Using Infographics
To Tell Your Center Story

Introductions

Tell Me A Story...
The Power of Storytelling

- It’s in our DNA
- Engage the reader/listener
- Stories elicit feelings/emotions
- Easy to remember

Storytelling Basics

- Protagonist
- Beginning/Protagonist Desires
- Event/Uncertainty
- Challenges/Barriers
- Resolution
Story Audience

• Who are they, what is important to them?
• What turns them on/off?
• What challenges might they be facing?
• Why should they care about your story?

Activity

• Your Story
  – Goal
  – Type
  – Message
  – Audience

Story Sharing
Strategic Value of Infographics

• Create learning partnerships across
  – Roles
  – Groups
  – Settings

Immediate Value

• Help tell a story
• Grab attention
• Convey complex information more simply
• Tap into creativity and allow some fun

Potential Value

• Learn other perspectives
• Negotiate the message
• Build relationships
• Gain new insights
• Stimulate dialogue
**Applied Value**
- Engage others
- Customize the learning activity
- Form learning partnerships
- Change practice

**Realized Value**
- What feedback do we expect?
- What do we expect to happen?
- How do we measure it?
- Do we seek a shared outcome?
- What is it?

Break
Strategic Issues

- Communicate the shared value
- Translate content
- Build support
- Spread key messages
- Ask others to help spread practices

Strategic Value of Infographics

- Create learning partnerships across
  - Roles
  - Groups
  - Settings

Let’s try it!

As you tell your story, please consider

- What feedback do you expect?
- What do you expect to happen?
- How can you measure it?
- Do you seek a shared outcome with others?
  - What is it?
Infographic Storytelling

What do you know about..

Questions
- Their current/past experience
- Challenges they are/might be facing
- Their current level of understanding

PSP Example
- Referred to EI for the first time
- Fear of Unknown
- Overwhelming time
- Little/No Knowledge or Misinformation
Points for Consideration

- Focus ONLY on the critical points of the story – to avoid overwhelming
- Include evidence that your points are supported by data and/or others who the audience respects
- *Include a “call for action”

On Your Worksheet...

<table>
<thead>
<tr>
<th>Record target audience information here</th>
<th>Primary Audience</th>
<th>Their Challenges</th>
<th>Points to Consider</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

...
On Your Worksheet...

<table>
<thead>
<tr>
<th>Type</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual Article</td>
<td>Increase understanding of a topic or idea</td>
</tr>
<tr>
<td>Comparison</td>
<td>Highlight similarities/differences</td>
</tr>
<tr>
<td>Timelines</td>
<td>Illustrate change over time</td>
</tr>
<tr>
<td>Process</td>
<td>Describe an ordered task</td>
</tr>
<tr>
<td>Howto</td>
<td>Illustrate how different situations can reach the same conclusion, or conversely how all start at the same place, but depending on the situation may end up at a different point</td>
</tr>
<tr>
<td>Data Visualization</td>
<td>Simplify facts/statistics making it easier to understand</td>
</tr>
<tr>
<td>Maps</td>
<td>Compare places/locations</td>
</tr>
</tbody>
</table>

Visual Article

5 Tips To Keep Your Chin Up

1. Read a book
2. Take a walk
3. Listen to music
4. Laugh
5. Meditate
Example: PSP Infographic

- The PSP approach is the service delivery approach used in Kansas Part C.
- One Person (PSP) works directly with the family/child.
- The PSP routinely engages with a full team of professionals.
- Services are provided in the home or other natural environment.
- PSP approach is supported by IDEA, BCC, KDHE.

Example: Items Omitted

- A formal definition of Primary Service Provider.
- How often the PSP and teams meet.
- What exactly joint visits are, why they might happen.
- A full description of EI services available.

On Your Worksheet...
Example: PSP Infographic

<table>
<thead>
<tr>
<th>Headings</th>
<th>Words/Phrases/Deed</th>
<th>Sub-Headings</th>
<th>Words/Phrases/Deed</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAT IS PSP?</td>
<td>PSP is the type service delivery approach used in Kansas Part C</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>How does it work?</td>
<td>The person who works directly with the family or client</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Where does it happen?</td>
<td>The PSP routinely engages with a full team of professionals</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Who else supports this?</td>
<td>Services are provided in the home or other natural setting</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

Other ways to organize information:

- Sequence of events
- Steps in a process
- Timeline
- Comparison
- Analogy, metaphor simile
### On Your Worksheet...

<table>
<thead>
<tr>
<th>Headings</th>
<th>Words/Phrases/Decks</th>
<th>Sub-Headings</th>
<th>Words/Phrases/Decks</th>
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</thead>
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</tbody>
</table>

### Example: PSP Infographic

<table>
<thead>
<tr>
<th>Key words/phrases/ideas</th>
<th>Potential visual representations</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSP is the type Service Delivery Approach used in Kansas Part C</td>
<td>No visual but will be included in the title</td>
</tr>
<tr>
<td>One-Person ERP (ERP) works directly with the family/child</td>
<td>Icon or actual picture of one person</td>
</tr>
<tr>
<td>PSP Routine engages with a full team</td>
<td>Icon or actual picture of a team</td>
</tr>
<tr>
<td>Services are provided in the Home</td>
<td>Icon or actual picture of a family</td>
</tr>
<tr>
<td>PSP is supported by IDEA, IDEA, IDEA, IDEA, IDEA, IDEA</td>
<td>Logo representing each organization</td>
</tr>
</tbody>
</table>
On Your Worksheet...

Step 2: Identify Potential Visually/Illustrate

<table>
<thead>
<tr>
<th>List Key Words/Phrases/Clues</th>
<th>Identify Potential Icons/Pictures</th>
<th>Use Describe Icon/Pictures Inserted</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

Example: PSP Infographic

<table>
<thead>
<tr>
<th>Supporting Data</th>
<th>Where is located? How will it be gathered?</th>
<th>How will it be visually presented?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law supporting PSP</td>
<td>Internet</td>
<td>Picture of logos inserted into the infographic</td>
</tr>
<tr>
<td>IDEA</td>
<td>Google search for pictures, icons, or logos, then downloaded as a picture</td>
<td></td>
</tr>
<tr>
<td>Agencies supporting PSP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KDE/E</td>
<td></td>
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<tr>
<td>Organizations supporting PSP</td>
<td></td>
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<tr>
<td>DEC</td>
<td></td>
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<tr>
<td>Early Intervention</td>
<td></td>
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<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mission &amp; Key Principles</td>
<td></td>
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</tr>
</tbody>
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On Your Worksheet...

<table>
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<tr>
<th>Supporting Data</th>
<th>Where data is located?</th>
<th>How will it be visually presented?</th>
<th>*KDB Describe</th>
</tr>
</thead>
<tbody>
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Family Centers are using infographics!

Webinar on Creating Infographics
Step by Step Guide to Creating an Infographic in Venngage

- Go to the Venngage website: https://venngage.com/
- Open a free account and log in.
- Choose a template for your infographic.
- Edit the template and start creating your own infographic.
- Add text or images to your infographic.

Consider Accessibility and 508 Compliance

- Design an infographic with accessibility in mind
- Build the infographic with a clear reading order
- Select high-contrast colors for people who are color blind
- Avoid using color alone to convey important information
- Use adequate font size (10pt+)
- Provide alternative text for all images that can be read by screen readers
- Include a full text version of the infographic