Picture This: Increasing Engagement in Evaluation by Co-Creating Infographics

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Researchers asked a random sample of 100 people what their favorite flavor of jelly-filled doughnut was. Lemon was the favorite flavor for 20% of the sample. Current lemon doughnut production stands at 10%, but if that were increased to 20%, there is the potential for an increase in profit.
Evaluation Results, Version 2

Current Doughnut Production

- Raspberry: 50%
- Lemon: 10%
- Other: 15%
- Blueberry: 25%

Favorite Flavor Jelly Doughnut

- Raspberry: 45%
- Lemon: 20%
- Blueberry: 25%
- None: 10%

Profit Projections

- More Raspberry
- More Lemon
Evaluation Results, Version 3

When life gives you lemons...

20% of doughnut customers love lemon doughnuts

Currently, 1 in 10 doughnuts are lemon.

This means 50% of people who want lemon doughnuts aren't getting one.

Making more lemon doughnuts would increase profit by 50%!

Infographics in Evaluation

- Quick way to display data
- Gets important information across
- Images & graphic design
- Tell a story using data to further the plot
Collaborative Infographics and Storytelling

Engagement with data
Data utility
Infographics and Alaska Project AWARE
AWARE Infographics as Storytelling

- **What** story do you want to share?
- **Who** do you want to hear the story?
- **Why** should your audience care?
- **What actions** do you want your audience to take?
- Identify **data** that will help tell your story
AWARE Infographics as Storytelling

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AWARE Infographic Guidelines

• Visual
• Short
• Find the 3’s
Piktochart

- Free!
- Infographic-focused
- Template or create-your-own
Example Infographic

Taking Care of Your Brain

Some things adversely affect your brain as it develops.

- STRESS!
- VIOLENCE!
- SADNESS!
- NEGLECT!

Some things protect your brain from those changes.

- FRIENDS!
- CONNECTION!
- ROLE MODELS!

Here's how your AWARE counselor is helping protect your brain:

- On-site mental health support
- On-site substance abuse support
- Referrals to community mental health providers
- Community Mentorship Programs

https://facebook.com/aawre-ak
Alaska Project AWARE, Department of Education and Early Development, State of Alaska
Aware Infographic Template

What's the story? (And who needs to hear it?)

Why does this matter?

ACTION! (What do you want people to do?)
Counselor as Bridge

Successful students = Successful communities

Adverse Childhood Experiences: abuse, neglect, domestic violence, family in prison, family mental health, family substance use

Counselor

Future

AWARE counselors are important to making sure our communities are safe, productive, and thriving

AWARE counselors are funded through the Alaska Department of Education and Early Development Project Advancing Wellness and Resilience Education grant.
Trauma impacts brain development and students’ ability to learn.

Trauma includes things like neglect, abuse and toxic levels of stress.

Trauma affects the part of the brain dealing with memory and learning the most.

The effects of trauma have systemic impact.

- Lower attendance rates
- Lower graduation rates
- Lower test scores

- Higher turnover rates
- Time spent on discipline instead of teaching
- Higher tax payer costs

You can make a difference!

- Attend a Youth Mental Health First Aid training
- Support access to mental health services within the schools
- Implement Trauma-Informed policies and procedures
Trauma & learning - Parents

Childhood trauma impacts health and learning. Trauma includes things like neglect, abuse and toxic levels of stress.

The effects of childhood trauma last for a lifetime.

Alaska children with four or more traumatic childhood experiences can have...

- Lower income after high school
- Lower chance of having a job
- Higher chance of poor health (mental and physical)
- Higher chance of dropping out of high school

You can change those chances!

Talk to your child's AWARE counselor if your child needs mental health supports

Find supports for yourself so you can be the best parent you can

Support funding for school mental health services
Collaborative Infographics and Storytelling: Did it work?

Engagement with data?

Data utility?
Collaborative Infographics and Storytelling
Results (1 of 2)

Engagement with data!

Data utility?
Collaborative Infographics and Storytelling
Results (2 of 2)

Engagement with data!

Data utility!
Thank you!

Rad Resource: Piktochart