Steering Committee Meeting
February 2025

Four Key Activities

Data Communication

- Creating Data Stories
- Data Storytelling Training
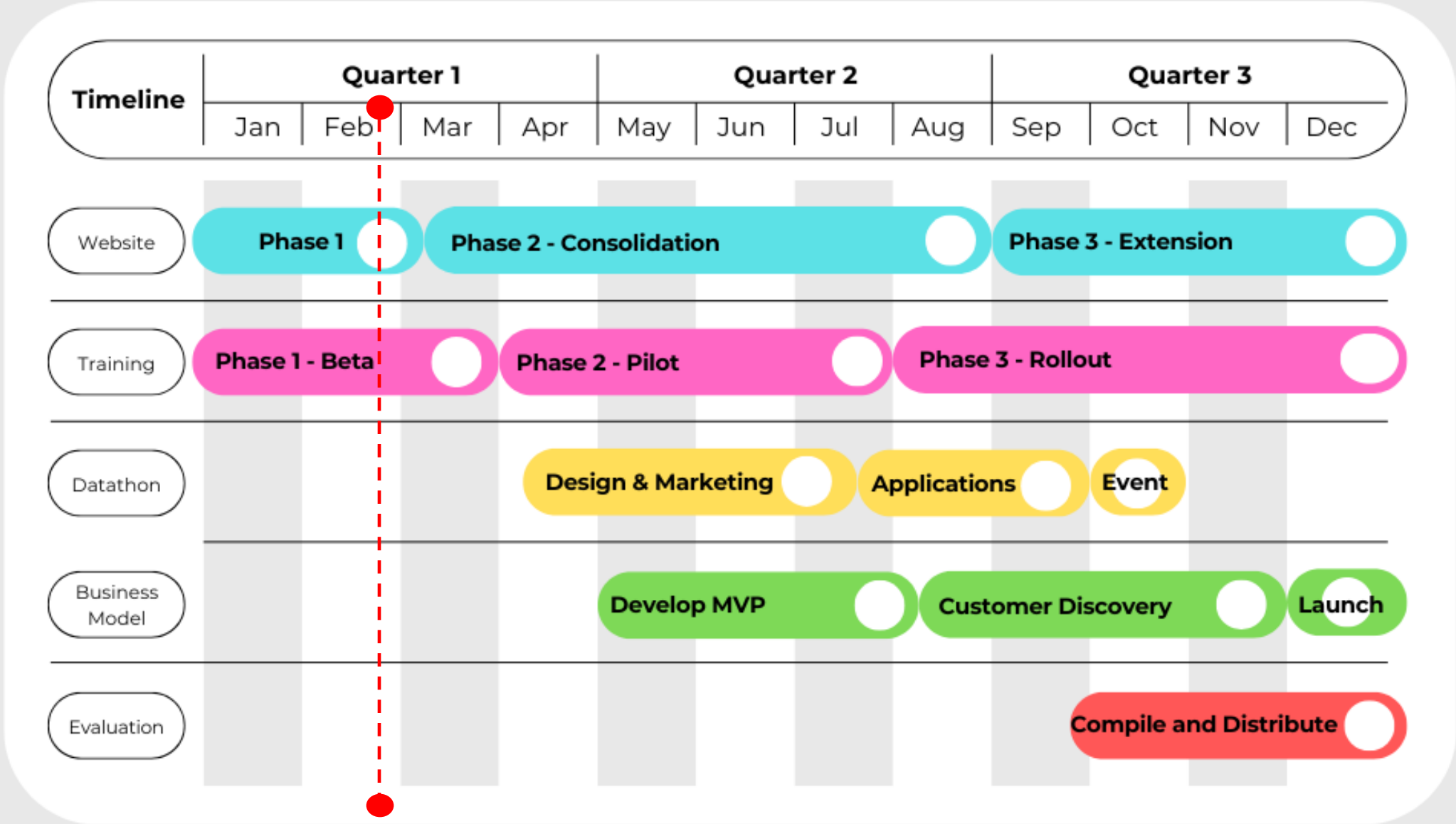- Disseminating Data Stories
- The Business of Data Storytelling

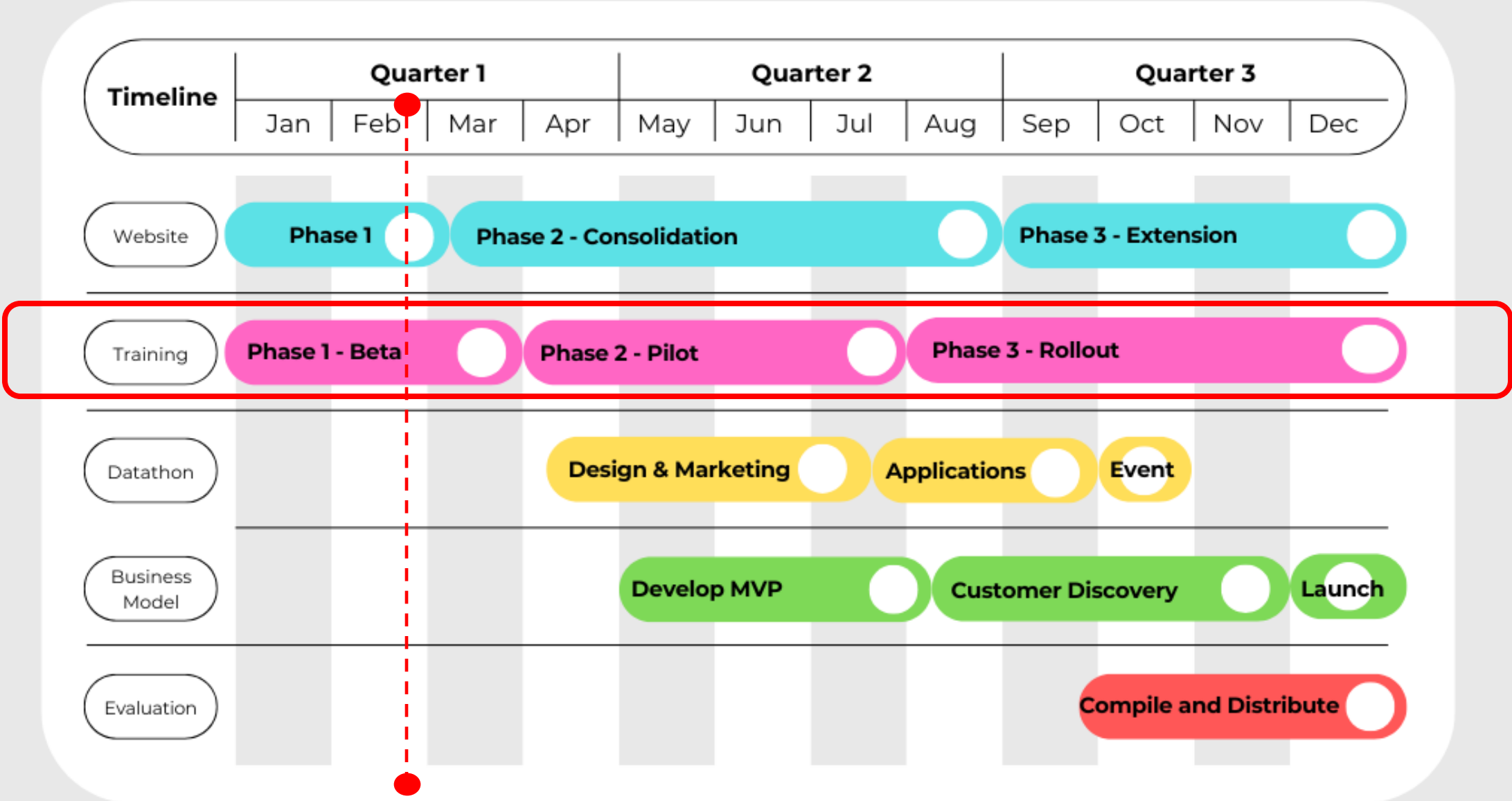# Angry Health
Communication Framework

CaribData **2 0 2 5**

Timeline	Quarter 1				Quarter 2				Quarter 3			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Website	Phase 1		Phase 2 - Consolidation						Phase 3 - Extension			
Training	Phase 1 - Beta		Phase 2 - Pilot				Phase 3 - Rollout					
Datathon					Design & Marketing		Applications		Event			
Business Model					Develop MVP		Customer Discovery			Launch		
Evaluation											Compile and Distribute	

Advancing Data Storytelling

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

CaribData

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
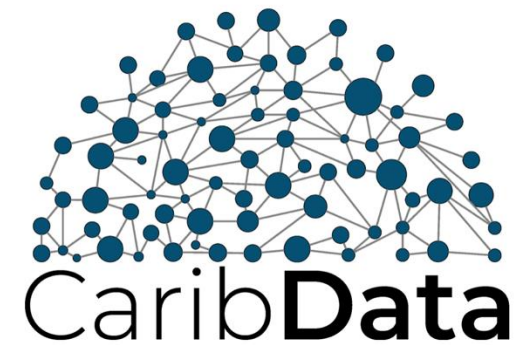
What You'll Learn

- 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

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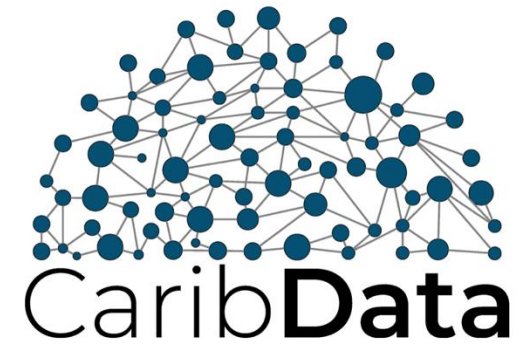
Who Should Apply?

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

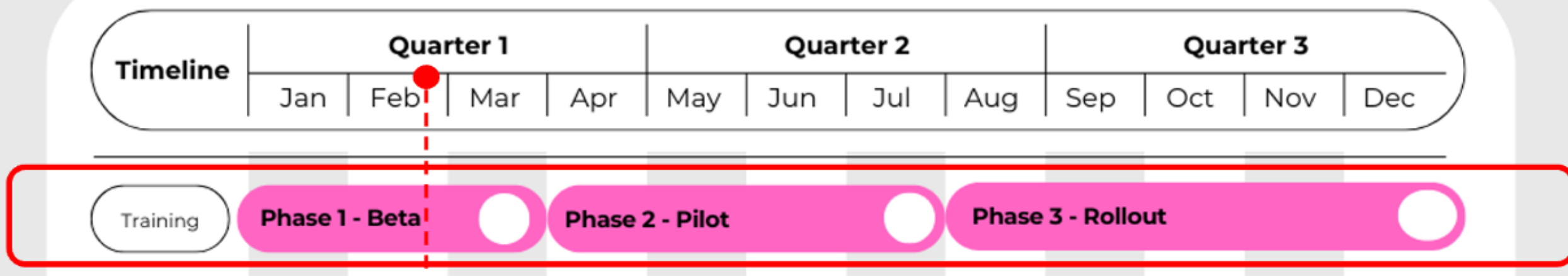**Secure Your Spot Today!** Visit **CaribData.org** to learn more and apply for the next cohort.

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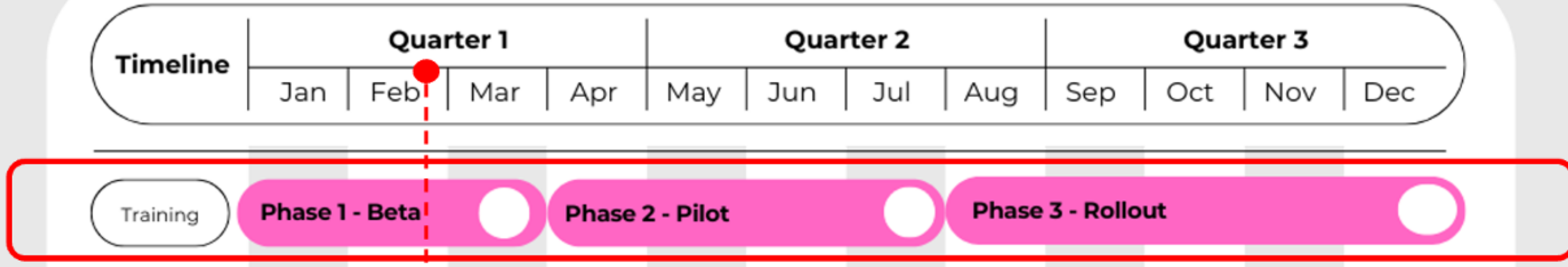
Eo March: Beta [test & improve with 6 participants]

- 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

Dim_Date
- salesDate
- month
- quarter
- year

Fact_Sales
- salesDate
- salesTypeID
- customerID
- salesmanID
- itemID
- zipCode
- qty
- unitPrice
- discount
- netPrice

salesTypeID

Dim_Item
- itemID
- itemName
- classID
- className
- brandID
- brandName
- categoryID
- categoryName
- itemGroupID
- itemGroupName

Dim_Customer
- customerID
- customerName
- custTypeID
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- custSubTypeName
- custCorpID
- custCorpName

Dim_Salesman
- salesmanID
- salesmanName
- supervisorID
- supervisorName
- salesUnitID
- salesUnitName
- areaID
- areaName

Dim_Zip
- zipCode
- zipName
- provinceCode
- provinceName

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