

Instruction Guide

LHD Data Storytelling Toolkit

Each of California's local health departments (LHDs) serves a unique community, planning and delivering a targeted set of CalFresh Healthy Living programs to meet community needs. Nutrition Policy Institute (NPI) developed the *Data Storytelling Toolkit* to empower LHDs to communicate their program and evaluation data with stakeholders in a meaningful way. You can even use this toolkit to create more than one story!

In addition to this Instruction Guide, the *Data Storytelling Toolkit* includes:

- A *Data Story Template* that each LHD can customize to create a visually appealing data story that can be printed or shared digitally (Canva)
- A plain text version of the *Data Story Template* for planning purposes (Word)
- A set of *Data Tables* summarizing your LHD's program and evaluation data (Excel)

These toolkit components were developed to work together. All the quantitative data you need to complete the *Data Story Template* can be found in the *Data Tables*. The *Data Tables* are organized in the same order as the *Data Story Template* to make it easy to plug in your data. The *Data Story Template* also includes space for you to bring in additional data, especially qualitative information you may have gathered from partners, participants, and others.

With this toolkit, we estimate that your LHD will be able to create a complete data story draft within 1-2 hours, depending on your familiarity with Canva and the extent of desired modifications.

If your LHD needs more personalized help to create your data story, we are happy to arrange one-on-one technical assistance! Please email us at EvaluateSNAPEd@ucanr.edu.

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These materials were created as part of a contract with the California Department of Public Health with funding from the United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program (SNAP). These institutions are equal opportunity providers and employers.

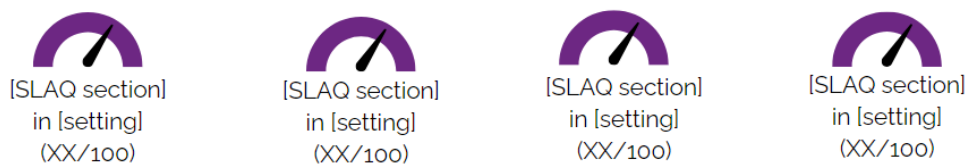
Data Story Template

The *Data Story Template* has been designed to be straightforward as well as flexible so that each LHD can create reports that tell the stories of their unique programs. In its full form, the template contains five sections:

1. *About [LHD] CalFresh Healthy Living*: background about CFHL and your community
2. *CFHL Transforms Communities through Policy, Systems, & Environmental (PSE) Changes*: PSE change program data from PEARS
3. *CFHL Education Gives Individuals the Knowledge and Skills to Make Healthy Choices*: education (direct and indirect) program data from PEARS
4. *CFHL Partnerships & Coalitions Support System-wide Change Efforts*: partnership and coalition information from PEARS
5. *CFHL Efforts are Making a Difference in [county/city]*: flexible space to share achievements, qualitative successes, and evaluation data from one or more of IOE, Adult Direct Education Evaluation, SLAQ, or LEAP

The template was created in Canva, using features available to free Canva accounts, so that you can customize the best product for your LHD and audience. With a free Canva account, you can update text, change graphic colors, swap out graphics, rearrange text and graphics, and add or delete content. If you have a paid [Canva Pro account](#), you can access premium graphics and additional collaboration features.

The *Data Story Template* contains instructions throughout in the form of comments. Please do not alter comments in the parent template. Comment instructions will alert you to necessary customizations. For example, data gauges on page 4 of the template must be manually edited to appropriately reflect your *Data Tables*.



Other comments will help guide you to where to find a section's data in the *Data Tables*. Placeholders throughout the template identify where you can add your local data. For example, the text with the gauges above contains placeholders for text in brackets and a numeric placeholder represented by "XX."

We have also created a plain Word Doc version of the *Data Story Template* text. This resource may be helpful during data story planning, to allow you to draft text

with full grammar check features available, or to assist you in conveniently transferring text over to another platform, like PowerPoint Slides.

Data Tables

The *Data Tables* contain all the quantitative data necessary to fill in the *Data Story Template*. The tables are organized on five Excel worksheets or “tabs” that correspond with the five sections of the *Data Story Template*. Within each worksheet, data tables are laid out in the same order as the template. Table numbers and descriptive table titles can be used to identify which data corresponds to a specific template placeholder.

Note: The *Data Tables* Excel workbook contains hidden sheets containing the raw data and data analyses behind the tables. If your LHD has interest and capacity, you can unhide these sheets and add to or modify the provided tables.

Suggestions for Customization

Some LHDs will find that simply filling in placeholders and making minor modifications to the *Data Story Template* will result in an effective and meaningful storytelling product. However, the *Data Storytelling Toolkit* is flexible and can support your LHD to tell your story in the most relevant and meaningful way – or in multiple ways! Here are some example situations where you can use one or more sections of the *Data Storytelling Toolkit* flexibly to tell your story. These are just examples, and we encourage you to be creative in how you use this toolkit. The sky is the limit!

Your LHD is meeting with a school district to plan PSE efforts

For this kind of meeting, you might find that only specific sections of the *Data Story Template* are relevant and deleting less applicable sections will yield a more compelling data story product. You may also want to limit the story to include only data from the school setting. For example, you may want to only report the number of PSE sites that are schools or school districts, and the most common PSE interventions at these sites, rather than all of your PSE site partners. To do this, you'll need to work with data in hidden Excel worksheets. If that sounds difficult, don't worry – we can help! Email us at EvaluateSNAPEd@ucanr.edu.

Your LHD is small and has small sample sizes or missing data for specific placeholders

You may find that some of the ways the *Data Story Template* summarizes information just don't make sense for your LHD, especially if your LHD is small and

has a limited amount of data. We have identified some places where this might be true with comments in the template that suggest ways to handle this situation. In many cases, it will make most sense to simply omit specific pieces – whether it is a single data point or an entire section. Other times it may make sense to present the information in a different way. If you want to find a different way to present your data, but you aren't sure how, please reach out to us for help at EvaluateSNAPEd@ucanr.edu!

Your LHD wants a brief overview in one to two pages

This is totally doable! You can keep or omit any sections you want. For an overview, you might keep the first section, followed by brief datapoints from each of the other sections.

Your LHD is giving a formal presentation at a community meeting

If your LHD is giving a slide-based presentation, you can take advantage of the *Data Tables* to add relevant data elements to your slides. You can modify the *Data Story Template* to include relevant sections and print them for meeting participants.

Did you customize a report or presentation using this toolkit? [Share your creation with us!](#) We'd love to hear about how you utilized it to achieve your goals.

Using Canva to Create Your LHD's Story

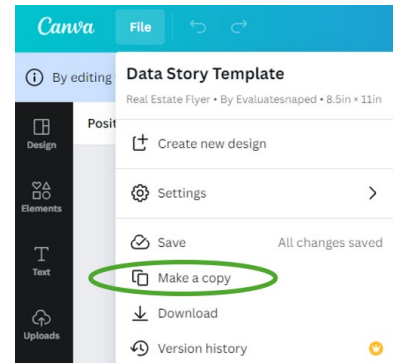
How to access the Data Storytelling Template in Canva

You can find a direct link to this template on our [Data Storytelling Toolkit web page](#). When using the link, you will be directed to a screen that looks like the picture below. Please log in or sign up for a free Canva account.



You are now looking at a 'view-only' version of the Data Storytelling Template. To get started, you must copy this file to your account.

- Navigate to the **File** menu in the upper left corner of your screen.
- Select **make a copy**. A new window will open in your browser with an editable copy of the report only visible to you!



How to collaborate with team members in Canva

Your copy of the template is currently only visible to you. To collaborate with members of your team, navigate to the **Share** button in the top right corner of your screen. From here, you have two options:

1. Manually enter your team members' emails in the **People with access** bar
2. Change the setting under **Collaboration link** from 'only you can access' to 'anyone with the link can...[edit/view/comment].' You can then copy the link to share with team members.

Note: collaborators will need to log in or sign up for Canva to edit or make comments.

How to navigate core features of Canva

Canva has a wealth of [support](#) available to users. Consider checking out their ['editing and design' help page](#) or their ['Canva for Beginners' YouTube playlist](#).

Here are a few skills we think will help you utilize the template:

- **Differentiating free versus 'premium' elements:** when adding new elements (e.g. graphics) to your data story, keep an eye out for the crown icon; this denotes 'premium' elements that you will be required to pay for when you download your document. Many are \$1-\$2 each and can be purchased for use without upgrading your account to 'premium.'
- **Edit text:** double-click where you'd like to begin editing to update text, similar to how you would in a word document.
- **Add text:** to create a new text box, select 'text' in your left navigation panel and click on 'add a text box.' Settings for that text box will appear on the top panel.
- **Changing icons and graphics:** to delete existing graphics, click on the element and use your 'delete' or 'backspace' key. To replace a graphic, navigate to 'elements' in your left panel and search for what you want (e.g.

"garden icon"). You can also upload your own images using 'uploads' in the left panel.

- **Adjust the size/spacing of an element:** text boxes and graphics can be moved and resized by selecting the outline, similar to how you would in PowerPoint.
- **Adjust gauges to reflect your data:** click on a gauge. You will notice a menu appear in the left panel of your screen. 'Percentage' reflects your data. Change the number here and the gauge will adjust automatically. 'Line weight' refers to the thickness of the gauge itself; you can keep the default setting or adjust based on your taste.
- **Change a group of elements at once:** You can move, delete, or resize multiple elements at once! Click and drag your mouse to 'highlight' multiple elements. Selected items will have a purple outline. Drag them or move them with your arrow keys. Use this method to move within one page or between multiple.
- **Duplicating, deleting, and adding pages:** above each page you will see the menu pictured below. The double-page icon with the plus sign will duplicate that page. The trash icon will delete that page. The right-most plus icon will add a blank page.



Note: the template is formatted to follow [CFHL brand guidelines](#) for font and color.

How to share the finished product

First, ensure that you are satisfied with your file's name. To export your final product, navigate to the **Share** button in the top right corner of your screen. Select **Download**. From the dropdown, choose a file type for your download. We suggest PDF Print for printing or PDF Standard for sharing a digital file. If your design has multiple pages, you can select the pages you want to download from the dropdown and click **Done**. Click **Download**.

If you included premium elements in your design, you will be prompted to upgrade your account to 'Canva Pro,' purchase a license for those elements, or proceed to download with those elements watermarked.