Using Story Maps to Communicate Health and Human Services Research to Nontechnical Stakeholders

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The Challenge of Sharing Health Research with Decisionmakers
Why communicate research findings to policymakers?

Maximize impact!

- Disseminate findings
- Inform future policies
- Mandate at the end of a study or trial

Maximize impact!
What challenges do researchers face when sharing evidence with decisionmakers?

<table>
<thead>
<tr>
<th>Researchers like</th>
<th>Policymakers like</th>
</tr>
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<tbody>
<tr>
<td>Methodology, statistical techniques, p-values</td>
<td>Clarity in research findings</td>
</tr>
<tr>
<td>Precise, unambiguous language understood by researchers</td>
<td>Nontechnical language easily interpreted by staffers</td>
</tr>
<tr>
<td>Recommendations for “more research”</td>
<td>Recommendations that are ready for implementation by practitioners</td>
</tr>
<tr>
<td>Nuance!</td>
<td>Simplicity!</td>
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Common Formats of Sharing Research with Nontechnical Stakeholders

Research Briefs

How Might Veterans and the VA Health System Be Affected by Repeal of the Affordable Care Act?

Detailed Reports

Youth Contraceptive Use: Effective Interventions

In Person

presentations, briefings, and expert testimony
To Maximize Potential Impact with Decisionmakers

- Emphasize results & findings over methodology & limitations
- Focus on implications and recommendations
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- Emphasize results & findings over methodology & limitations
- Focus on implications and recommendations
- Make your material as engaging as possible!
To Maximize Potential Impact with Decisionmakers

- Emphasize results & findings over methodology & limitations
- Focus on implications and recommendations
- Make your material as engaging as possible!
  - What if there were another format specifically designed to be engaging?
Make Your Research Engaging with Story Maps
What are Story Maps?

Story Maps
Everyone has a story to tell.
Harness the power of maps to tell yours.

Engage and Inspire Your Audience
Start by Picking the Right Story Map App

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<tr>
<th>Need</th>
<th>Story Map App</th>
<th>Examples</th>
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<td><img src="image1.png" alt="Example Images" /> <img src="image2.png" alt="Example Images" /></td>
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<td>An in-depth multimedia narrative organized into sections</td>
<td>Story Map <strong>Journal</strong></td>
<td><img src="image3.jpg" alt="Example Image 3" /> <img src="image4.jpg" alt="Example Image 4" /></td>
</tr>
<tr>
<td>A sequence of place-enabled photos or videos for users to follow in order</td>
<td>Story Map <strong>Tour</strong></td>
<td><img src="image5.jpg" alt="Example Image 5" /> <img src="image6.jpg" alt="Example Image 6" /></td>
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<td>A series of maps via a set of tabs</td>
<td>Story Map <strong>Series – Tabbed</strong></td>
<td><img src="image4.png" alt="Example" /></td>
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Authoring Story Maps for Nontechnical Stakeholders

- End with recommendations – a “call to action” for decisionmakers

According to policy researchers and subject-matter experts, policies to minimize the risk of another outbreak and raise immunization rates include:

- Providing affordable health insurance coverage to all children that reduces the out-of-pocket cost of immunizations (Barn-Ennis, 2014). Progress has been made recently, as the Affordable Care Act mandated that private health plans fully cover the costs of all recommended vaccinations (American Academy of Pediatrics, 2013).

- Reducing barriers that restrict access to vaccinations, such as clinic accessibility and clinic business hours (American Academy of Pediatrics, 2013).

- Supporting public and parent education about the importance of immunizing on time, and ensuring that educational materials are easily understandable and culturally appropriate (Centers for Disease Control and Prevention, 2011, Kimmel et al., 2007).

- Training pediatrians and other health care counselors to address the concerns of vaccine-hesitant parents (Kimmel et al., 2007).

- Investing in minimal intervention programs such as reminder systems.
Larger Dissemination Strategy to Reach Your Audience

- To embed in your org.'s website, get embed code from SHARE in edit mode
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  - Captivating picture as the thumbnail
  - Summary is what will appear as the blurb
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- To share with fellow GIS-ers (usually not the main audience!):
  - Nominate your story maps to the Story Map Gallery & Living Atlas
Resources for Creating Story Maps

• Official Help Page: Storymaps.arcgis.com/en/resources
• Blog Post: “10 Essential Steps for Story Map Success”
• Cascade Story Map: “13 Ways to Make Your Story Map Sing”
• PDF document: “Story Map Booklet”
• Blog Post: “Twelve Things You Didn’t Know You Could Do With Story Maps”
• High-quality Examples: Esri Story Map Gallery
• Esri Training Course: Creating Story Maps with ArcGIS
How to Print to PDF in Story Map Journal

- Good news: a “print to PDF” option is available in story map journal
- Bad news: it’s not currently available using other templates

How to Print to PDF:
1. Open story map as a viewer (make sure you’re out of editor mode!)
2. Click the link icon at the very top in the share panel:
3. Then click the print icon that appears:
Questions?

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http://esriurl.com/healthstorymaps