

**Prevention Research Sub-Committee Meeting  
Thursday, December 2, 10:00 am – 1:30pm PST**

**Location: Zoom**

**Theme: Using Research to Educate Decision-Makers**

**AGENDA**

**Welcome & Introductions**

**Effective Data Visualization**

Lori Palen, Ph.D.

Owner & Principal Consultant

Data Soapbox

<https://datasoapbox.com/>

**Research Brief Introductions**

**10:50-10:55** Miranda Pollock, DBHR: Overview of Research Brief Project

**10:55-11:05** Margaret Kuklinski, SDRG: Cost-benefit of Prevention

**11:05-11:15** Gitanjali Shrestha, WSU: Marketing & Promotion

**11:15-11:25** Lauren Bendall, DBHR: Access & Availability

**Lunch Break**

**Small Groups Discuss Research Briefs**

There will be three breakout rooms (one for each brief) and each person will choose which breakout room/brief to join. In the breakout rooms, the leads for each research brief will facilitate the small groups as follows.

- 30 min: individual and group review of the brief
- 15 min: summarize feedback in Google doc provided

After 45 minutes in breakout rooms, we will reconvene to debrief as a large group.

- 10 mins: Large group debrief

**Round Robin**

**Next Meeting: Topics and Dates**

• **Dates for 2022**

March 24, 2022 (4th Thursday)

June 22, 2022 (4th Wednesday)

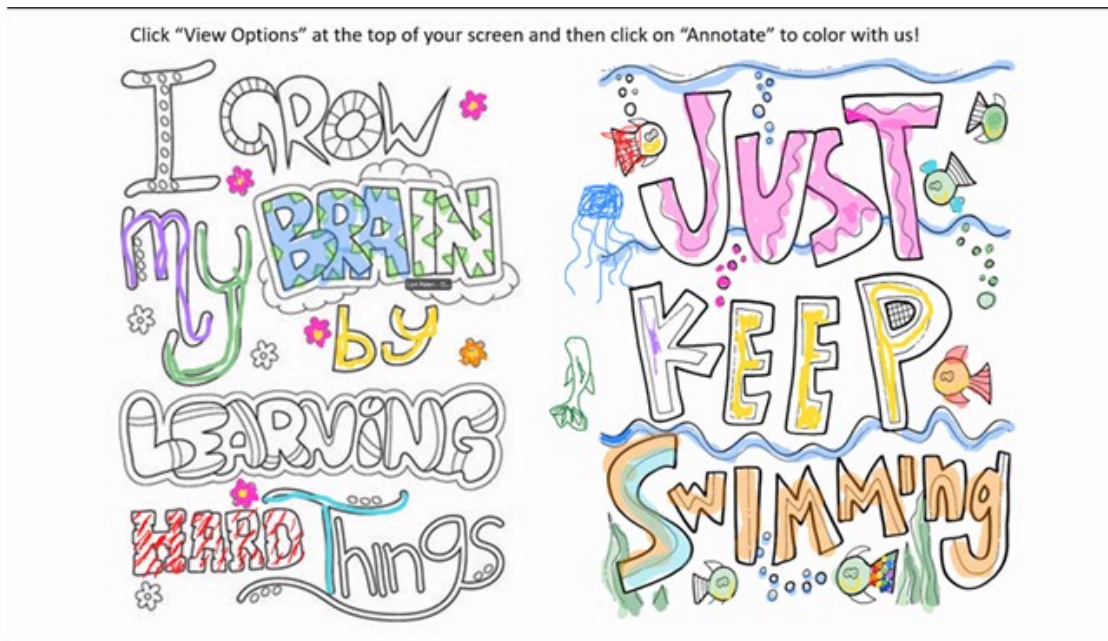
September 28, 2022 (4th Wednesday)

December 1, 2022 (1st Thursday)

- **Content theme for March meeting:** Prevention with Special populations – youth in foster care, substance misusing families, juvenile justice
- **Next steps on research briefs**

## Notes:

We started with a group coloring activity as people entered the room ....



## Introductions

- **WSU:** Brittany Cooper, Laura Hill, Louise Parker, Elizabeth Weybright, Gitanjali Shrestha, Clara Hill, Kelley Pascoe, Jordan Newburg, Kate Hampilos, Danna Moore, Taylor Larkin, Jen Duckworth, Jennifer Leach, Ramona Leber, Kyle Murphy, Kat Bruzios, Sabrina DiGennaro, Erica Austin
- **UW:** Blair BW, Sarah Cusworth Walker, Jennifer Bailey, Beatriz Carlini, Margaret Kuklinski, Sarah Ross-Viles, Tori Leder
- **DBHR:** Tyler Watson, Miranda Pollock, Alicia Hughes, Christine Steele, Lauren Bendall, Sandy Salivaras
- **OSPI:** Emily Maughan
- **WA DOH:** Jacob Delbridge, Julia Dilley
- **WA DSHS RDA:** Grace Hong, Irina Sharkova
- **WA LCB:** Mary Segawa
- **King County Public Health Dept of Community and Human Services:** Sarah Ross-Viles
- **WASAVP:** Liz Wilhelm, Ramona Leber
- **Foundation for Healthy Generations:** Julie Peterson
- **Thurston County:** Janine Koffel
- **Washington Traffic Safety Commission:** Staci Hoff, Research Director; Max Roberts

## LORI PALEN, EFFECTIVE DATA VISUALIZATION PRESENTATION

[Lori@datasoapbox.com](mailto:Lori@datasoapbox.com)

Graduated from Penn State U, spent ~15 years evaluating prevention programs and the SPF.  
Started her own business – Data Soapbox

**Using visuals:** why should they be used, and what are different types you could use?

Illustrations, diagrams, charts, graphs, maps

**Why use visuals:**

**They get attention.**

Human brain is primed to be attracted to visuals and respond to them.

Research about using visuals in communication: social media. Hoffberg et al, 2020 looking at how visuals help viewers see. On twitter, if you tweet just the abstract or a visual type abstract. The one with visuals gets more impressions and get re-tweeted more, and more clicks to get thru to the actual article.

**Visuals improve memory.**

Weiss & McGrath gave subjects a government report in 3 different forms: spoken, visual and both  
Measured how much people remembered 3 minutes after seeing it. Combining both is a little better than either alone. BUT 3 hours later, much bigger difference (see second slide re this study).

Bateman et al 2010 studied memorability of a plain graph vs a more artistic version. Participants understood each graph equally well, but after 2-3 weeks had better memory of the more artistic one

**Visuals improve understanding**

Research focused on children and reading comprehension Levi & Lentz

Brewer et al 2004: 2 groups of people. Regular vs law students. Gave descriptions of what self defense means. Presented audio only, audio-elaborated, audio-visual incl flow chart and animations. See results slide. Including visuals helped regular people understand just as well as law students did.

**Types of visuals**

Decorative, conceptual, data-based

**Decorative:** icons, photos, illustrations that don't convey a message other than depicting a concept, e.g. an emotion

**Conceptual:**

E.g., smart art, can show a process, step by step, cycle, relationships (Venn diagram, org chart)

Can also show components of a whole

## Data based:

### Quantities

- Bar charts, line graph, pie chart
- Can also use a picto gram (e.g., spoons to show percentages)
- Can also show quantities of qualitative data (see slide for example) of speeches at RNC and DNC during presidential campaign
- Presence/absence: See chart from Trial of John Gotti – x in every cell showing which crimes each govt informant committed
- Location. E.g. maps
- Time: Timeline with visuals; example calendar from Bret Kavanaugh's Supreme Court hearings

## Get attention, improve memory & understanding

They are decorative, conceptual and data-driven

## Q&A

Lori's role in research briefs

How do you take these concepts and apply them?

## Discussion on Research Briefs

- Illustrate the MAIN POINT(S)
- Try to have a visual on each page and upfront (e.g., headers)
- For data visualizations – if you have more than one data point, e.g. change over time, different groups' data, think about rolling those into a visual. Human brains are not primed to read through lists and quantitative data. Where we have a big quantity of stuff that's hard to keep in your head.
- Side bars to maybe call out information that may not flow with the text

## Can you tell us where to find icons and various types of graphics? (Danna Moore)

Some good sources:

- Favorite free site is Microsoft Office, 3 types of icons and even have dinosaurs
- The Noun Project <https://thenounproject.com/>
- A clearinghouse where artists can upload their icons and get paid for them
- <https://thenounproject.com/>
- <https://pixabay.com/>
- <https://www.pexels.com/>
- <https://unsplash.com/>
- The Noun Project has education pricing for \$19.99 per year. <https://thenounproject.com/for-edu/>
- Stock photos: Pexels.com, pixabay.com, unspash.com, creative commons

## For creating charts:

- Tableau and other similar software packages are great, but Lori doesn't use because she doesn't use primary data sets.

- Lori uses Excel which allows quite a bit of customization

**When doing visuals, is there any rule of thumb on how many are too many?** (Mary Segawa)

- Visuals are not good without any text
- If gets distracting, overwhelm w pictures
- More a gut-check reaction: does it get in the way of understanding?

**Do you think of audiences in deciding which visuals you use?** (Julie Peterson)

- Yes! Lori talks about audience and purpose are two of THE things that drive communication projects. Start with these items and what you want the person to do with the information. If audience is 'general public', not helpful to show complex schematics.
- Accessibility is also important (color blindness, alt text)

**Is there a specific literature area you'd recommend** people search through if they have specific purposes for content in mind? Or a specific journal/website that has started bringing relevant information on data visualization together? Some of the works you cited I could see being in a cognitive psych journal or psych and law or I/O psych, maybe in communications or health psych/communications, etc. (Jordan Newburg)

- Data Visualization Society is a good resource. Have newsletters, etc.
- In terms of behavioral health and evaluation: Stephanie Evergreen. Has a business, teaches classes, etc. Evergreen consulting

**Note from Janine Koffel**

- For those of us who are graphic arts-impaired, I like to use <https://postermymwall.com> for ready-made templates that can be generally adapted. There is a watermark requirement if you use the free version but it's not too obnoxious.

**RESEARCH BRIEFS DISCUSSION**

**Miranda Pollock, overview of this project**

Creating research briefs is one way to chip away at gap between policy makers and what research tells us.

Goal: these briefs will be ready for Leg Session 2022 starting early January

Audience: legislators and subject matter experts and local coordinators

Three main topics: Cost-benefit, Access, Marketing etc.

Will be working on 3 additional briefs in the new year

Asked for volunteers from this group to help with these – lots of help thank you!

Currently, we just have drafts, please hold off on disseminating yet. Will have finals in next month or so.

**On briefs —how many main points should be covered or limited in a topical brief?**

(Danna Moore)

- Lori: So, as a general rule, I think that the fewer points you make, the more effectively you can make them.
- But, it's a balance, and there's no official cut-off. I would encourage the team to identify the must-communicate messages, and stick really tightly to those. Any extra information has the opportunity to distract and overwhelm.

### **Margaret Kuklinski on Cost-benefit: she's a health economist and using WSIPP data**

Team who helped: Tori Leder, Cesar Zatarain Jr., Brittany Cooper, Christine Steele

Overall message: gold text is this. We can improve lives AND save money by investing in prevention

Human costs and economics

Why it matters –share there is an approach to reducing these problems. The approach is evidence-based prevention.

Third blue heading is the economic argument, with concrete examples. School based, SEL, can reach a lot of people AND there are also community-wide and environmental strategies that are effective.

Where do economic benefits come from?

Then: emotional and economic point – costs involved when we don't make these investments. Investing in prevention means investing in the future of all Washingtonians.

Is message compelling and clear? What else do we need?

### **Comments after presentation**

Danna comment: if gold text is the most important message, the color is minimized compared to other visuals. If that's the main point, it needs to be more visually gripping. Also, are fonts all different and is there one type of font that stands out and is easier to read?

Irina comment re images: they are beautiful however the question is about diversity/equity.

Access/availability looking at an urban landscape and showing figures that are all white/able bodied. Be sure images show diversity.

Great to see this brief - there is a tie-in to the Access and Availability brief that names pricing as an access strategy and using tax revenue for prevention as a best practice. Naming that in this brief (sorry if I missed it) could help convey that point in multiple places

Feedback from Julie Peterson: Thank you all. Depending on the timing of the distribution of these briefs- legislators will not have time to read them. I doubt leg staff will either. You will need to develop talking points for coalitions to use them with policymakers- What are the 5 things they need to know? Create talking points they can use in about 2 minutes.

## **Gitanjali Shrestha on Marketing/promotion**

Kevin Haggerty, Christine Steele, Jennifer Bailey, Tori Leder

Main purpose: subheading: underage youth are frequently exposed to marketing for alcohol, cannabis and tobacco and we need to enact policies to reduce that exposure

Main talking points: why they matter and what can we do about it?

One problem they found in reviewing: absence of social media regulation – no concrete action steps for this problem. Social media is regulated and we need to do something about it.

Main message for each subsection: included in shortened draft

Two main messages: Hold industry accountable, and develop comprehensive policies around marketing and promotion in order to reduce youth exposure

### **Comments after presentation:**

Mary Segawa: I will be in a different breakout group but wanted to say that it would be helpful if you can be more specific about content that is of primary appeal to youth. Regulators sometimes struggle with how to draw the line. Some things are easy -- e.g., cartoon images -- and some are more difficult to determine.

Liz Wilhelm: I agree with Julie about some talking points for our community prevention coalitions about these beneficial briefs. January 17th is WASAVP Prevention Policy Day in/with Olympia when our young people will connect with their legislators on these issues. And the first week of Feb is CADCA Forum, another opportunity to use these briefs

Mary Segawa: can we make the longer briefs available for folks who want them?

Gitanjali: would this be useful and where could we host it? We will check in with DBHR ...

Danna: we should have two names for the longer and shorter briefs

Miranda: can house on Athena

### **Lauren Bendall: Access, availability brief**

- Wanted to include definitions of each thing
- Reviewed data and how access/availability is related to increased use by youth
- Then: strategies to implement to address these issues
- Review question: are there strategies that are important that are NOT addressed in this brief?
- Are aware that citations need work, etc.

### **Comments after presentation**

Irina question: the data about alcohol and tobacco licenses is available. Data show that the number of licenses has remained fairly stable between 2016 and 2020. Will provide this info separately. Rate per population has declined steadily during that time. For tobacco has been a decline for both licenses and rate/pop. Don't have the data for cannabis. So can't state they have been increasing. If we look at density (rate/pop) it's been declining for alcohol and tobacco

Mary Segawa: Part of the issue with alcohol availability is the increase in privileges, so while the number of licenses may have remained stable, the way people can access alcohol has increased, e.g., home delivery.

From Miranda Pollock (she/they) to Everyone: 12:33 PM

<https://theathenaforum.org/communication-strategies-guidelines-and-tools>

## **SMALL GROUPS TO REVIEW BRIEFS**

After lunch, participants went into small workgroups to provide more detailed feedback for each brief.

Brittany asked that they organize their feedback into the answers to 5 questions:

1. What is your main takeaway from this research brief?
2. Is there anything that you think is misleading or that could be misinterpreted in this research brief?
3. Do you think equity considerations and the social determinants of health are adequately addressed in this research brief?
4. What do you like about the visuals that were developed for this research brief? What suggestions do you have for improving them?
5. If industry representatives see this research brief, what do you think their response will be? Is there anything we should do differently to prepare for that response?

## **REVIEWS FROM SMALL GROUPS: (see also the detailed notes in attachment)**

3 things that need revision for this draft

### **Cost benefit**

- Make text less dense  
Clara Hill will review to lighten up
- Visuals – make cost/benefit figures in text into figures  
More cost/benefit data in brief in aggregate
- Equity/social determinants of health are needed – how best to do this?
- What can policy makers do? Increase number of actions and make them very specific!

### **Marketing**

1. Strategies/standards are not implementable at state level
2. Strategies that are not concrete enough – remove for now
3. Including vaping specifically
4. Can we do QR code for the reference page?
5. Where can we use more visuals to convey main points

### **Access/Availability**

1. Some data here may not be needed
2. Can we show target density around more vulnerable groups?



3. Can we make language more consistent (e.g., 'commercial tobacco')?
4. Imagery – more diversity

**Can heading be turned into a question that's catchier? Across all briefs.**

**Next steps: Ideas on different options:**

- Short half page punchy one for legislators
- Semi longer one for legislative assistants
- Even longer one for those who want more details

**Need short version ready for January legislative session!**

- For other versions: do all three workgroups agree we'll do these? If so, can we get ready for mid-January?
- Brittany: we will learn from this process to improve our process for the next time.
- Brittany: we can also be more intentional about these two briefs (shorter/longer) for next set of briefs.
- Janine – is there a way to engage youth to develop their own briefs (photovoice) for their own communities?

## **ROUND ROBIN**

### **DBHR**

- Gearing up for leg session
- HYS completed last month; data cleaning now
- Prepping for next cycle of HYS – procurement/vendor process now
- 2023 set of question revisions is getting started
- Entering strategic planning phase for the SP consortium
- If you're on any of the 5 workgroups of that consortium there will be stuff to do for that 5-year plan
- Still hiring for prevention system manager positions and there will be a supervisor position opening later this month or early January

### **Brittany**

- SPR conference will be in Seattle in 2022, the week after Memorial Day.  
Link in chat <https://www.preventionresearch.org/2022-annual-meeting/>  
Deadline for submissions has passed  
Theme: realizing the power of prevention thru equitable dissemination and implementation science  
Have submitted a talk on PRSC
- Brittany is on sabbatical – will move to PA for spring semester; will be working at State College where Penn State is located.

### **Clara Hill**

Parent Handbook Project – working with DBHR to disseminate it.

Laura Hill, Brittany and Kevin Haggerty on this project

Parents who received the handbooks had students who accelerated use less than those who didn't.  
First round of dissemination will go out to Western students at beginning of winter quarter in January  
Clara has been learning new skills  
Next couple of years: will distribute to 3 other universities in the state

### **Christine Steele**

ADA high potency cannabis work continues; first report will come out shortly  
Stakeholder engagement begins soon  
Based on consensus report developed at PRSC

### **Mary Segawa**

First meeting w contractor for study on impact on 'expanded privileges' for licensees  
May reach out to help this group find data to track changes eg hospitalizations, youth use ... want to be sure public health impacts are tracked  
Have submitted to Gov a draft of agency-requested legislation to regulate additional cannabinoids  
APHA has an ATOD section that has an alcohol action network that meets once/month  
When these briefs are finalized, we may want to share with this network on how they can put together info for their legislators  
Michelle Frye-Spray of PTTC is aware of this so may be a good link

### **Access group**

Irena has been asked to do some work for the social equity group and use that info  
Social equity data is essential as the social equity group has been asking for more licenses and we need to show the relation between density and use  
Christine will connect Irena to Blair

### **Next steps on research briefs:**

Blair will work with Lori Palen and lead authors to finalize drafts, and get to Miranda at DBHR by December 9.

### **NEXT MEETING THEME**

One idea is prevention with special populations  
Will be in middle-end of leg session so may have an update  
May have some items from SP