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**

WHO WE ARE

- 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)

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WHAT WE DO

- ICT in Health, Education, Agriculture, Gender and Youth

- Evidence-informed Policy Making (EIPM)

- Research

- Advocacy and Lobbying on ICT and EIPM

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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.

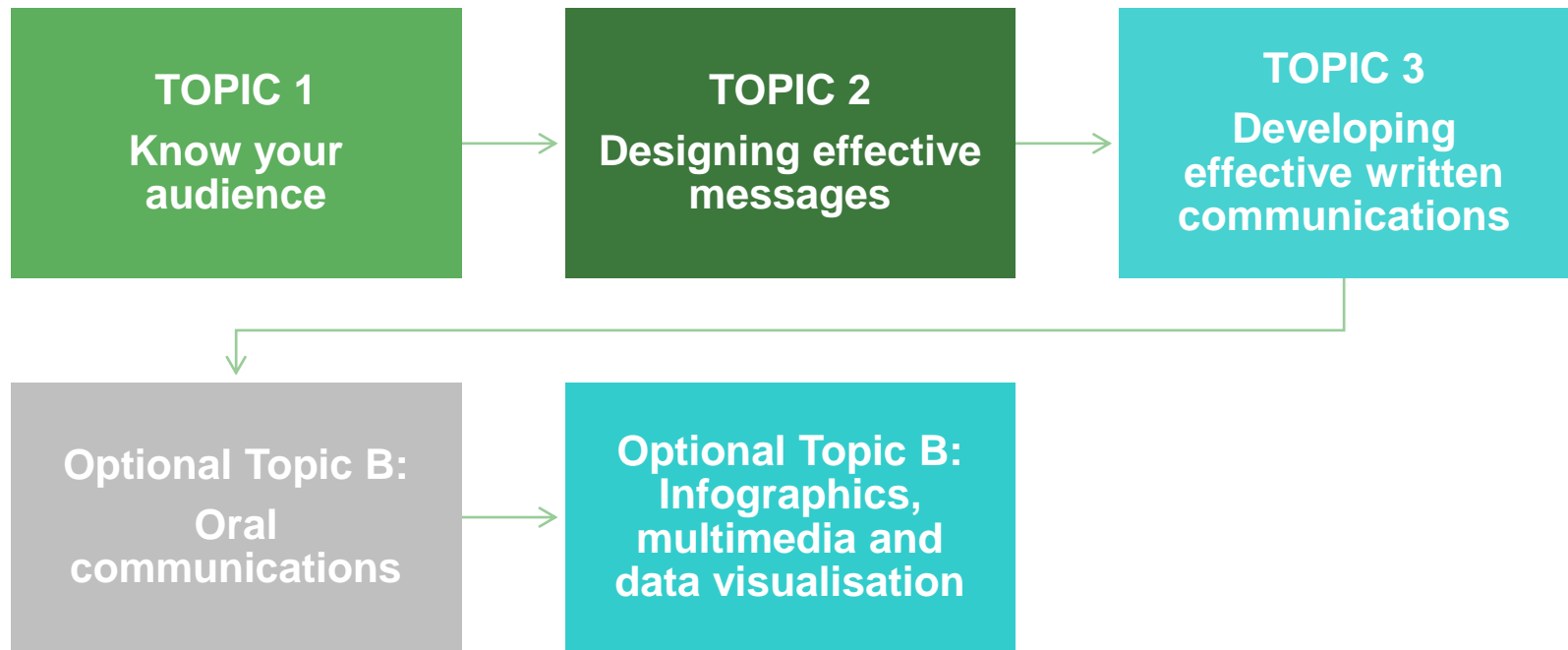**ginks**

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

EIPM TOOLKIT

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

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PROBLEM/ISSUE WITH RESEARCH COMMUNICATION

- Demystifying the Content of Heavy Research Findings
- Synthesizing Long Research Projects

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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".
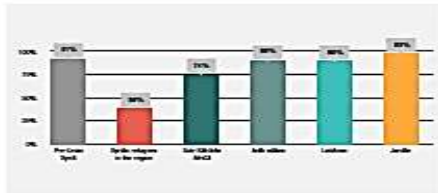
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INFOGRAPHICS VS DATA VISUALISATIONS

- **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.

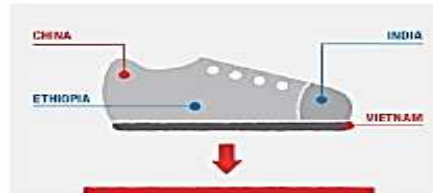**ginks**

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

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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

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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?

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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

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RESOURCES

- **Piktochart**: A free online tool to develop charts and infographics *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/*

- **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*

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

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RESURCES

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

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

- For further resources and how to guides visit: http://onthinktanks.org/tag/data-visualisation/ and http://www.ttdatavis.onthinktanks.org/data-visualisation-resources/

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Thank you

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