How To

- Shows the steps involved in creating something.
- Example what exit destination users should select.
- Examples in HMIS Adminland: User manual quick reference sheet (e.g., Create a Client)

Source

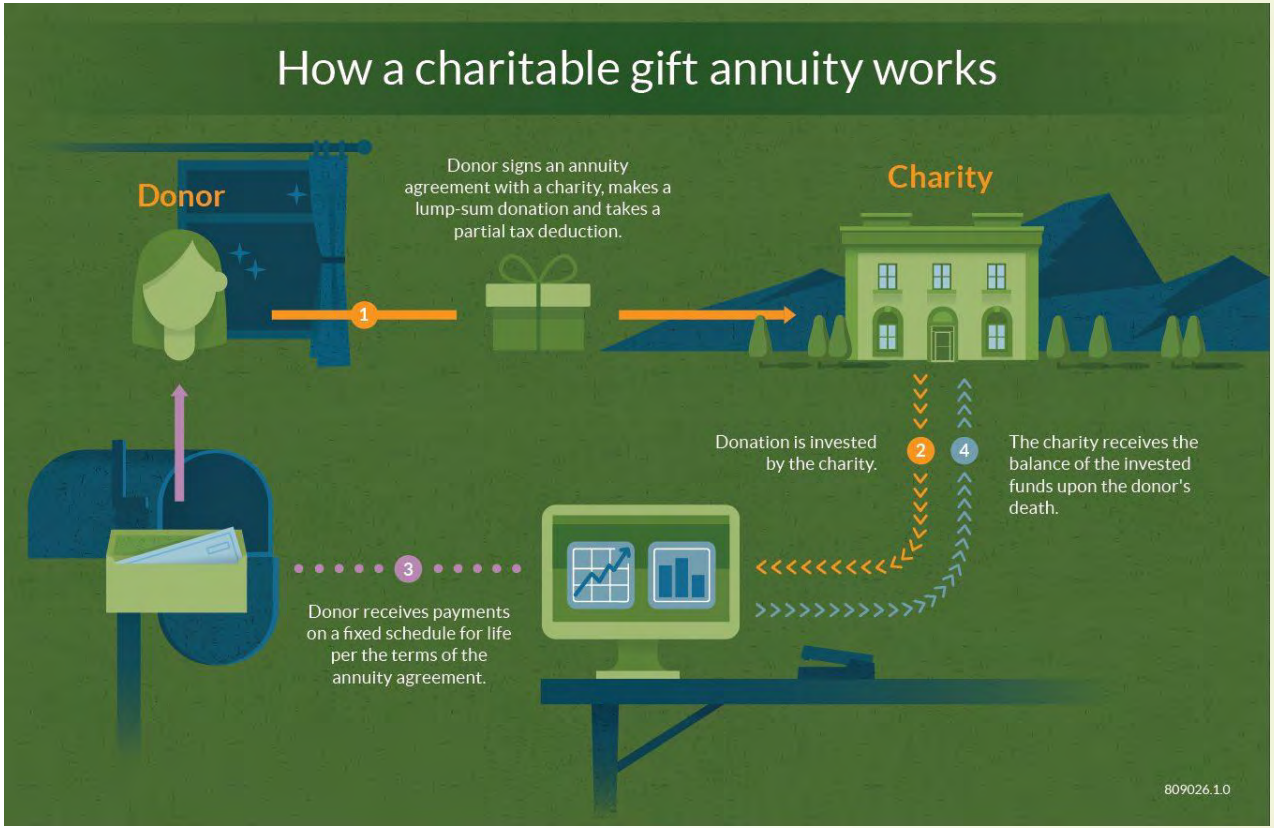
HOW TO BRING YOUR DOG HOME
1
SECURE YOUR DOG IN YOUR CAR
Try using a car grid or dog harness that secures your dog using a seatbelt. Find the right option for the size of your dog.
Other options include having a person in the back with the dog, using a crate inside the vehicle, using a harness/grid.
2
DRIVE SAFE AND SLOW
On the way home, opt for streets over freeways and drive extra cautiously.
Dogs not used to travelling can get motion sickness.
3
OPEN A WINDOW SLIGHTLY
to allow fresh air to circulate the car. Don't open the window wide in case it
4
MAKE REGULAR STOPS
so your pet can stretch its legs, release pent up energy and drink water if it's a

Source

Process

- A flow chart or decision-tree
- This could be a visual way to present the flow of questions in HMIS or PIT data collection.
- Examples in HMIS Adminland: Selecting an appropriate exit destination; visualize data entry workflow

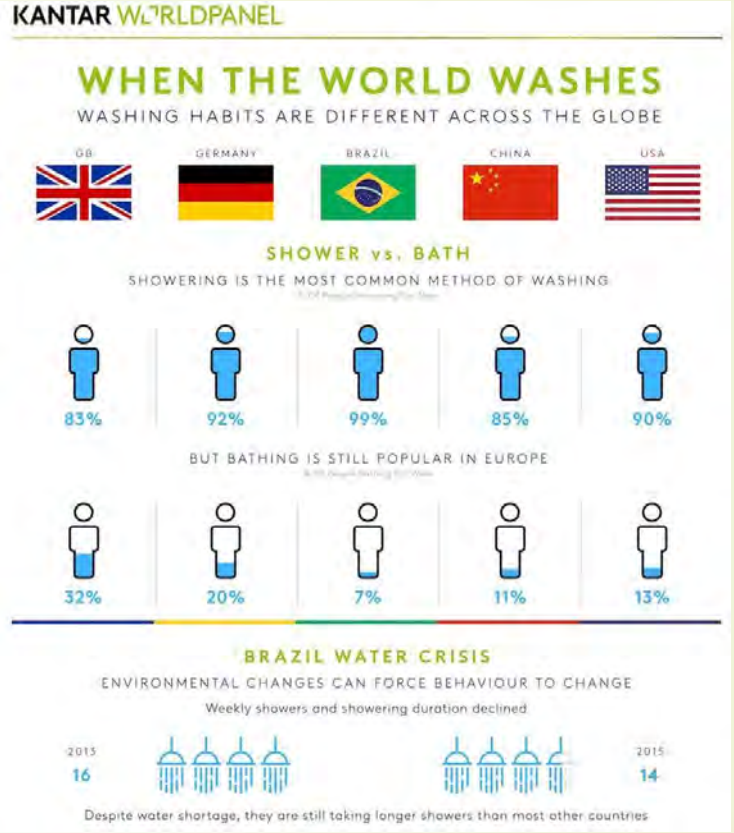
Source


How a charitable gift annuity works
Donor
Donor signs an annuity agreement with a charity, makes a lump-sum donation and takes a partial tax deduction.
Charity
1
Donation is invested by the charity.
2
4
The charity receives the balance of the invested funds upon the donor's death.
3
Donor receives payments on a fixed schedule for life per the terms of the annuity agreement.
809026.1.0

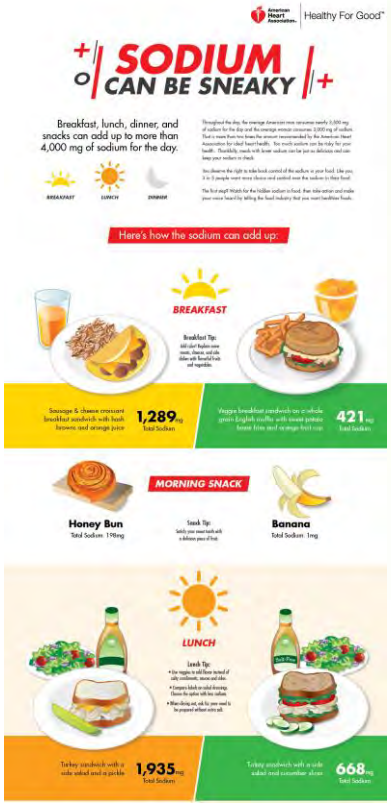
Source

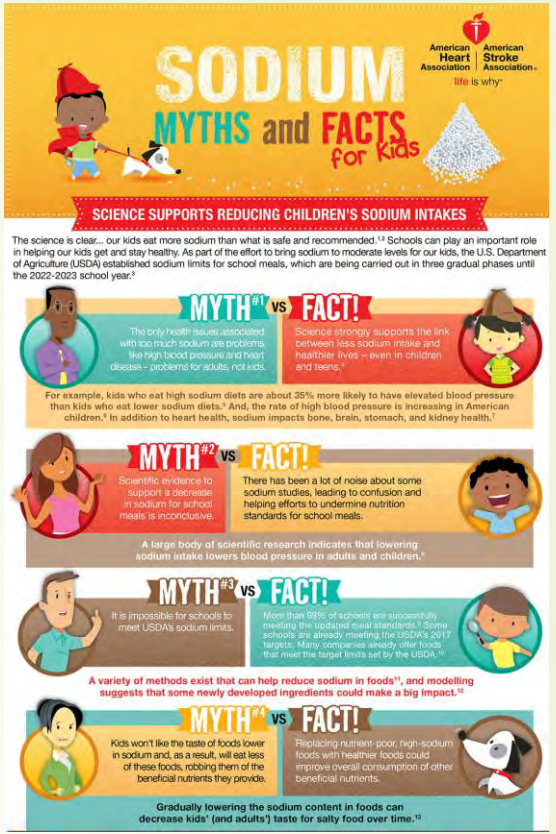
Comparison

- This infographic compares between two products, people, ideas, things, events or place.
- Examples in HMIS Adminland: Demographic information by project, PIT city/area where staying, PIT year-over-year



Source

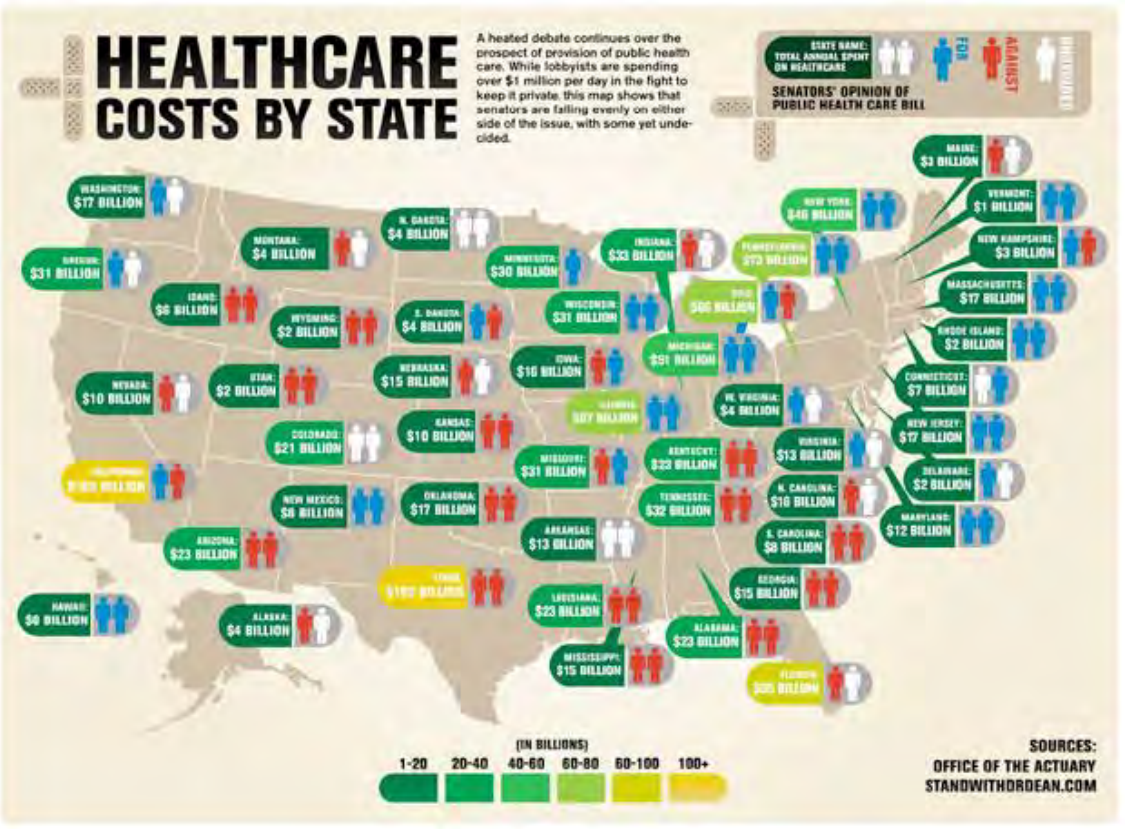

Healthy For Good™
SODIUM CAN BE SNEAKY
Breakfast, lunch, dinner, and snacks can add up to more than 4,000 mg of sodium for the day.
Here's how the sodium can add up:
BREAKFAST
Sausage & cheese croissant breakfast sandwich with hash browns and orange juice
1,289mg Total Sodium
Veggie breakfast sandwich on a whole grain English muffin with sweet potato home fries and orange fruit cup
421mg Total Sodium
MORNING SNACK
Honey Bun
Total Sodium: 190mg
Banana
Total Sodium: 1mg
LUNCH
Turkey sandwich with a side salad and a pickle
1,935mg Total Sodium
Turkey sandwich with a side salad and cucumber slices
668mg Total Sodium


SODIUM
MYTHS and FACTS for Kids
American Heart Association
American Stroke Association
life is why
SCIENCE SUPPORTS REDUCING CHILDREN'S SODIUM INTAKES
The science is clear... our kids eat more sodium than what is safe and recommended.[1,2] Schools can play an important role in helping our kids get and stay healthy. As part of the effort to bring sodium to moderate levels for our kids, the U.S. Department of Agriculture (USDA) established sodium limits for school meals, which are being carried out in three gradual phases until the 2022-2023 school year.[3]
MYTH #1 vs FACT!
The only health issues associated with too much sodium are problems like high blood pressure and heart disease – problems for adults, not kids.
Science strongly supports the link between less sodium intake and healthier lives – even in children and teens.[4]
For example, kids who eat high sodium diets are about 35% more likely to have elevated blood pressure than kids who eat lower sodium diets.[5] And, the rate of high blood pressure is increasing in American children.[6] In addition to heart health, sodium impacts bone, brain, stomach, and kidney health.[7]
MYTH #2 vs FACT!
Scientific evidence to support a decrease in sodium for school meals is inconclusive.
There has been a lot of noise about some sodium studies, leading to confusion and helping efforts to undermine nutrition standards for school meals.
A large body of scientific research indicates that lowering sodium intake lowers blood pressure in adults and children.[8]
MYTH #3 vs FACT!
It is impossible for schools to meet USDA's sodium limits.
More than 99% of schools are successfully meeting the updated meal standards.[9] Some schools are already meeting the USDA's 2017 targets. Many companies already offer foods that meet the target limits set by the USDA.[10]
A variety of methods exist that can help reduce sodium in foods[11], and modelling suggests that some newly developed ingredients could make a big impact.[12]
MYTH #4 vs FACT!
Kids won't like the taste of foods lower in sodium and, as a result, will eat less of these foods, robbing them of the beneficial nutrients they provide.
Replacing nutrient-poor, high-sodium foods with healthier foods could improve overall consumption of other beneficial nutrients.
Gradually lowering the sodium content in foods can decrease kids' (and adults') taste for salty food over time.[13]

Source

Location

- Visually communicate trends across a region. Think local, national or global.
- Examples in HMIS Adminland: PIT counts across the county or state, Emergency Shelters across a large geographic area, Coordinated Entry Access Points



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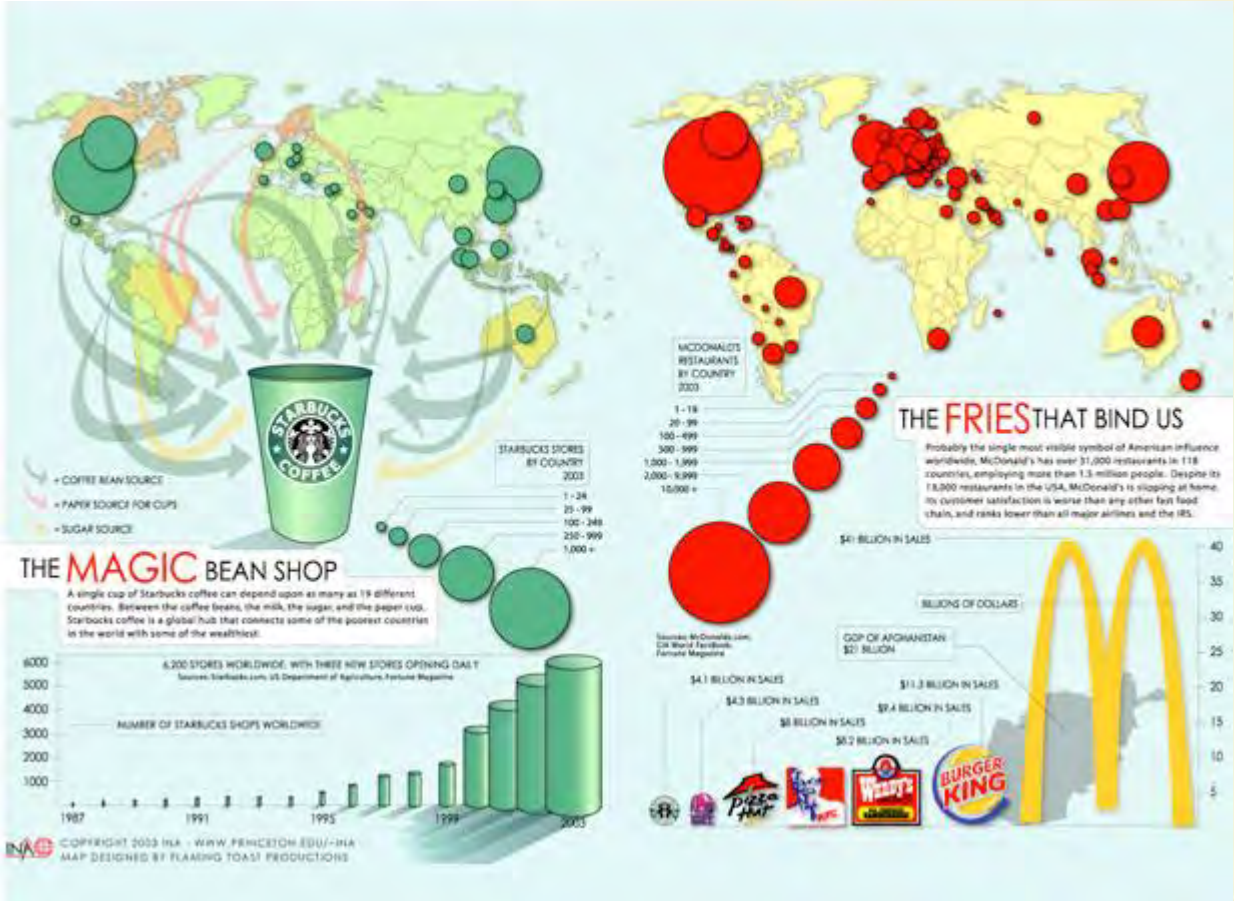
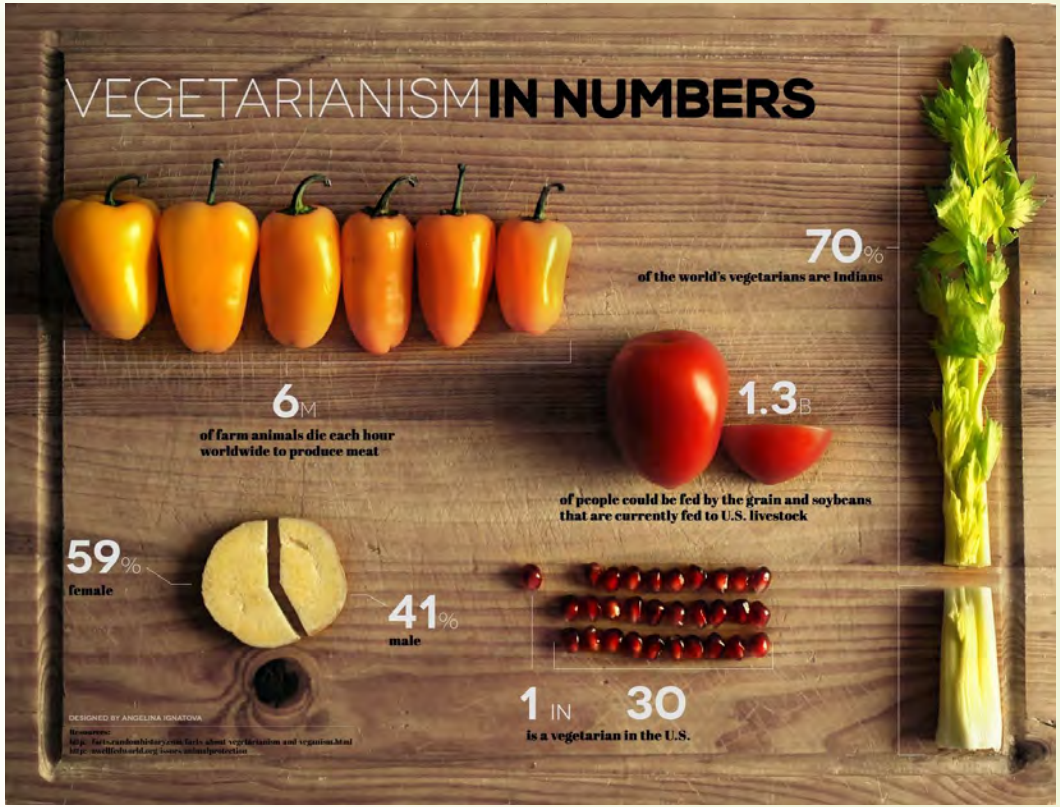

THE MAGIC BEAN SHOP
A single cup of Starbucks coffee can depend upon as many as 19 different countries. Between the coffee beans, the milk, the sugar, and the paper cup, Starbucks coffee is a global hub that connects some of the poorest countries in the world with some of the wealthiest.
+ COFFEE BEAN SOURCE
+ PAPER SOURCE FOR CUPS
+ SUGAR SOURCE
STARBUCKS STORES BY COUNTRY 2003
1 - 24
25 - 99
100 - 249
250 - 999
1,000 +
6,200 STORES WORLDWIDE, WITH THREE NEW STORES OPENING DAILY
NUMBER OF STARBUCKS SHOPS WORLDWIDE
6000
5000
4000
3000
2000
1000
1987
1991
1995
1999
2003
COPYRIGHT 2003 INA - WWW.PRINCETON.EDU/~INA
MAP DESIGNED BY FLAMING TOAST PRODUCTIONS
MCDONALDS RESTAURANTS BY COUNTRY 2003
1 - 19
20 - 99
100 - 499
500 - 999
1,000 - 1,999
2,000 - 9,999
10,000 +
THE FRIES THAT BIND US
Probably the single most visible symbol of American influence worldwide, McDonald's has over 31,000 restaurants in 118 countries, employing more than 1.5 million people. Despite its 18,000 restaurants in the USA, McDonald's is slipping at home. Its customer satisfaction is worse than any other fast food chain, and ranks lower than all major airlines and the IRS.
$41 BILLION IN SALES
BILLIONS OF DOLLARS
GDP OF AFGHANISTAN $21 BILLION
$4.1 BILLION IN SALES
$4.3 BILLION IN SALES
$8 BILLION IN SALES
$8.2 BILLION IN SALES
$11.3 BILLION IN SALES
$9.4 BILLION IN SALES
40
35
30
25
20
15
10
5
BURGER KING

Source

Photo-Graphic

- It's a combination of images and graphic elements like line charts, icons or text.
- Examples in HMIS Adminland: Donation/Support/Volunteer requests, other visuals that need to draw the public in to garner help/involvement



Source

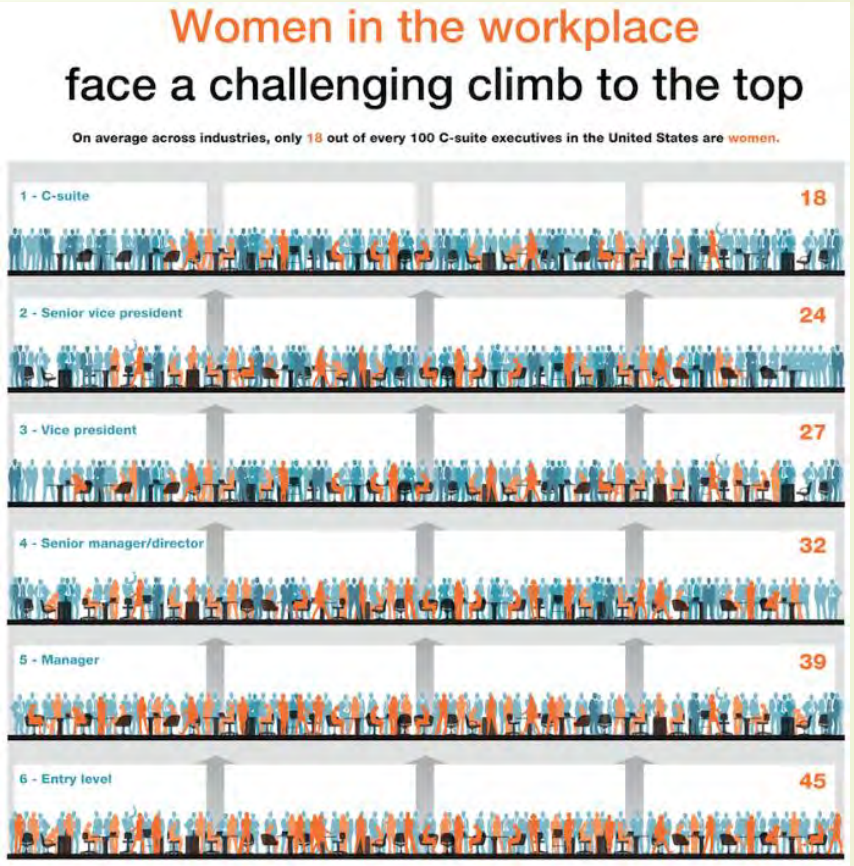
BOSTON RED SOX
FENWAY FRANK
STADIUM FENWAY PARK
STADIUM PRICE $4.50
HOMEMADE PRICE $1.52
CALORIES 344
CHICAGO CUBS
CHICAGO-STYLE DOG
STADIUM WRIGLEY FIELD
STADIUM PRICE $5.00
HOMEMADE PRICE $2.87
CALORIES 336
LOS ANGELES DODGERS
DODGER DOG
STADIUM DODGER STADIUM
STADIUM PRICE $5.00
HOMEMADE PRICE $1.40
CALORIES 423
NEW YORK YANKEES
NATHANS HOT DOG
STADIUM YANKEE STADIUM
STADIUM PRICE $3.00
HOMEMADE PRICE $2.34
CALORIES 485
EVERY DOG
HAS ITS DAY
The National Hot Dog & Sausage Council—yes there is an official council—estimates that baseball fans will consume more than 20 million hot dogs over the course of the 2013 Major League Baseball season. Hey, we're not here to judge, we can't resist a juicy dog either. Take a look at all the calories, and dollars, that a splurge at the park can cost you.
★ HOT DOG ETIQUETTE ★
According to the National Hot Dog & Sausage Council:
1 Don't use ketchup on your hot dog after the age of 18. Mustard, relish, onions, cheese, and chili are acceptable.
2 Condiments remaining on the fingers after eating a hot dog should be licked away, not washed off.
INGREDIENTS
Bun
Hot Dog
Poppy Seed Bun
Onion
Tomato
Sport Pepper
Pickle
Relish
Mustard
Celery Salt
Sauerkraut
Chili
Cheese
SOURCES: HOT-DOG.ORG, THECALORIECOUNTER.COM, STATISTA.COM
COUPON CABIN.com

Source

Hierarchical

- Organizes information into levels, like the food pyramid. Levels could represent: importance, level of difficulty, income level, etc.
- The key function of this chart is show the relation between each level.
- Example in HMIS Adminland: public-facing: What a Client Needs (Maslow's Hierarchy of Needs), Diversity within levels of an organization, Diversity within Project Types

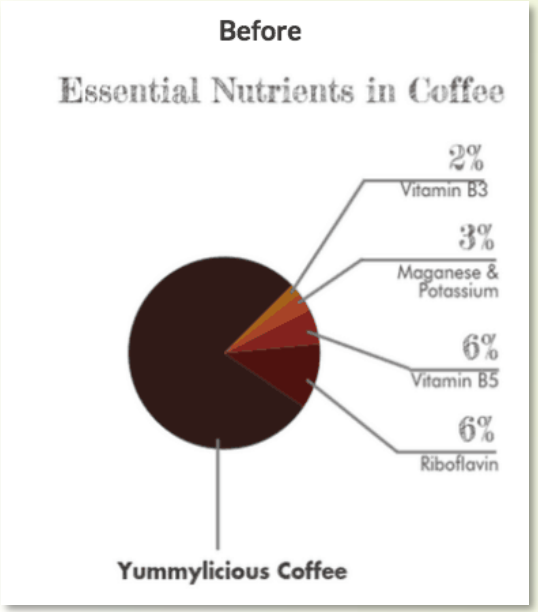
Source



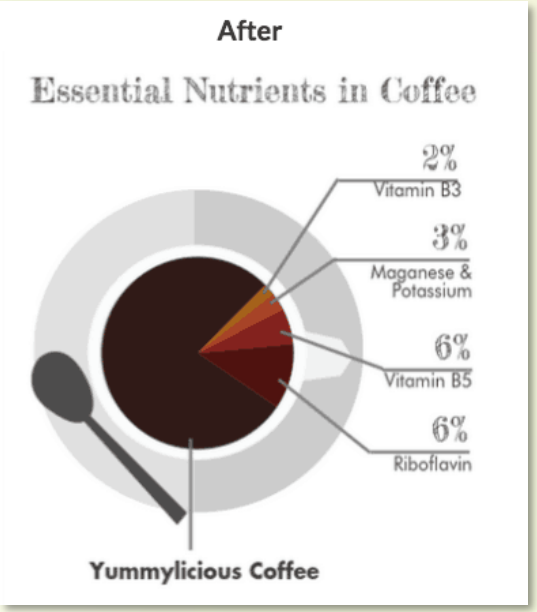
Single Chart

- Use one chart as the focal point.
- When compared to a one-chart data viz, a single chart infographic takes presenting the data to a new visual level. You can use shapes and other graphic elements to communicate data without making your consumer read it.
- Examples in HMIS Adminland: best used for social media shares because the intent is quickly consumable.

One-chart data viz



One-chart data infographic



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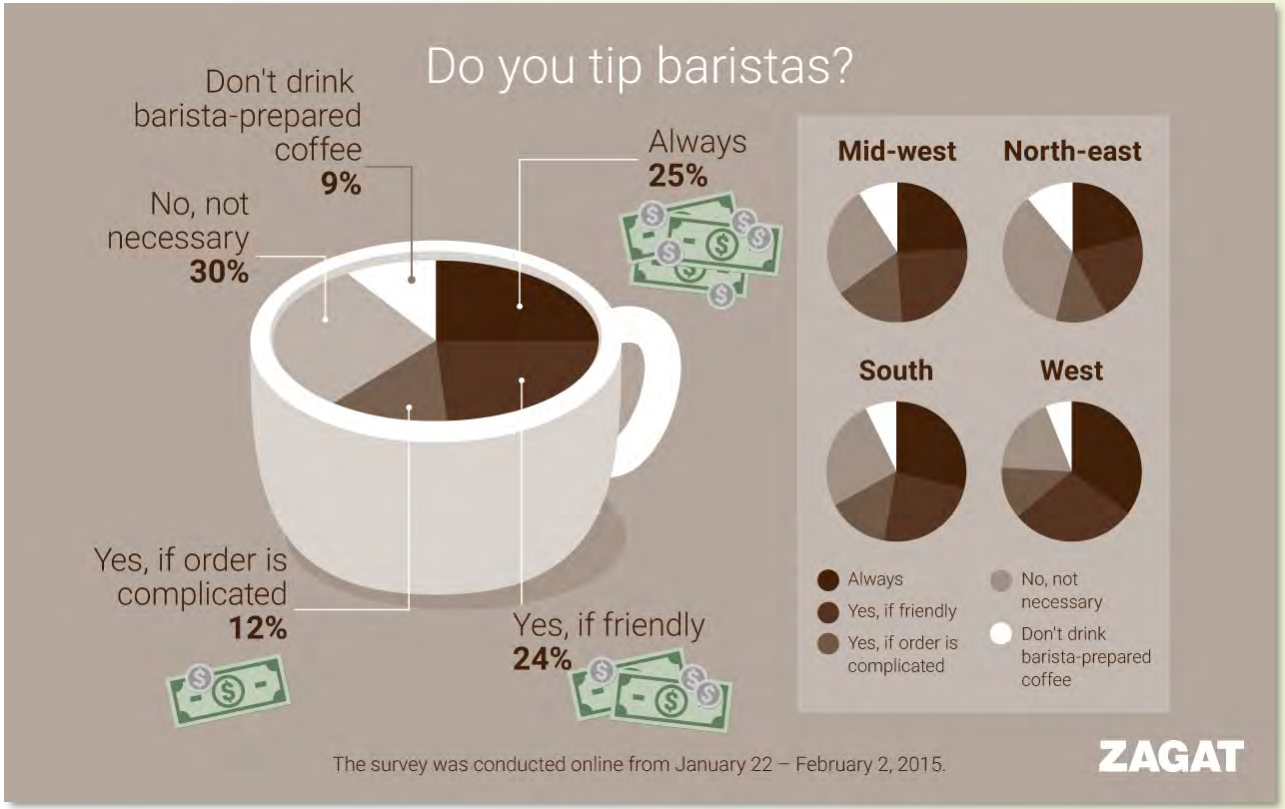
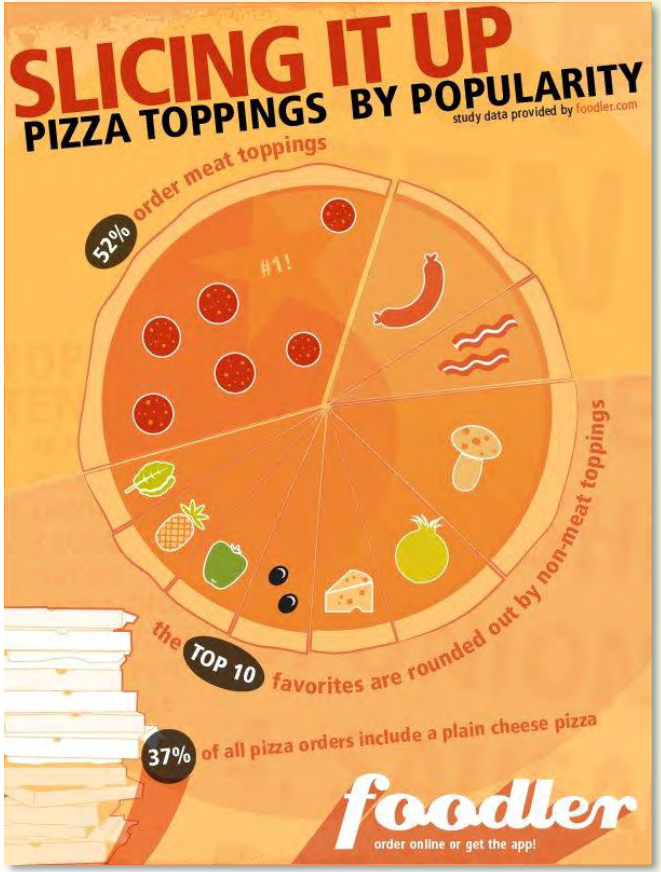
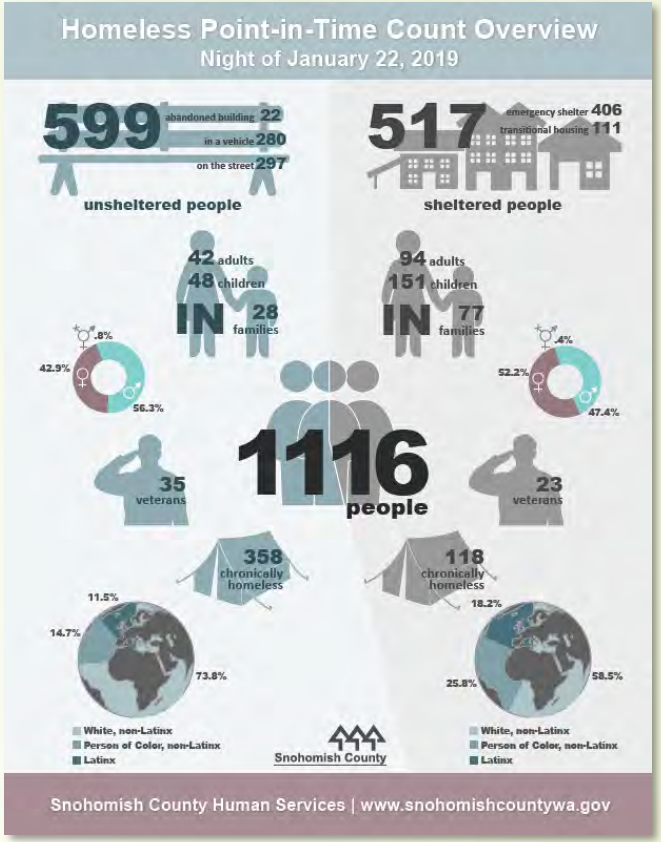

Do you tip baristas?
Don't drink barista-prepared coffee 9%
No, not necessary 30%
Always 25%
Yes, if order is complicated 12%
Yes, if friendly 24%
Mid-west
North-east
South
West
Always
Yes, if friendly
Yes, if order is complicated
No, not necessary
Don't drink barista-prepared coffee
The survey was conducted online from January 22 – February 2, 2015.
ZAGAT

Source

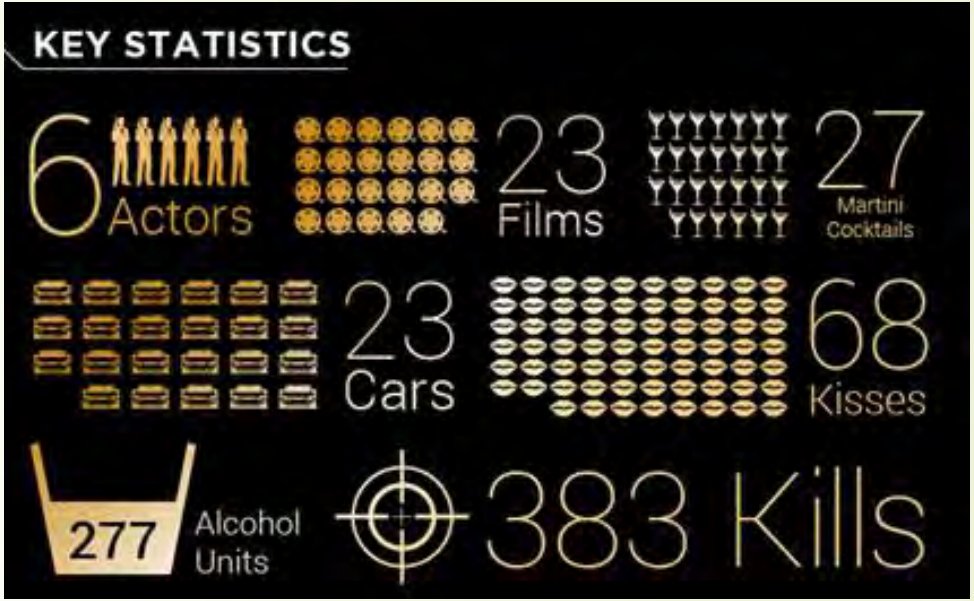

SLICING IT UP
PIZZA TOPPINGS BY POPULARITY
study data provided by foodler.com
52% order meat toppings
#1!
the TOP 10 favorites are rounded out by non-meat toppings
37% of all pizza orders include a plain cheese pizza
foodler
order online or get the app!

Visualized Numbers

- Adds visual appeal to units of information.
- Think of a visual metaphor or graphical representation for your data points.
- Example in HMIS Adminland: PIT Infographic



BATTLE
OF THE
BONDS
KISSES, COCKTAILS,
KILLS, CARS
& CASH


KEY STATISTICS
6 Actors
23 Films
27 Martini Cocktails
23 Cars
68 Kisses
277 Alcohol Units
383 Kills

Source

Creating an Infographic

- Define your target audience
- Define your goals
- Choose the medium
- Choose your topic
- Find the right information
- Find the story in your data
- Know your limitations
- Resources

Target Audience

Who will consume your visual?

- A member of your team
- A member of your board
- A member of the community at large

Additional target audience questions you should think about:

- How engaged in the topic are they?
- What is their level of understanding of the data?

Your audience will dictate how you portray your information.

Define Your Goals

What do you want your audience to get from your infographic?

- Show/reveal data patterns or trends
- Show your audience complex information in an easy-to-understand
- Teach your audience using a step-by-step process
- Engage your audience to provide a response to an issue or a cause
- Detailed guide on a topic (good example: “How to Care for your New Dog” - slide 25.)
- Compare data
- Tell a story using a historical timeline

Your goals will dictate your choice of infographic style.

Choose the Medium

Will this be in print, or online? Poster, or a post card? Web page, or a social media post?

- **Online –** Determine your level of interactivity: will it require a zoom function? Can you make the design responsive for different platforms (laptop vs. phone or tablet)? Will it be multi-page, or a single view? Will you include clickable links to other resources?
- **Social Media –** For an Instagram or Facebook post, it's best to choose one image or a portion of the full image that will represent your infographic. Make sure it is engaging and draws in your audience.
- **Poster –** Tend to be large media pieces that are viewed as a whole image, compared to larger online pieces that may be viewed in sections.
- **Postcard –** Remember that there is limited space, and that adequate white space is needed.

Real talk: your budget may dictate your medium.

Choose your Topic

Think about this like you were back in school and had to write a paper.

- What is your topic?
- What's the thesis statement, or the main point you will need to make?
- What data do you have to back up your point?
- How can you make your story compelling to your audience?

Your topic should be clear and well-researched.

Finding & Processing the Right Information

Is your data squeaky clean?

- Know which resources are available to you in and outside of HMIS!
- Clean up your data to address outliers resulting from data quality issues, like someone typing 1908 instead of 1998.
- Powerful tools such as Tableau and Microsoft Power BI can process and transform your data.

  Alternatives include:
  - RAWGraphs – an open source app; free and pretty awesome!
  - Metabase
  - Apache Superset
  - Google Charts

Your data should be cleaned, prepped, sliced, and diced.

Find the Story in Your Data

Look to reveal to your audience:

- Changes over time
- Differences between items/categories
- Similarities between items/categories
- Makeup or composition of a whole
- Relationship between two or more variables

For a more statistical analysis, you can use free software such as RStudio and R-project

Your data insights dictate your visual story.

Know Your Limitations

Do you have the tools you need to create something (web or print) publishable?

- Just because you **can** create a flier in MS Paint/Word doesn't mean you (always) **should**.

- There's a time and place for a quick flier—office holiday party, housewarming, department meeting—but if you're trying to communicate important information, or raise funds, then it's best to either use tools created for design or…to seek professional (graphic design) help.

- A second (or third, or fourth!) pair of eyes is an awesome tool. Use teammates to edit/proofread, use a friend or spouse to answer, "does this make sense?" Use a kiddo to answer, "do you like this?"

Your agency's software may be a limitation…but there are options!

SAVE THE DATE!
Links and Alliances
21st Annual Conference
For & About Lesbian,
Gay, Bisexual, and Trans* Youth
Saturday,
October 14, 2017
"Building a Rainbow
Through Radical Self-Care
and Loving Communities"
Find us on Facebook!
https://www.facebook.com/
Links-and-Alliances-119087438660/
FREE for youth ages 14-20; $25 for adults
CEUs available for educators
Contact: 425-388-7254
Liza.Patchen-Short@snoco.org
Sponsored by:
Snohomish County
GLOBE
Institute for a Healthier Community
APSC
EVERETT COMMUNITY COLLEGE
Everett Community College does not discriminate on the basis of race, color, religious belief, sex, marital status, sexual orientation, gender identity or expression, national or ethnic origin, disability, genetic information, veteran status, or age.

save the date! 10/20/2018
Links and Alliances
L&A 2018
22nd annual
conference for & about
LGBTQIA+ youth

L&A
inks
lliances
23rd Annual
Conference
for & about
LGBTQIA+Youth
Saturday
November 9, 2019
SAVE THE DATE!

Resources

For Creating Infographics

- Canva.com
- Piktochart
- Venngage
- Easel.ly
- Google Charts

For Infographic/Data Viz Examples

- Tableau Viz of the Day
- 40 Complex Topics Explained by Inforgraphics
- Creative Blog
- PiktoChart Blog

Thank you!