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HERE!

Public Health Data 2: Using Data as a Communication Tool

The workshop will equip participants with skills to effectively use public health data as a tool for communication. Participants will learn how to translate complex data into accessible formats for various platforms, including social media, and how to create impactful infographics. Participants will explore successful case studies, practice ethical considerations, and learn strategies for engaging stakeholders through data-driven public health messages. Our objectives include:

- Recognize the importance of utilizing public health data as a communication tool to inform and engage various stakeholders.
- Develop skills in translating complex public health data into accessible and compelling formats for dissemination through social media platforms.
- Learn effective strategies for incorporating public health data into newspaper articles, blog posts, and other written communication mediums.
- Master the art of creating visually appealing and informative infographics to convey key public health messages using data.
- Explore case studies and examples of successful data-driven communication campaigns in public health.
- Practice ethical considerations and guidelines when using public health data for communication purposes, including privacy protection and data integrity.



Kelley Milligan, MPH, is a research and evaluation specialist who has worked with county health departments, universities, and tribal communities conducting health research and evaluating public health policies and programs.

- **Date/Time:**
2/26/25 - 10 am - 12 pm
- **Location: Zoom**



Linda Donahue is an experienced and passionate communication specialist and print and digital graphic designer.

With a Bachelor of Arts in Mass Communication, she likes to develop a visual identity for her clients that meet their short-term communication goals as well as long-term branding identity. Consistent, clear, and beautifully communicated design can be effective and engaging while delivering a clear and intentional visual outcome.



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