PEER Africa Forum 2018

Session: “Catering Communications for Stakeholders: Best Practices”

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Communicating Stakeholders in a Compelling Way

Presentation Will cover:

- GINKS and What we do
- GINKS Partnership with VakaYiko
- EIPM Toolkit
- Module 4 – Communicating Evidence
- Problem/Issue with Research Communication
- Infographics and Data Visualisation
- Partnership/Collaboration
Ghana Information Network for Knowledge Sharing (GINKS) works as a network of individuals and organizations sharing information and knowledge through Information and Communication Technology (ICT) and Evidence-informed Policy Making (EIPM).
WHAT WE DO

- ICT in Health, Education, Agriculture, Gender and Youth
- Evidence-informed Policy Making (EIPM)
- Research
- Advocacy and Lobbying on ICT and EIPM
OUR FOCUS - EIPM

- EIPM activities aim at increasing the uptake of research in policy making
- Policymakers are equipped with necessary resources that position them to assimilate evidence into policies
- Seeks to fill the information gap that exists between policymakers and researchers.
PARTNERSHIP WITH VAKAYIKO AND INASP

- What is VakaYiko
- Ghana - Civil Service Training Centre (CSTC), Parliament, and Ghana Institute of Management and Public Administration (GIMPA)
- Zimbabwe - Parliament, Ministry of Youth, and Ministry of Industry & Commerce
- South Africa - Department of Environmental Affairs
- Uganda - Parliament
COMMUNICATING EVIDENCE

TOPIC 1
Know your audience

TOPIC 2
Designing effective messages

TOPIC 3
Developing effective written communications

Optional Topic B:
Oral communications

Optional Topic B:
Infographics, multimedia and data visualisation
PROBLEM/ISSUE WITH RESEARCH COMMUNICATION

- Demystifying the Content of Heavy Research Findings
- Synthesizing Long Research Projects
INFOGRAPHICS VS DATA VISUALISATIONS

An Infographics is “a self-contained visual story presenting information, data or knowledge clear, with meaning and context and without bias. Infographics use visuals to tell a story or relay a key message”.
INFOGRAPHICS VS DATA VISUALISATIONS

Data visualisations showcase data or information in visual form. At the simplest level, a data visualisation could be:

- a graph or chart
- a timeline
- a map
- an illustration.
INFOGRAPHICS AND DATA VISUALISATIONS

Charts and graphs
Criteria: data set
Good for: visualising relationships between data — e.g. trends/comparisons

Illustration
Criteria: concept, idea or process
Good for: visualising and simplifying qualitative information

Timeline
Criteria: series of events/data at regular time periods
Good for: showing changes over time

Map based
Criteria: data/information linked to multiple locations
Good for: showing geographical trends/distribution

Infographic
Criteria: data set with a clear message
Good for: highlighting a surprising piece of data, a key message or visualising a research finding

Narrative infographic
Criteria: data/information that tells a self-contained story
Good for: summarising a piece of research/concept/process succinctly

Source: Taken from an internal ODI Infographic guide
BENEFITS OF INFOGRAPHICS

- Infographics Are Eye-Catching
- Infographics Get Shared More
- They Increase Brand Awareness & Reach
- They Improve Search Engine Optimization (SEO)
- Infographics Help You Connect With Your Audience
HOW TO CREATE A GOOD INFOGRAPHIC OUT OF YOUR RESEARCH PROJECT

- Create a story
- Think of the big idea
- Think of your audience and what they expect from an infographic.
- Select a tool to do it
- Visual, always visual
INFOGRAPHICS CHECKLIST

Check list:
✓ Have you double-checked the data is correct?
✓ Does someone else understand the infographic without prior explanation?
✓ Is the design easy to follow?
✓ Would additional context help improve the story?
✓ Does the title frame the content correctly?
✓ Is the story presented self-contained?

Source: internal ODI Infographic guide
PARTNERSHIP AND COLLABORATION

We are pleased to discuss future partnership/Collaboration

- All 4 Modules
- Selected Modules
- Adapt aspects of modules to specific needs
RESOURCES

- **Piktochart**: A free online tool to develop charts and infographics [http://piktochart.com/](http://piktochart.com/)

- **Visual.ly**: A tool that also allows you to see what others are doing and share your content. [http://www.easel.ly/](http://www.easel.ly/)

- **Google Fusion tablets**: You can use this tool to turn data into charts or maps and customise as you need. [http://www.google.com/drive/apps.html#fusiontables](http://www.google.com/drive/apps.html#fusiontables)

- **Tableau public**: A free tool to create more dynamic data visualisations [http://www.tableau.com/public/](http://www.tableau.com/public/)
RESOURCES

- **Datawrapper**: Another data visualisation tool for creating maps and charts [https://datawrapper.de/](https://datawrapper.de/)

- **Tiki-toki**: Helps you to develop timelines [http://www.tiki-toki.com](http://www.tiki-toki.com)

Thank you

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