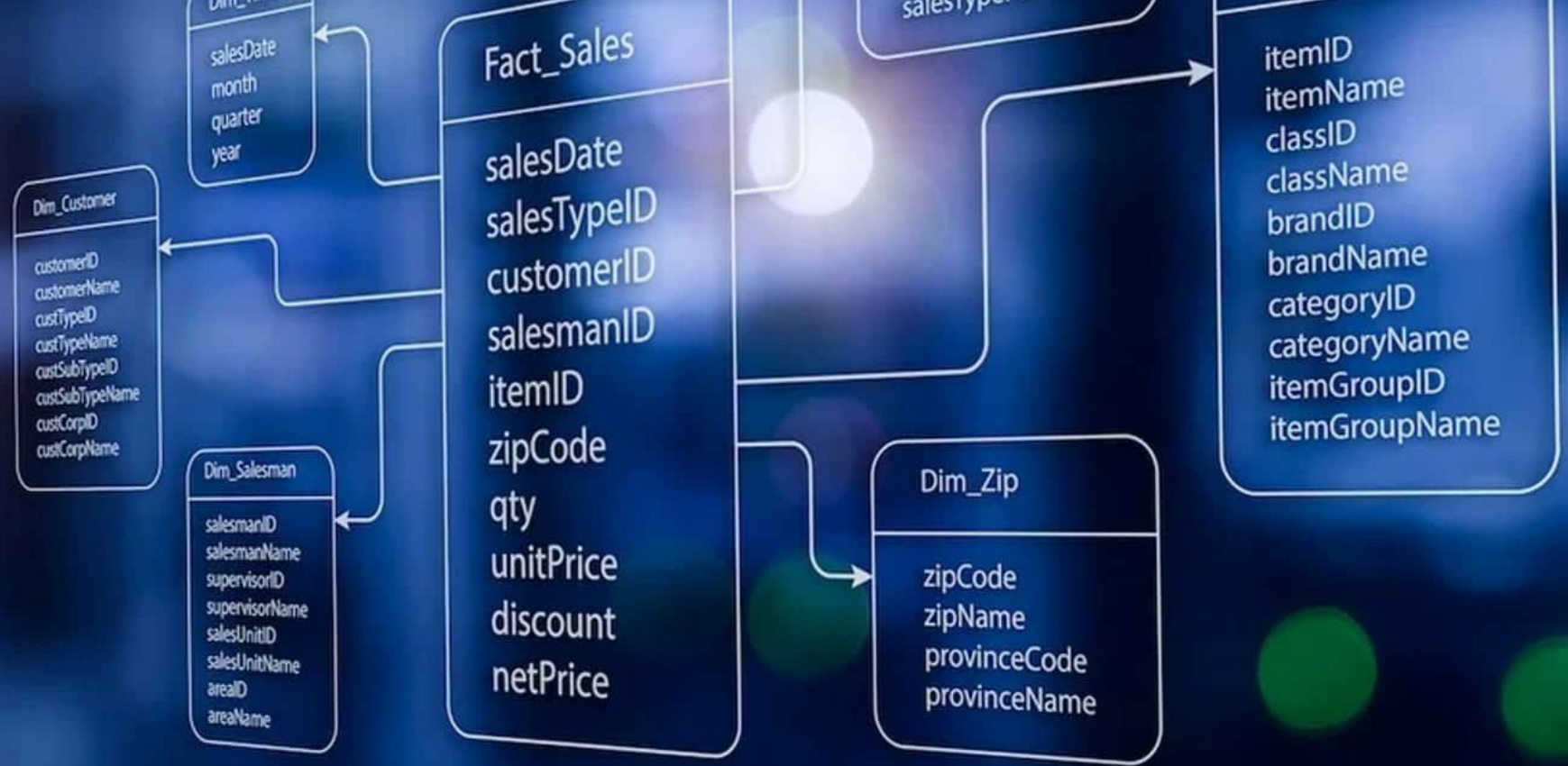
**Setting the stage:** issues and characters

**Data-driven context:** why does the story matter

**Humanizing the story:** anecdotes & real-world cues

**Analysis & interpretation:** expert/local perspectives

**Resolution:** closing the loop, answering the initial question



## Exploring & Modelling Data, and Story Awareness (Modules 1-4)

Understand data (bias, errors, assumptions, misinterpretation)  
Modelling for clarity & audience impact  
Align data with an impactful narrative  
Ensure data relevance: adjacent datasets, alternative story angles





# **Bringing Stories to Life (Modules 5-6)**

Graphing & Visualization:  
enhancing clarity through visuals

Identifying the Good Story:  
narrative impact & lessons  
from journalism



## **Module 7: Skills in a Real- World Context**

Hands-on creativity,  
collaboration, audience  
Integrating storytelling  
techniques for impact.

## **Module 8: Storython**

real-world stories  
competitive event

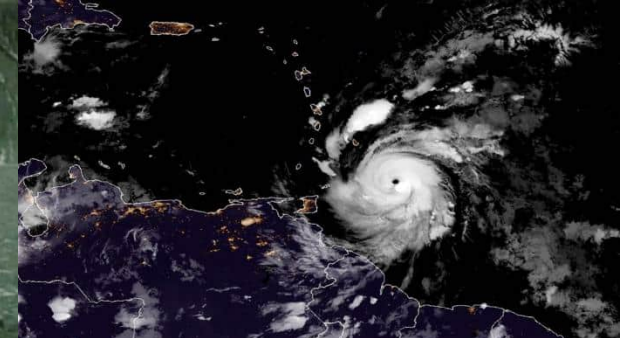






**Data Science vs. Human Journalism**  
**AI & Automation vs. Classic Data Science**





# Discussion

What is the right balance?

Data Science vs. Human Journalism  
AI & Automation vs. Classic Data Science

