



Data Storytelling Toolkit for LHDs

Nutrition Policy Institute
CalFresh Healthy Living Team
June 2024



Please let us know who has joined us today!

Use the chat feature to tell us:

- Your name
- Your LHD affiliation

If multiple attendees have joined using a single Zoom registration, please tell us:

- Number of attendees
- Name/LHD of all attendees

During this training, you will:



Learn about the purpose and format of the Data Storytelling Toolkit



Use Canva's features to modify the data story template effectively



Find relevant data in the Excel data tables to input into the data story template



Leave with a draft of your LHD's data story!

Housekeeping

1. **Add your questions to the chat** at any time! We will pause periodically to answer them.
2. We will take a **5-10 minute break** at approximately the halfway point.
3. We will have **mini “working sessions”** throughout the webinar. You will need:
 - A free Canva account and the website
 - A link to the Canva template
 - Your LHD’s data tables
4. During working sessions, you can **stay in the main room or join a breakout.**
 - A “quiet” breakout is available if you prefer to work in a space without distractions
 - Optional breakouts have been set up for LHDs with multiple registrants to facilitate collaboration

Introduction to the Data Storytelling Toolkit

Why did we create the Toolkit?

NPI developed the *Data Storytelling Toolkit* to empower LHDs to communicate local program and evaluation data with stakeholders in a meaningful way.

We heard you ask for help summarizing your data and using compelling storytelling to share your successes!

- But we did not want to tell your stories for you!
- The Toolkit summarizes your data in tables and gives you a head start at turning those data tables into data stories
- You get to choose which data to use, what other information to add, and how to tell your story

What is the Data Storytelling Toolkit?

In your NPI Evaluation OneDrive LHD folder:

- A set of **Data Tables** summarizing your LHD's program and evaluation data (Excel)

On the Data Storytelling Toolkit web-page:

- 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 **text-only version** of the template contents available for reference (Word)
- A **sample data story** to illustrate what a finished product might look like
- A companion **Instruction Guide**
 - Tips on how to use Canva's features
 - Considerations for flexible and customized uses of the toolkit

What can LHDs do with the Toolkit?

Basic

- Plug data from data tables into Canva, edit text, and format as needed

Intermediate

- Modify the Canva template to create a more customized data story
- Use toolkit components as a starting point to create other products (e.g., slides)

Advanced

- Dig deeper into data, for example, by limiting analysis and storytelling to a single setting



Poll #1:

What stakeholder groups would you like to share CFHL data with?

Example of Tailoring a Data Story for a Specific Stakeholder

Your LHD is preparing to attend a meeting with a school district to plan PSE interventions. How might you use the toolkit?



Use only some template sections (community, PSE)



Limit data presented to the school setting



Focus “successes” on IOE, school SLAQ, or both



Prioritize qualitative data from students or school partners

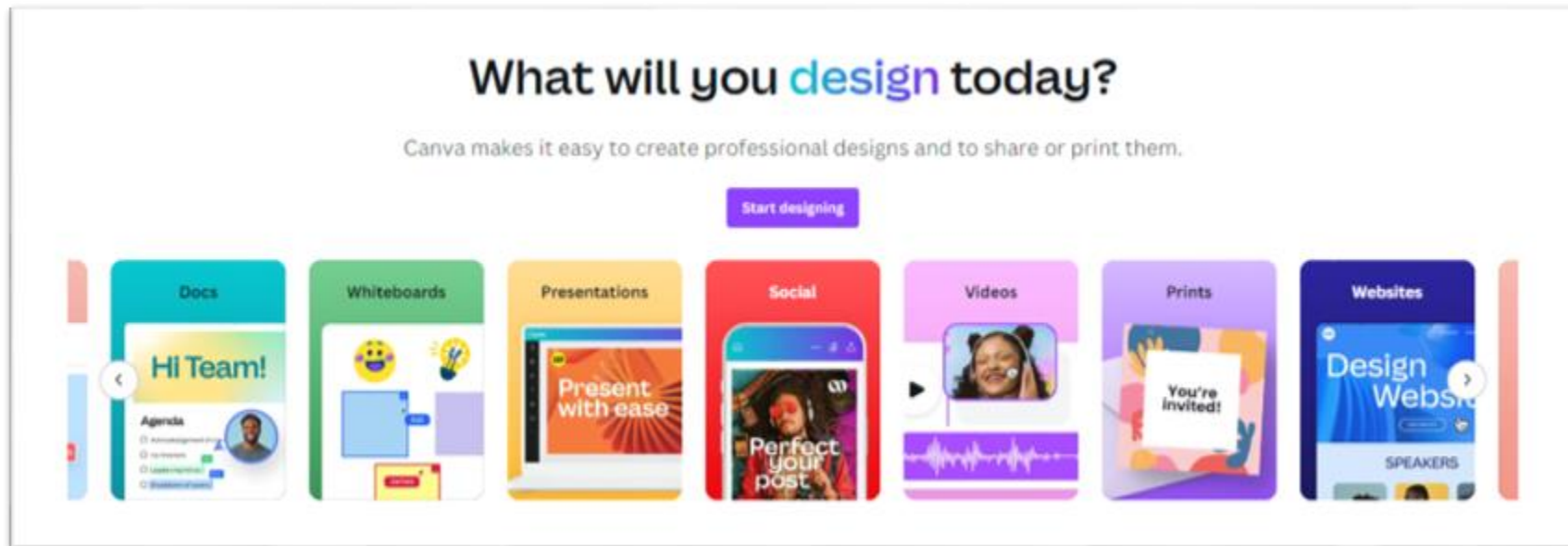


Use data tables in Excel to create visualizations for slides

Introduction to Canva

What is Canva?

- Canva.com is a web-based design and visual communication platform
- Use Canva to create flyers, reports, slide decks, social media, and more
- All essential features available for free



Canva demo

Design features:

- Adding or changing text
- Adding or changing graphics
- Identifying premium content
- Updating 'charts' with your data
- Moving, resizing, or rearranging elements
- Creating blank (or duplicate) pages
- Deleting pages
- Making a copy of the template

It's your turn!

1. Open any Canva template (we suggest a *flyer*).
2. Practice manipulating elements!
3. Unmute yourself if you have questions.



We will take **3 minutes**
for this activity.

Let's make your team's copy of the Template

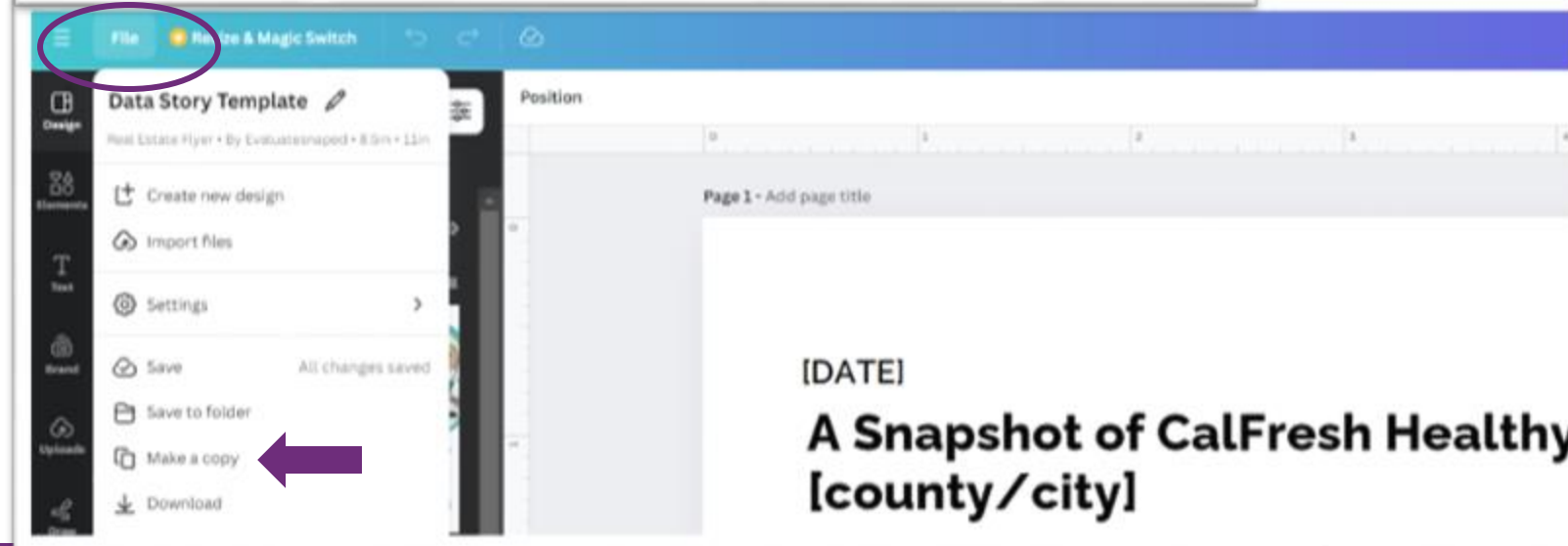
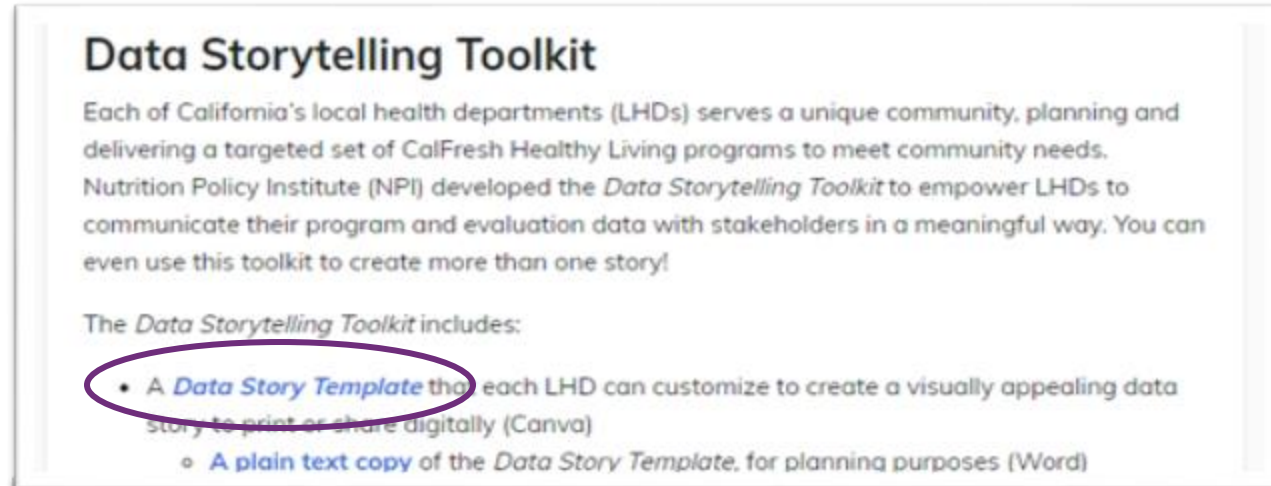
1. Access the Template file through our [toolkit web-page](#)
2. Navigate to 'File'
3. Select 'Make a copy'

You now have an editable copy of the template to customize!

1

2

3



Working with the toolkit, Part 1

A quick walk through the data tables & Canva template

How is the toolkit organized?

Template section	Excel tab name	Data contents
About [LHD's] CalFresh Healthy Living	1_Community	County population, community data, total LHD CFHL reach
CFHL Transforms Communities through Policy, Systems, & Environmental (PSE) Changes	2_PSE	PEARS PSE data
CFHL Education Gives Individuals the Knowledge and Skills to Make Healthy Choices	3_Education	PEARS data from Program Activities & Indirect Activities
CFHL Partnerships & Coalitions Support System-wide Change Efforts	4_Partners&Coalitions	PEARS data from Partnerships & Coalitions
CFHL Efforts are Making a Difference in [county/city]	5_Successes	Summaries of data from LEAP, SLAQs, IOE, & Adult Direct Education Evaluations

Let's take a look at the data tables

Access your LHD's data via your OneDrive folder:

https://ucanr.edu/sites/LHDEvaluation/NPI_LHD_Evaluation_OneDrive/

Folder path:

[Cross Project Files > Data
Storytelling Toolkit]

	Number	% of total population
Population <185% FPL	10,080,150	26%
Population >=185% FPL	29,262,801	74%
Total	39,342,951	--

	Reach
PSE	1,308,898
Direct education	164,462

Let's take a look at the Canva template

The template is available on our LHD Evaluation website:
https://ucanr.edu/sites/LHDEvaluation/Data_Storytelling_Toolkit/

DATE:

A Snapshot of CalFresh Healthy Living in [county/city]



About [LHD] CalFresh Healthy Living

CalFresh Healthy Living (CFHL) promotes healthy lifestyles through nutrition and physical activity interventions delivered in low-income communities. This brief report provides an overview of the CFHL program activities implemented by [LHD] during Federal Fiscal Year (FFY) 20xx to inform decision-making, program development, and future initiatives to support the health and well-being of communities in [county/city].

Among [county/city]'s XXXXX residents, **XX% live in low-income households** that are eligible for CalFresh Healthy Living programming. These residents are more likely than higher-income residents to experience barriers to good health. Among low-income residents of [county/city]:



XX% have access to a nearby supermarket.

XX% report that fresh fruits and vegetables are always affordable.

XX% can always find fresh fruits and vegetables.

XX% report being food secure.

During FFYXX, [LHD]'s CFHL interventions reached **XXXX individuals** through a combination of [Policy, Systems, and Environmental (PSE) change efforts, Direct Education (DE), and Indirect Education (IE) activities].

CFHL Transforms Communities through Policy, Systems, & Environmental (PSE) Changes

PSE interventions aim to transform communities by increasing access to healthy food and expanding opportunities for physical activity, creating conditions that enable SNAP-eligible populations to make healthy choices. In FFYXX, [LHD] planned and implemented PSE activities at **XX sites** in low-income communities across California. **XX (XX%)** of these sites reported **XX PSE changes adopted**, reaching **XXXX individuals**. The most common PSE approaches used were: (top 3 change topics):

Change Topic 1

[LHD] implemented **XX (topic) changes** adopted at **XX sites**.

(Topic) interventions were most commonly implemented in:

- List of most common settings
- List of most common settings
- List of most common settings

Key focus areas for (topic) interventions included:

- List of most common changes adopted
- List of most common changes adopted



This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP. This institution is an equal opportunity provider. Visit www.CalFreshHealthyLiving.org for healthy tips.

Matching up Canva & Excel

DATE: _____

A Snapshot of CalFresh Healthy Living in [county/city]



About [LHD] CalFresh Healthy Living

CalFresh Healthy Living (CFHL) promotes healthy lifestyles through nutrition and physical activity interventions delivered in low-income communities. This brief report provides an overview of the CFHL program activities implemented by [LHD] during Federal Fiscal Year (FFY) 20xx to inform decision-making, program development, and future initiatives to support the health and well-being of communities in [county/city].

Among [county/city]'s XXXXXX residents, XX% live in low-income households that are eligible for CalFresh Healthy Living programming. These residents are more likely than higher-income residents to experience barriers to good health. Among low-income residents of [county/city]:

- XX% have access to a nearby supermarket
- XX% report that fresh fruits and vegetables are always affordable
- XX% can always find fresh fruits and vegetables
- XX% report being food secure

During FFYXX, [LHD]'s CFHL interventions reached XXXX individuals through a combination of Policy, Systems, and Environmental (PSE) change efforts, Direct Education (DE), and Indirect Education (IE) activities.



File Home Insert Share Page Layout Formulas Data

Calibri (Body) 11 B

6

1 **About [LHD's] CalFresh Healthy Living**

2

3 **Table 1a. Population of [county/city] by poverty level**

4 Source: 2022 American Community Survey (ACS) 5-Year Estimates

	Number	% of total population
Population <185% FPL	10,080,150	26%
Population >=185% FPL	29,262,801	74%
Total	39,342,951	--

3

0 **California Community Obesity Profiles**

1 Use this link to find more county-level community data, like:

2 % of residents reporting food insecurity

3 % of residents with access to a nearby supermarket

4 <https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/SNAPedCountyProfileDashboard.aspx>

5

6 **Table 1b. Combined reach of LHD's PSE, DE, and IE activities**

	Reach
PSE	1,308,898
Direct education	164,462

8

9

> ≡ How to use 1_Community 2_PSE 3_Education

Matching up Community Data

1

Among [county/city] XXXXXX residents, XX% live in low-income households that are eligible for CalFresh Healthy Living programming. These residents are more likely than higher-income residents to experience barriers to good health. Among low-income residents of [county/city]:

2



- XX% have access to a nearby supermarket
- XX% report that fresh fruits and vegetables are always affordable
- XX% can always find fresh fruits and vegetables
- XX% report being food secure

3

During FFYXX, [LHD's] CFHL interventions reached XXXX individuals through a combination of [Policy, Systems, and Environmental (PSE) change efforts, Direct Education (DE), and Indirect Education (IE) activities]

3 **Table 1a. Population of [county/city] by poverty level**
 4 Source: 2022 American Community Survey (ACS) 5-Year Estimates

	Number	% of total population
5 Population <185% FPL	10,080,150	26%
7 Population >=185% FPL	29,262,801	74%
3 Total	39,342,951	--

0 **California Community Obesity Profiles**
 1 Use this link to find more county-level community data, like:
 2 % of residents reporting food insecurity
 3 % of residents with access to a nearby supermarket
 4 <https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/SNAPedCountyProfileDashboard.aspx>

16 **Table 1b. Combined reach of LHD's PSE, DE, and IE activities**

	Reach
18 PSE	1,308,898
19 Direct education	164,462
20 Indirect education (new)*	2,501,659
21 Indirect education (unique)*	1,670,182
22 Total	3,143,542

Things to think about as you customize your LHD's data story

Canva vs. Word

- Consider using the plain-text Word doc provided to draft text for your story

Audience

- Who is your audience?
- What information is most relevant to them?
- Do you have additional data (quantitative or qualitative) that would interest them?

Contents

- Is there a section or some text that isn't relevant to your LHD or audience?
- When the template gives space to add a list (e.g., common settings), do you want to list more/less than there's space for?
- Is there anything you want to add that we didn't think of?

Graphics

- Swap out graphics to tell your story! The last 2 pages of the template include some alternatives we pre-selected to fit common situations
- Do you want to include photos of your program in action?

Working with the toolkit, Part 2

About (your jurisdiction's) CalFresh Healthy Living

Things to think about in this section

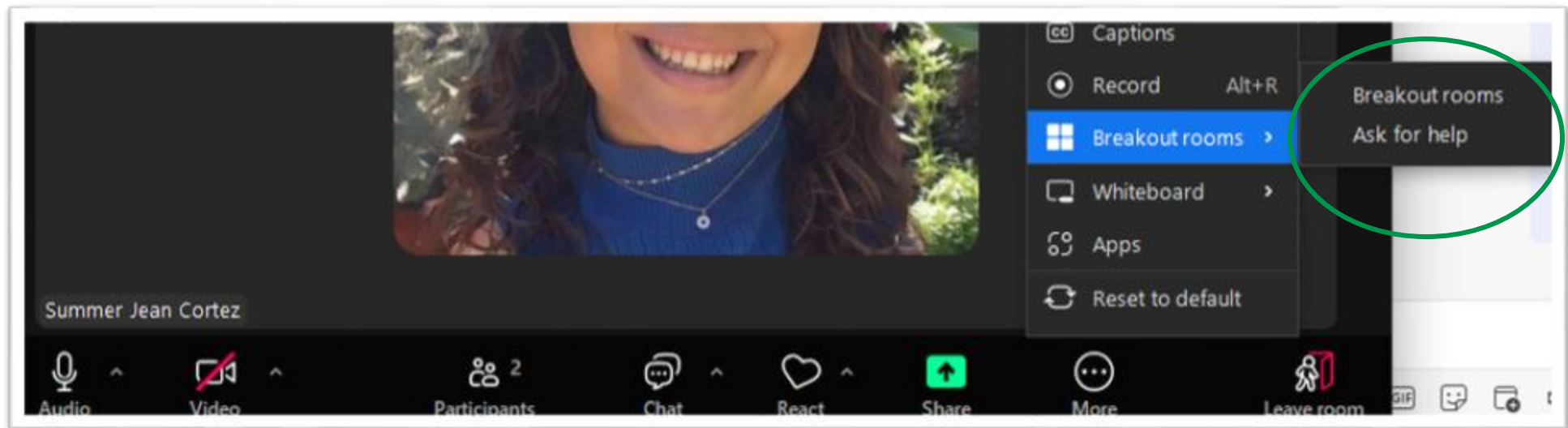
About (your jurisdiction's) CalFresh Healthy Living

- How do you want to frame the story of your LHD's CFHL program?
 - What community data points are most relevant?
 - Do you have other city/county data sources you might prefer to use?
 - Does the graphic in this section fit with your story?
- Make sure you update the last sentence to match your data!
 - For example, if you reported PSE and DE but no IE, remove the mention of IE.

During FFYXX, [LHD's] CFHL interventions reached **XXXX individuals** through a combination of [Policy, Systems, and Environmental (PSE) change efforts, Direct Education (DE), and Indirect Education (IE) activities].

Choosing breakout rooms and asking for help

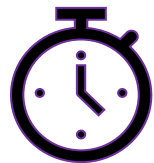
- Participants attending from the same LHD are encouraged to work together in a breakout room
- Folks who will be distracted by questions in the main room are encouraged to work in the 'Quiet' breakout room
- If you have a question while in a breakout room, use the 'ask for help' function



It's your turn!

About (your jurisdiction's) CalFresh Healthy Living

1. Open the Data Storytelling Template.
2. Save your own copy.
3. Open the “1_Community” tab in your Data Tables.
4. Find the relevant data and plug it in!
5. Delete elements as appropriate.



We will take **10 minutes** for this activity.

Working with the toolkit, Part 3

CFHL Education Gives Individuals the Knowledge and Skills to Make Healthy Choices

Things to think about in this section

CFHL Education Gives Individuals the Knowledge and Skills to Make Healthy Choices

- Are there parts of this section you should omit?
 - Did your LHD report both DE and IE?
 - Were there a small number of DE or IE activities reported (<5)?
 - Did your DE programs reach both youth and adults?
 - Check to see if summary statements need editing, too! Like this one:

CFHL provides education through classes that actively engage participants (direct education) as well as distribution of health education materials (indirect education).

- When entering settings for DE, would different icons be a better fit?

It's your turn!

1. Open the “3_Education” tab in your Data Tables.
2. Find the relevant data and plug it in!
3. Delete, move, or resize elements as appropriate.



We will take **15 minutes** for this activity.

Working with the toolkit, Part 4

CFHL Efforts are Making a Difference in (Your Jurisdiction)

Things to think about in this section

CFHL Efforts are Making a Difference in (Your Jurisdiction)

This section is where you can truly personalize the data story for your LHD!

- The templated content is there to help you get started but you decide if it's right for your LHD
- Data tables include data from:
 - LEAP, SLAQs, IOE, Adult DE Evaluation
 - Instead of including everything from data tables, choose **data points that meaningfully highlight your program successes**
 - If you add SLAQ data, be sure to **update the gauges** to match the SLAQ scores reported!

What else might you include here?



New strategies, partners, settings, etc.



Recognition: awards or media coverage



Qualitative information like participant quotes



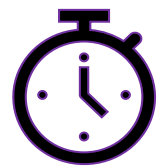
Data collected by your LHD but not reported to NPI



Anything your LHD is proud of and excited to share!

It's your turn!

1. Open the “5_Successes” tab in your Data Tables.
2. Find the relevant data and plug it in!
3. Consider what other data, like participant quotes, you might want to add. Jot down some notes!



We will take **10 minutes**
for this activity.

Working with the toolkit, Part 5

Choose your own adventure!

Things to think about in remaining sections

PSE

- You can shorten this section if you had a small number of PSE sites
 - Describe just one change topic (in the shaded boxes) or omit the shaded sections entirely

Partnerships & Coalitions

- Omit content that's not relevant
- Swap out icons to match your partner types and coalition member sectors

It's your turn!

1. Choose a section of the template that you want to work on.
2. Open the appropriate tab in your Data Tables.
3. Find the relevant data and plug it in!
4. Delete, move, or resize elements as appropriate.
5. Continue with other sections, if you have time!



We will take **15 minutes** for this activity.

Finalizing and sharing your data story

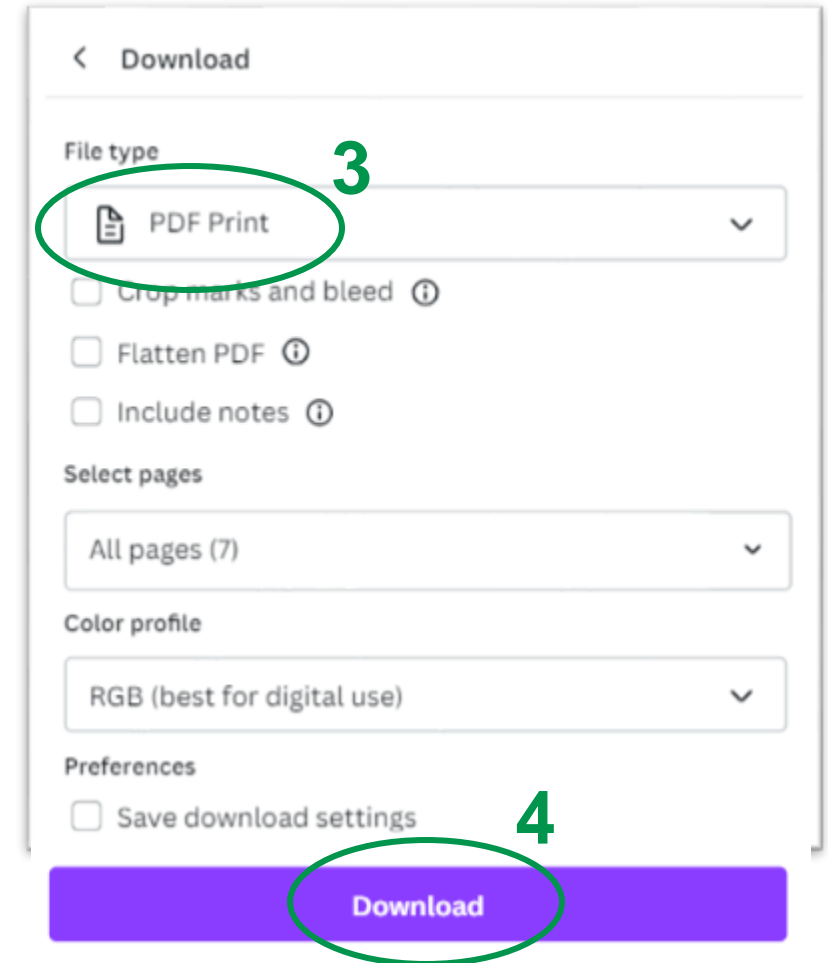
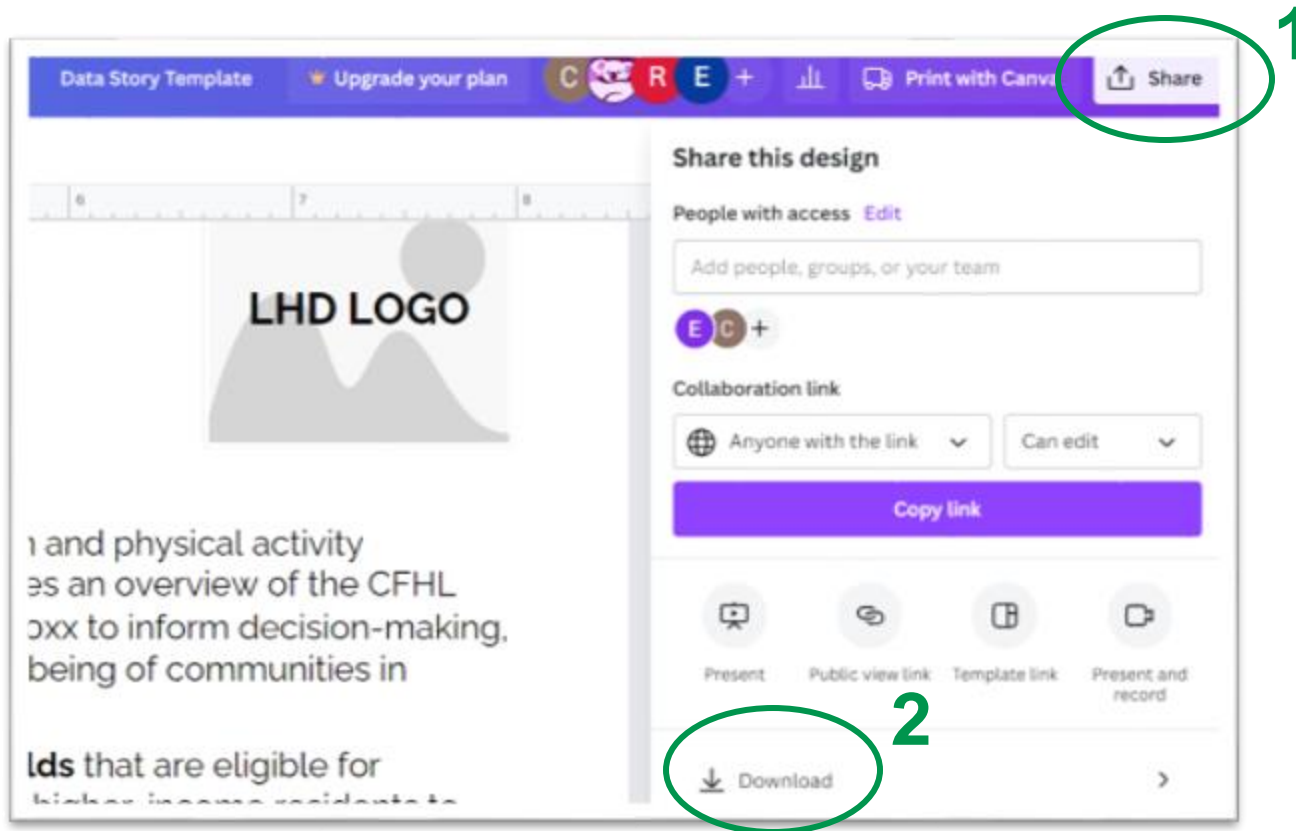
Don't forget to do a final review!

In addition to standard proofreading, check that:

- Data has been accurately transferred from Excel to Canva
- Content you intended to remove is truly gone (esp. graphic elements)
- Brackets and other indicators of placeholders have been removed
- Gauges or other data visualizations are updated to reflect your data
- Page numbers are updated, as needed

Exporting from Canva

[Share > Download > Select File Type > Download]



Ensuring Section 508 Compliance of your Data Story

The *Data Story Template* has been formatted to adhere to [CFHL branding standards](#) and [Section 508 best practice](#)

- Ensuring compliance of your **printed** data story:
 - If no new elements were introduced, no adjustments are needed!
 - If you added new graphics or text boxes, please consider their accessibility/branding
- Ensuring compliance of your **digitally shared** data story:
 - After exporting from Canva you should check the logical reading order and tags of the document's attributes in Adobe, as you would any PDF
 - Ensure any photos you've added have appropriate alt-text
 - Need support? [This video \(runtime 7:49\)](#) walks through accessible PDF finalization!

1:1 Technical Assistance is Available!

Need additional support...

- Getting started?
- Tailoring your data story to specific stakeholders?
- Finalizing your report for digital accessibility?

Submit our [TA Request form](#) to schedule a TA session with our team!



Poll #2:

After this training, do you/does your LHD team intend to create a data story product about your LHD's CFHL program?

Please share your products with us!

Tell us how you're using the toolkit!

We are creating a repository of LHD data story products!

- To submit your products:
 - Upload products through a Qualtrics survey, linked on our [Data Storytelling Toolkit web-page](#)
 - Let us know on the survey if you don't want your pieces to be shared in the repository
- To view other LHD products:
 - Visit the Repository, linked on our [Data Storytelling Toolkit web-page](#)

Coming later this summer!

- Do you want to learn more about how to tailor your evaluation and data communications for different stakeholder groups?
- A new webinar focused on exactly this is planned for later this summer. Stay tuned for details!



Questions?