

Briefing

Fulfilling Lives

Supporting people with multiple needs

Visualising data using infographics

Summary of webinar held on 25th October 2018

November 2018

About Fulfilling Lives (Multiple Needs)

Big Lottery Fund are investing up to £112million over eight years to better support people with multiple needs. These are defined as people experiencing two or more of: homelessness, reoffending, substance misuse and mental ill-health. Voluntary sector-led partnerships in 12 areas of England are working to provide more person-centred and co-ordinated services. Partnerships were awarded funding in February 2014 and began working with beneficiaries between May and December 2014. The programme runs until 2022.

CFE Research and the University of Sheffield have been commissioned by the Big Lottery Fund to carry out a national evaluation of the programme. This report has been produced as part of the national evaluation.

This briefing is one of a series of publications from the national evaluation. Publications include:

Findings: Results and insights from the national evaluation.

Inspiration and Ideas: Case studies and stories

Briefings: Providing information about aspects of multiple needs

Practice guides: suggestions, tips, learning and advice from Fulfilling Lives projects.

Annual reviews: A summary of evaluation activity and insights from the past year.

You can find all the publications and further information about the evaluation at www.mcnevaluation.org.uk



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About this Briefing

This Briefing summarises key points from the webinar held on 25th October 2018 entitled 'Maximising the impact of evaluation findings: visualising data using infographics'.

The Briefing provides links to key resources and further information referred to in the webinar.

Who should read the Briefing

The Briefing is aimed at those involved in sharing the learning and evaluation findings from the Fulfilling Lives: supporting people with multiple needs programme but may also be of interest to anyone looking to enhance their evaluation communication using data visualisation and infographics.

Some data presentation basics

Rachel Moreton, Associate Director at CFE Research, began with a brief reminder of some data presentation basics.

- Identify the key point you want to make. Does your data say something interesting?
- Consider the best format to get your message across. This could be a table, chart or infographic but sometimes a narrative description might do the job just as well, if not better. Use visualisations to aid understanding.
- Show the data – take care not to distort or hide the data, for example through unnecessary decoration.
- Keep it simple – strip out any design elements that are not actively contributing to communicating your key point. This includes unnecessary shading and gridlines. Use colour intentionally to direct attention.

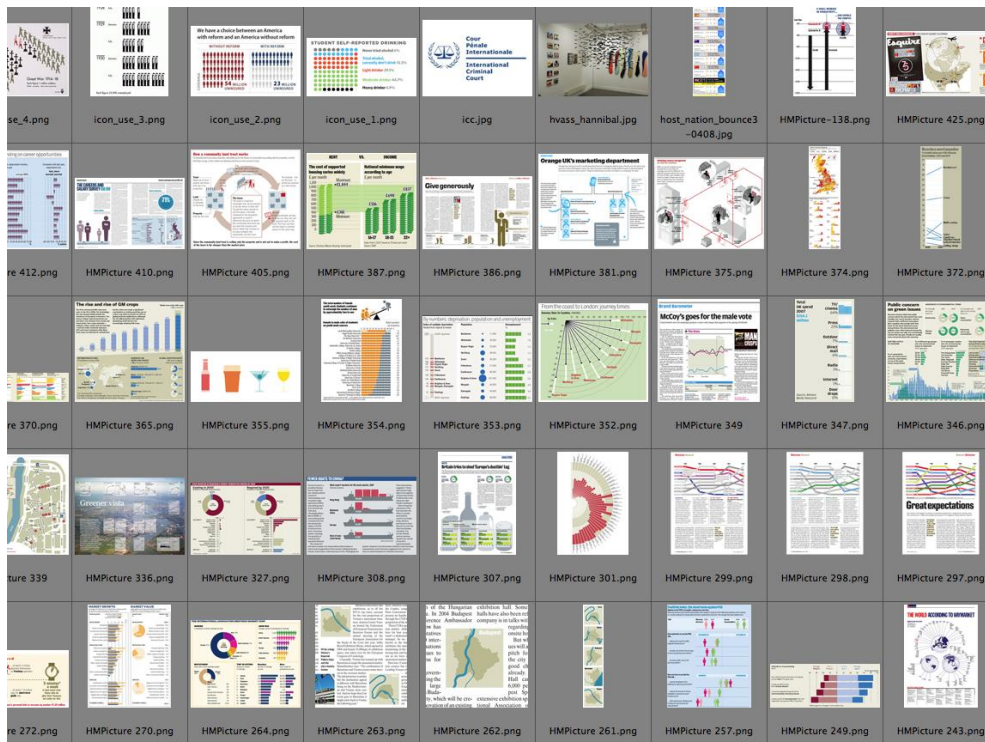
7 things to think about

Lulu Pinney, freelance infographic and data visualisation trainer, outlined 7 key considerations for creating infographics and visualisations that engage audiences with evaluation findings.

1. They are useful – they can aid understanding and be engaging too.
2. They are a form of communication – consider what you want your audience to take away from the visualisation or infographic.
3. You can only meaningfully visualise things if they have something in common – concentrate on finding and visualising this before you visualise the subject matter.
4. Different platforms require different solutions – think about how your visualisations could be used in a presentation, in reports or on social media.
5. Write down what you are trying to do before you do it – who is it for, what do you want them to take away, where will it be published, is it part of other coverage. Include sketches and consider time, resources and skills available.
6. It is *visual* communication – so pay attention to graphic design principles.
7. Make sure the tool is doing what you want it to do (not the other way around).

And finally, have a go!

For further information contact: contact@lulupinney.co.uk



Compile a collection of data visualisations to use as inspiration

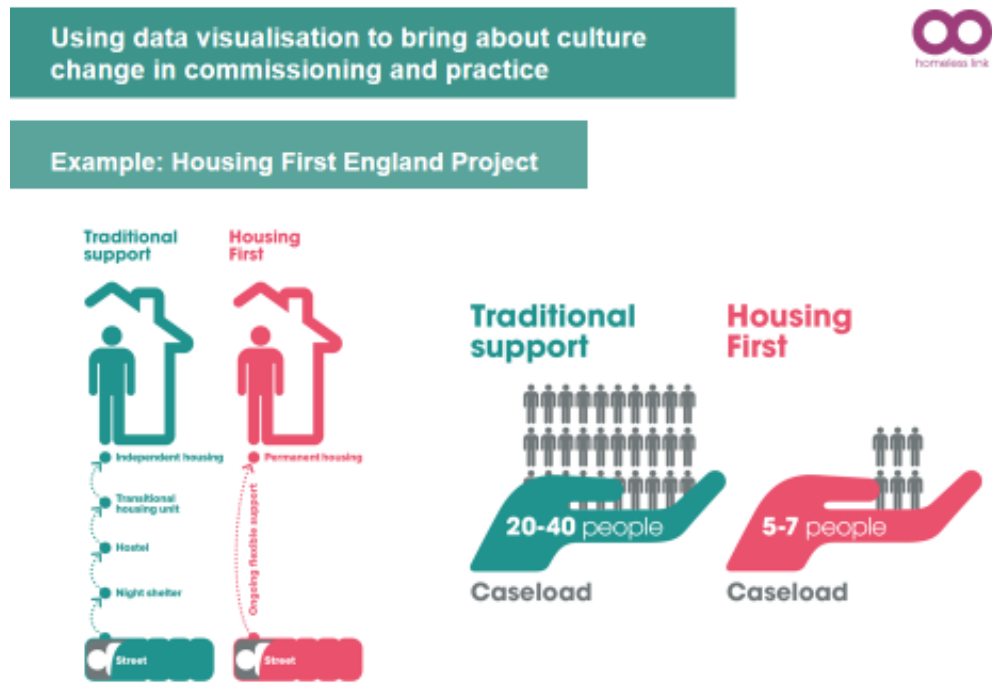
Using data visualisation at Homeless Link

Jennifer Harris, Research Manager at Homeless Link, gave examples of how they have put data visualisation to work in campaigning for policy change on behalf of people who are homeless or who live with housing, care and support needs. Jennifer highlighted how data visualisation can be used to:

- Help communicate key research findings to audiences who are unlikely to read a full report. For example, see [The Picture of Housing First in England](#).
- Generate interest in a particular topic or research study.
- Re-enforce key messages.
- Provide accessible illustrations of complex models.
- Motivate and inspire services to explore different approaches to delivery, for example, see [Housing First in England: The Principles](#).
- Serve as an internal learning exercise.

[Interactive tools](#) embedded on the Homeless Link website make data from government reports much more accessible and useful to charities, researchers and the press.

For further information contact: Jennifer.Harris@homelesslink.org.uk



Infographic contrasting Housing First with traditional support

Resources

Ideas and examples

The Office for National Statistics uses a range of visualisations, many of them interactive, to communicate its statistics and is a great source of ideas and inspiration. For example, see [reporting of baby name statistics](#).

Infographics and visualisations from The National Records of Scotland can be found [here](#), including an [example of a document created with Inkscape](#) (see Tools below).

The [Scottish Health Survey summary](#) provides a good example of using infographics to summarise key messages – a visual executive summary – at the start of a report, as does ScotCen’s [Public Attitudes to Inequality](#) report.

Join things like [#makeovermonday](#) or [#SWDchallenge](#) as an excuse to practise.

Online guidance

The Government Statistical Service provides guidance on [designing effective graphs and tables](#).

The Office for National Statistics’ [Infographic Guidelines](#) are also helpful.

Commissioned by the Wellcome Trust, [Poster design: A practical guide for researchers](#) provides a good introduction to graphic design, with guidance on topics such as text, colour and layout as well as imagery including data visualization.

Illustrated data visualization case studies of design tips can be found here: <https://blog.datawrapper.de/category/thoughts-how-to-s/> and here: <http://www.visualisingdata.com/2016/03/little-visualisation-design>

Tools

Tools mentioned in the presentations are:

<https://infogram.com/>

<https://www.datawrapper.de/>

<https://www.tableau.com/>

<https://inkscape.org/en/>

Sources of icons include:

<https://thenounproject.com/>

<http://flaticon.com/>

Lulu recommends [this resource](#) from Andy Kirk/Visualising Data, if ever you want to go and find out more about a tool you've heard someone talking about.

If you work with just quantitative data, see also [this tool](#) for help deciding on which chart types you can create from the different tools available (also from Andy Kirk/Visualising Data).

Books

Edward R. Tufte's classic book on data visualisation: The Visual Display of Quantitative Information https://www.edwardtufte.com/tufte/books_vdqi

Effective Data Visualization and Presenting Data Effectively, both by Stephanie Evergreen <https://stephanieevergreen.com/books/>

Innovative Evaluation Reporting by Kylie Hutchinson
https://www.betterevaluation.org/en/resources/guide/a_short_primer_on_innovative_evaluation_reporting