UC MERCED
NICOTINE & CANNABIS POLICY CENTER

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NCPC Tobacco Summit:
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Downtown Merced
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PRESENTATION:

Data Dashboard for San Joaquin Valley & Local Foothills

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Community Survey Results

What goals should the NCPC prioritize over the next 5 years?

- Provide local data
- Disseminate information
- Increase address to cessation resources
- Address cannabis

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Community Survey Results

Response to your feedback

- Cannabis/Marijuana & Tobacco Nexus
- Continue with workshops; webinars; and policy briefs
- Homegrown cessation resources
- **Harness SJV-based data we have:**
  - **Data dashboard**
  - **Brief reports**

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DATA DASHBOARD

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EVIDENCE BASED SOLUTIONS FOR CENTRAL CALIFORNIA

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UNPACKING OUR UNDERSTANDING

- Let's dive in:
  - What comes to mind when you hear "*Data Dashboard*?"

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UNPACKING OUR UNDERSTANDING

- Let's dive in:
  - What comes to mind when you hear "*Data Dashboard*?"
    - Think about:
      - visuals,
      - functionality, and
      - any experience you've had.

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COMMON DEFINITION OF A DASHBOARD

- Visuals: A single screen that displays the most critical information.

- Purpose: Helps achieve specific goals by allowing one to monitor key data easily.

- Simple and Effective: Uses charts, graphs, and indicators to make complex data easily accessible at a glance.

- Quick Monitoring: Provides a clear overview instantly, enabling fast and informed decisions.

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DATA DASHBOARDS IN ACTION

- Community Water Center (CWC)
- California Tobacco Health Assessment Tool (CTHAT)

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COMMUNITY WATER CENTER

Community engagement emphasis with data on drinking water safety & legislative boundary

- *Features:*
  - *Toggle option for district boundaries to help users understand & interact with data*
  - *Focus on data visualization that aids in advocacy & policy making*

- *User interaction:*
  - *Detailed examples of how toggling between different data layers (e.g., Assembly Districts) provides immediate, actionable insights*

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https://www.communitywatercenter.org/drinkingwatertool/ca-water

CALIFORNIA TOBACCO HEALTH ASSESSEMNT TOOL

Comprehensive tobacco-related data across California

- *Features:*
  - *Immediate display of tabular data & map visualization of Tobacco Retailer Locations (TRLs)*
- *User interaction:*
  - *Example of zooming into specific regions to explore relationships between TRLs & schools*

https://cthat.org/

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DATA DASHBOARDS IN ACTION

- Each tool includes a tailored approach to meet the specific user needs:

    - CHW for water safety & regional policy

    - CTHAT for statewide tobacco control efforts

- Dashboard serves non-expert users effectively

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MAKING RELEVANT FOR SJV

- How can we apply these principles to enhance the relevance of data in our own dashboards?

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EXERCISE

- Think about the last time you interacted with a digital tool or platform
  - What made the interaction effective?
  - What made the interaction challenging?

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EXERCISE

- What features would make a SJV-based dashboard more engaging for users who are not data experts?
  - Consider elements like navigation, data visualization, and the ability to customize data views
- How can the design of a data dashboard influence the decisions made by its users?
- Reflect on how the arrangement of information and the ease of finding key data can affect policy enforcement and community advocacy

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USER INTERACTION & INTERFACE DESIGN

- What features can be most beneficial for our SJV-based dashboard project?

ENGAGING WIDE AUDIENCES

- What strategies can we keep in mind to make complex data understandable & actionable for the wide audiences?

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DATA COLLECTION & PRESENTATION

- What are some of the challenges faced in collecting & presenting data in these dashboards?

- How are issues of data accuracy, privacy, and user trust addressed?

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SIX MONTH UPDATE : PROGRESS

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