



Making Data Talk: A Workbook

Author: National Cancer Institute - Office of Communications and Education

Publication Date: 2011

Country of Origin: United States

Format: Book

Physical Description: 52 p.: col., ill., refs., tables.

Language: English

Abstract:

The National Cancer Institute's newly released publication, Making Data Talk: A Workbook, assists public health practitioners, scientists, health educators, clinicians, researchers, students, and statisticians to understand the critical roles data play in communication. The workbook offers recommendations about selecting and presenting data and introduces the Organize, Plan, Test, Integrate framework, which guides public health practitioners on how to present health data to lay audiences. Many chapters also include practice exercises that use real-world examples to reinforce and apply key concepts.

The workbook, based on the book Making Data Talk: Communicating Public Health Data to the Public, Policy Makers, and the Press written by Dr. David E. Nelson, Dr. Bradford W. Hesse, and Dr. Robert T. Croyle, provides key information, practical suggestions, and examples on how to effectively communicate health-related scientific data.

Making Data Talk: A Workbook is available as a print or electronic version. Visit the institute's website to order a copy or download the workbook (<https://cissecure.nci.nih.gov/ncipubs/detail.aspx?prodid=P243>).

Publisher:

Office of Communications and Education
National Cancer Institute
6116 Executive Blvd., Suite 407
Rockville, MD 20852
Main Phone: (301) 496-9096
<http://cancer.gov>

Audience(s):

Government Agencies, Health Educators/Communicators, Health Professionals

Topic:

Advocacy/Communications

How to Access this Material:

PDF: <http://www.cancer.gov/cancertopics/cancerlibrary/MDT-Workbook.pdf>

Disclaimer:

The information on the Find TB Resources Website is made available as a public service. Neither the Centers for Disease Control and Prevention nor the National Prevention Information Network endorses the organizations, websites, and materials presented. It is the responsibility of the user to evaluate this information prior to use based on individual, community, and organizational needs and standards.