

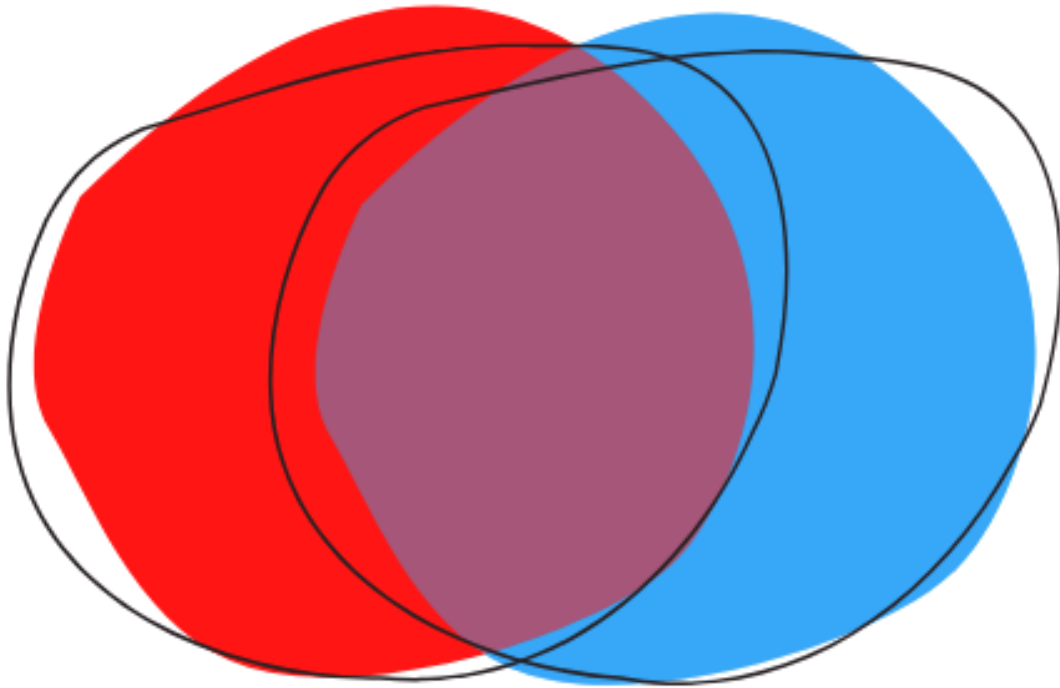
Creative Reporting

A background image showing three people in an office setting. A woman in the top right is leaning her head on her hand, looking bored. A man in the bottom left is resting his head on his hand while looking at a laptop. A woman in the bottom right is covering her mouth with her hand, looking stressed. They are all wearing light blue or white shirts.

—
How to
Create
Reports
People
Will
Want to
Read

Chris Lysy - December 8, 2021

Evaluator **Designer**



Chris Lysy





freshspectrum

more work by Chris Lysy
visit freshspectrum.com



BONUS

includes royalty-free
digital downloads for
personal and
professional use!

The real question
is "what isn't
evaluation?"



EVALUATION ILLUSTRATED

This is not a *valuation* textbook.

cartoons
by Chris Lysy

Challenges & Struggles

- looking out for different ways to **engage**
- would like to improve **engagement** with stakeholders
- new ways of reporting in a more **engaging** manner
- unique ways to **engage**
- keeping people **engaged** throughout the report
- making evaluation results **engaging**, easy to understand and actionable
- make our reports more **engaging** to read
- finding innovative ways to **engage**

- how to make data exciting/**interesting**
 - **interest** in data
 - ways of making results look **interesting**
 - lack of **interest** in reading
-
- presenting data in accessible and **understandable** formats
 - creating a shared excitement, **understanding** re: evaluation and getting youth involved
 - making complex ideas easier to **understand**

- ensuring that results are summarized in a **meaningful and accessible** format for a range of community members
- presenting data in **accessible** and understandable formats
- lack of **accessible** information
- ensuring data is **accessible/** approachable for young people and youth workers to use to reflect on and use for continuous improvement
- making **meaningful** deductions from data
- moving beyond bar graphs and still provided something **meaningful**

- everyone is very **busy**
- stakeholders are very **busy** and often do not have time to review lengthy documents etc.
- **time pressures** given covid and need to be accountable
- **finding time** for active & engaging dissemination rather than just "getting it out"
- **having the time** it takes to put together reports that convey our program's impact;


A claim.

**We can create
engaging,
interesting,
understandable,
accessible, and
meaningful
reports...**

**...without
spending tons
of extra time
reporting.**

We have no idea
what you're talking
about



$X + Z - Y = 3/22$
 $TOT = .5747/32$
 $ITT = .37 = N - 3$
 $T/MNT = \text{Michaelangelo}$
 $+/- 50 \infty \% = ?$ 
 $(194321)^* + TAN(98)$
 $= 59.32745\%$ Effectiveness when
there is a blue moon

	Y_1	Y_2
P	7	6
L	3	4
N	2	3
Y	5	1

$H_0 = \text{Blat}$
 $H_1 = \text{wh}$
Reject

Trust me,
it's science





circa 2008

Rule #1
Everyone is
overwhelmed.



@clus4

Rule #2 The Digital World is a Visual World



**But First,
a story.**

Science Museums





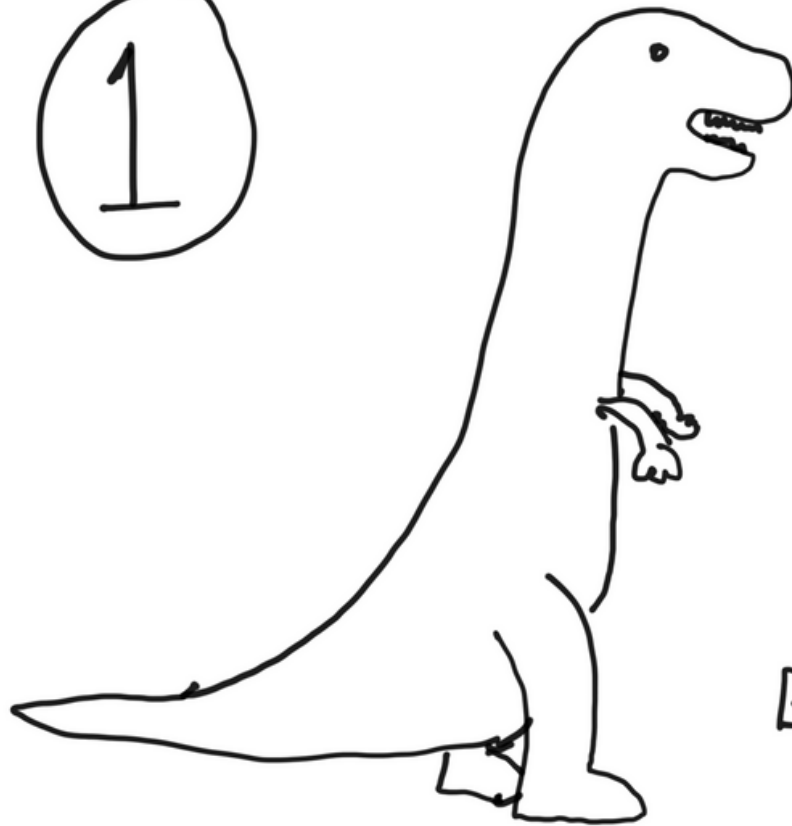
Cretaceous
Dinosaur
Museum



Giant Ground
Sloth Discovered

Old Half

1

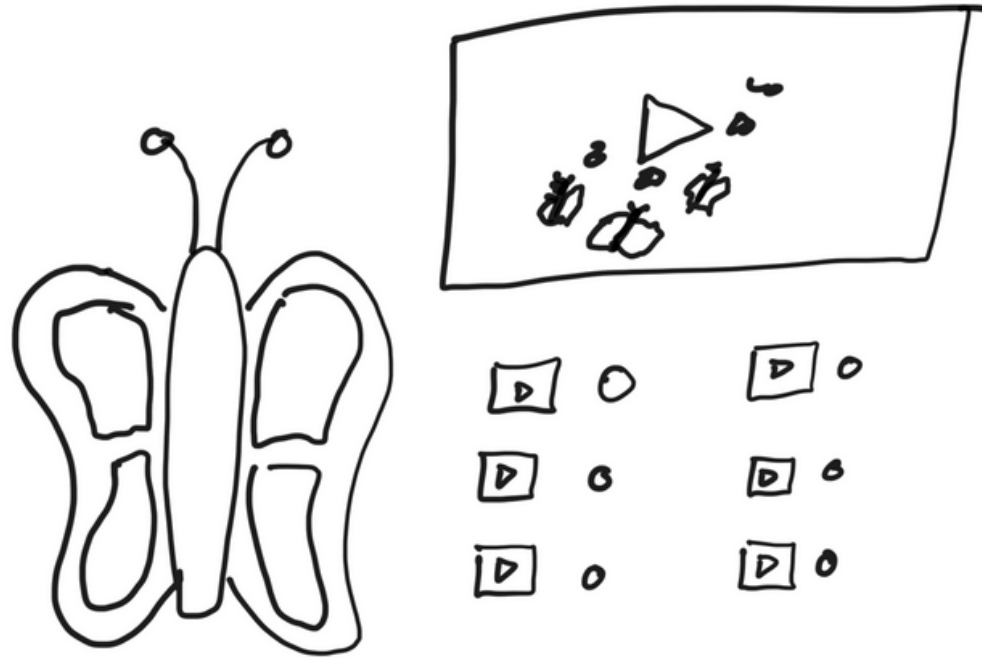


What
we
know

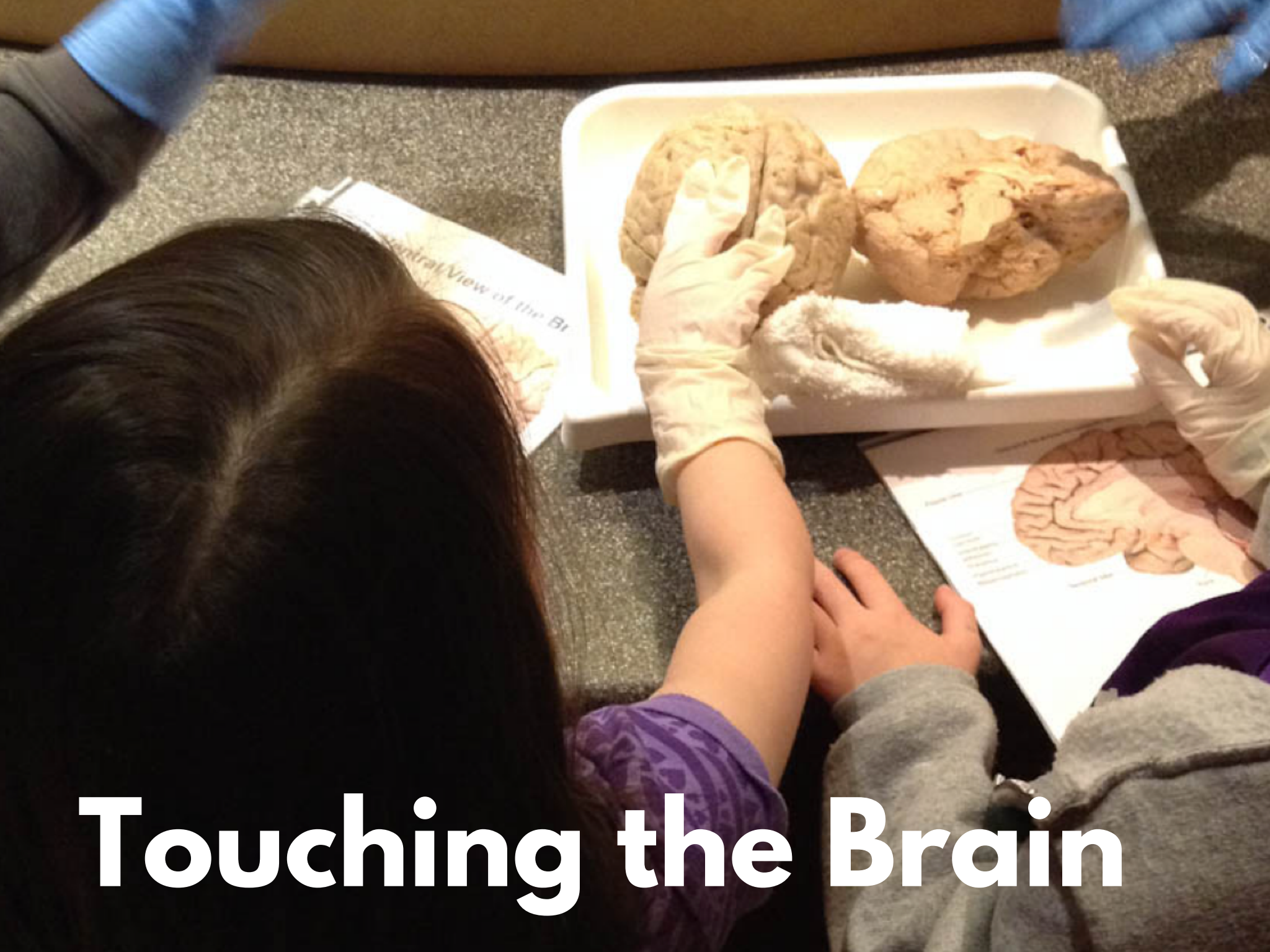




New Half



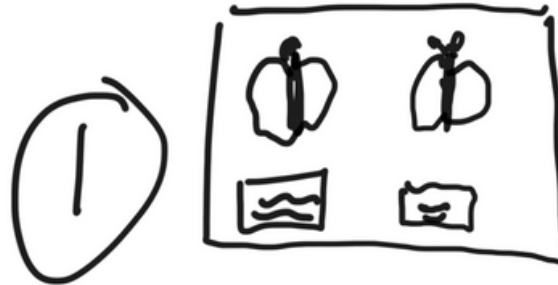
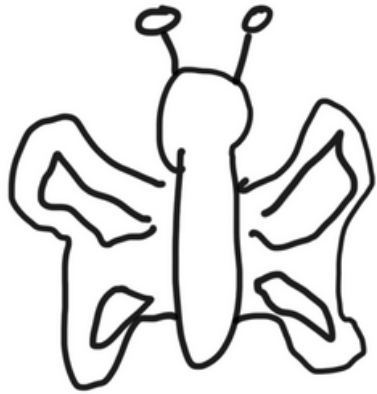
② What we Know 2.0



Touching the Brain



③ Touching the Brain



Display



Butterfly House

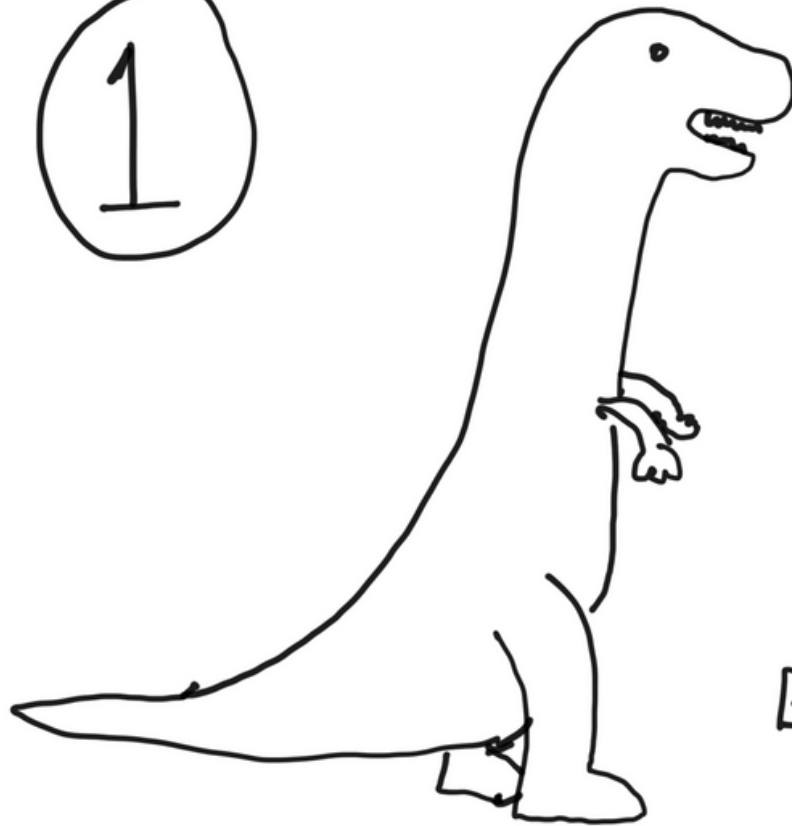
I thought we were
going to learn about
reporting, he's just
talking about
museums...



Report

Traditional

1



What
we
know





BUSINESS DASHBOARD

Last Updated:
3 min ago

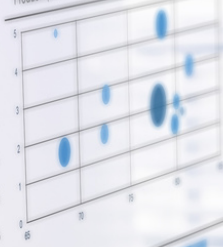
92%

Data Availability

Week: 10

Evolution	Metric	Actual vs Target	Actual	Target
	Revenue		\$3.4M	82.0%
	Profit		\$1.2M	108.7%
	Avg. Order Size		\$860.3	71.0%
	On Time Delivery		96.0%	96.0%
	New Customers		15432	145.0%
	Cust. Satisfaction		98.3%	105.1%

Products positioning



Top 8 products



Sales per countries



Financial report

Balance sheet

Assets
Liabilities
Equity

1,234,567
567,890
666,677

Income statement

Revenue
Expenses
Profit

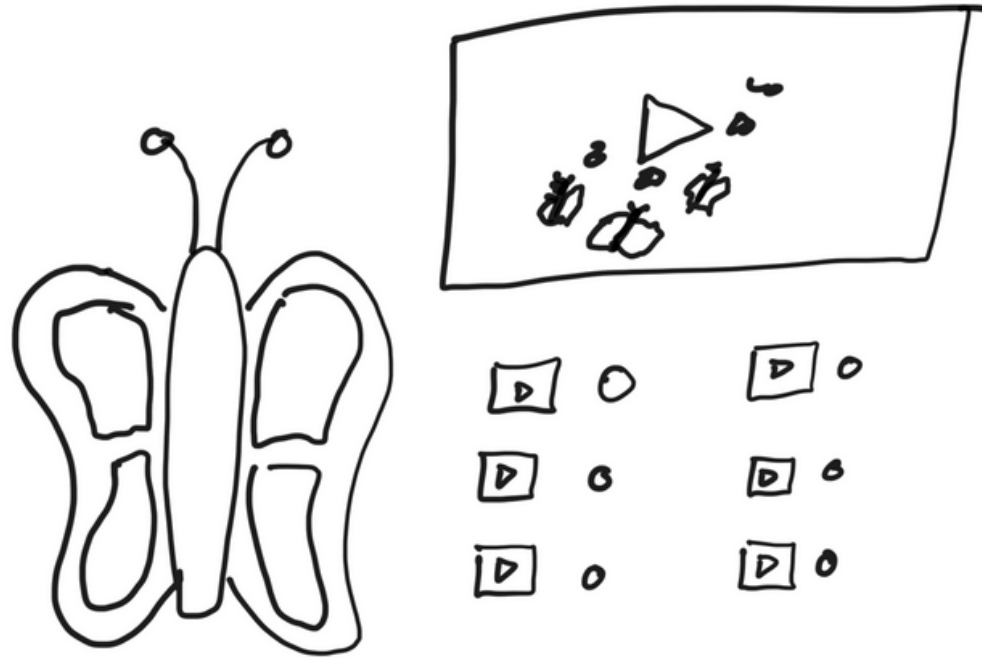
1,234,567
567,890
666,677

Cash flow statement

Operating
Investing
Financing

1,234,567
567,890
666,677

New Fangled



② What we Know 2.0



Something Else?



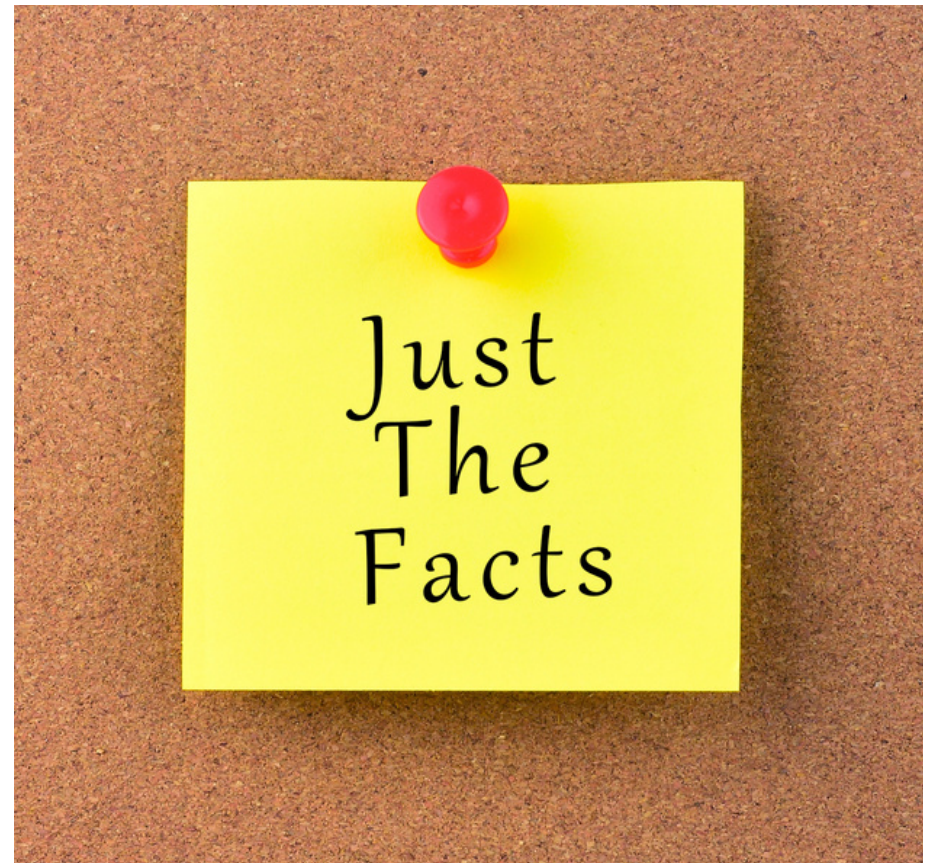
③ Touching the Brain

**What is the
purpose of a
report?**

Three Words

Inform
Engage
Inspire

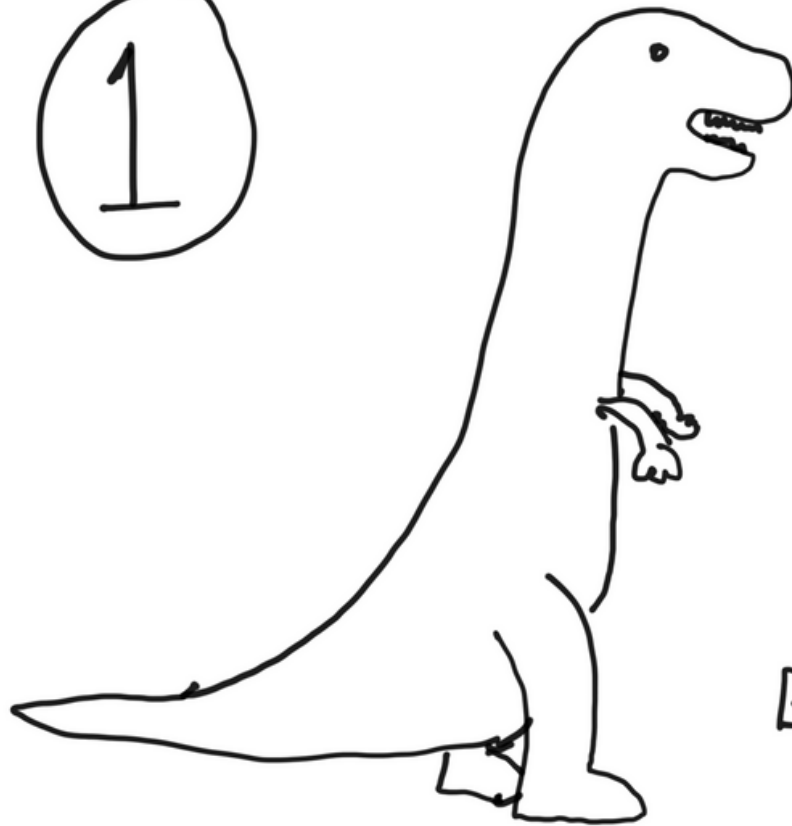
Inform
Engage
Inspire



Delivering Information



1



What
we
know



**If you don't
know the
questions,
answers are
irrelevant.**

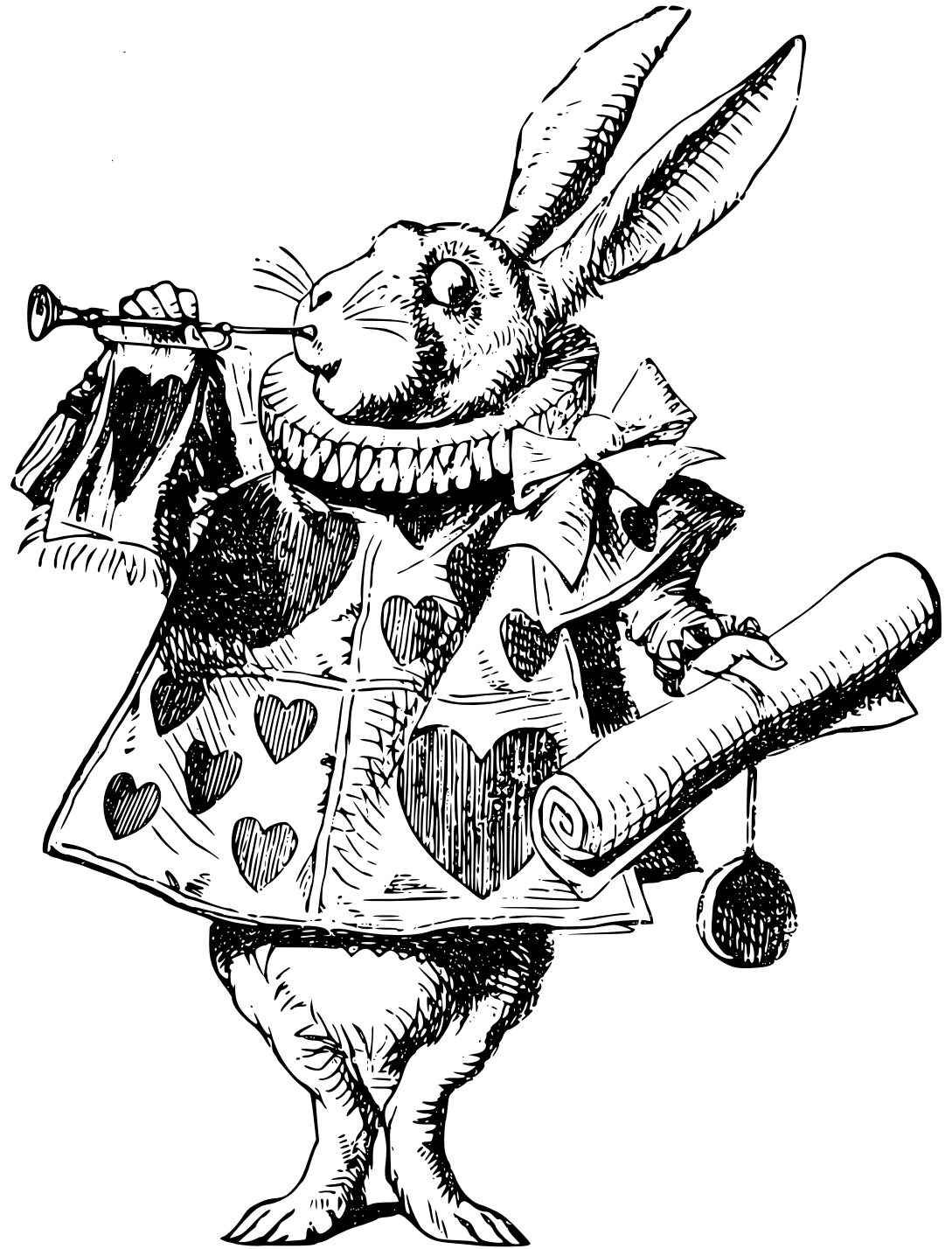
Inform
Engage
Inspire

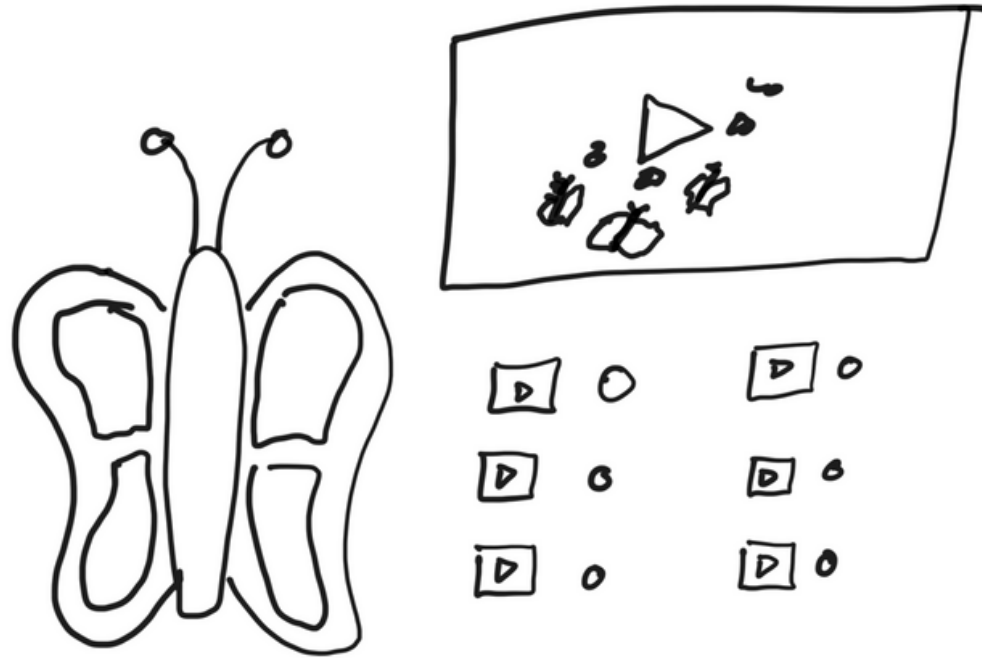


Activating Curiosity



Follow
you
down
the
rabbit
hole



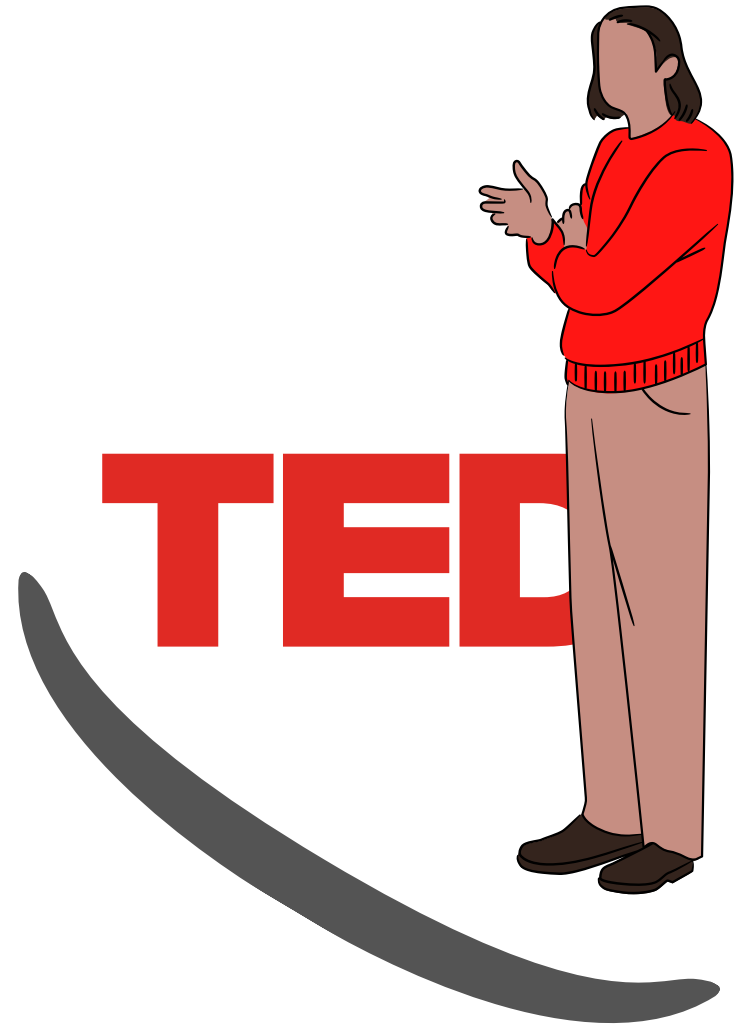


② What we Know 2.0

**But in order to
engage, people
have to care.**

At least a little.

Inform
Engage
Inspire



A diverse group of people, including men and women of various ethnicities, are seated in a modern office environment. They are all smiling and clapping their hands, indicating a positive and engaging atmosphere. The background shows office partitions and large windows, suggesting a professional setting. The text is overlaid on the left side of the image.

**Captivating:
Attracting &
Holding Interest**



③ Touching the Brain

Inform, Engage, Inspire



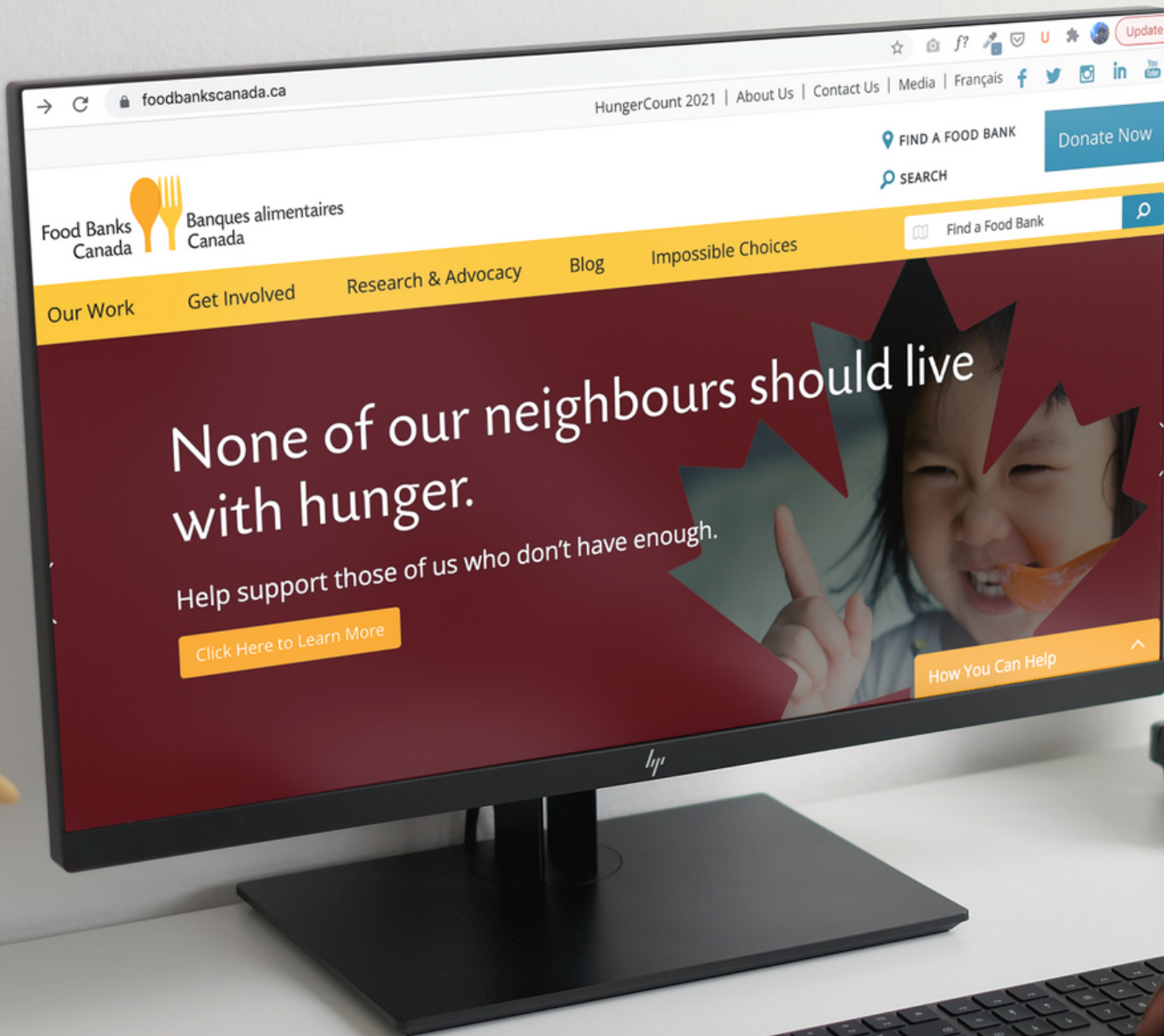
Not a Hierarchy



Report

Is a
Single
Report
Enough?







4

/ 58



50.1%



01

HUNGERCOUNT
2021Hunger
Count
2021

HUNGERCOUNT 2021: A TALE OF TWO TRENDS

"First when COVID-19 hit, our demand decreased due to extra funding to people provided by the government. Now we are seeing many new faces of people who haven't accessed a foodbank before in their lives."

Survey respondent, Newfoundland

A lot has happened in the past two years.

In our *HungerCount 2019* report, we outlined a "good news/bad news" story: The good news was that food bank use had stabilized and we were making progress towards reducing hunger and poverty; the bad news was that an increasing number of single-person households, people with disabilities, and seniors needed help from food banks to get by. A combination of a strong economy and good social policy was moving the needle on poverty reduction. However, rapidly rising living costs, an unrelenting housing market affecting rents in both urban and rural areas, and stagnant incomes meant that people who are less able to participate in the labour market were being left behind. We were optimistic about the progress being made, but we were also concerned about the possibility of a recession and how that might affect people already experiencing deepening levels of poverty and hunger.

What we did not foresee was a global pandemic. The economic impact of COVID-19, let alone the health impact, was uncharted territory. As lockdowns began and unemployment rates skyrocketed literally overnight, there was much anxiety about how our communities, and the food banks that serve them, would manage during this crisis.

Then the Canadian Emergency Response Benefit (CERB) was introduced. People who were struggling financially could access \$2,000 a month, and they could do so with unprecedented speed and ease of access. While some regions, such as larger urban centres, still saw visits to food banks increase throughout this period, this initiative alone may have prevented many more people across the country from turning to food banks for help. Using the now familiar analogy of the medical community, the CERB temporarily "flattened the curve" of food bank use.



Because of COVID-19, we could not conduct our annual *HungerCount* survey in March 2020. Social distancing requirements and other safety measures prevented us from carrying out our standard data collection procedures, which meant we could not conduct a complete count of food bank visits that month. Instead, we published a report titled *A Snapshot of Food Banks in Canada and the COVID-19 Crisis*, which surveyed a large sample of our network about the impact that COVID-19 had on food bank demand and supply and how the food bank network had adapted to this historic event.

The report gave us a chance to show the positive things that can happen when a basic income-style program is implemented nationwide and the potential such an initiative has to reduce food insecurity and food bank use. The majority of food banks reported a decrease in visits, and most of them attributed that decrease to increased financial supports for clients from government.



HUNGERCOUNT

2021



Get the whole picture
Download our full HungerCount 2021 Report [here](#).

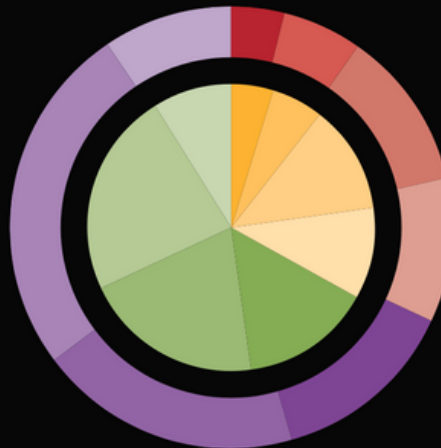
⋮
Read
more

Food Bank User Statistics

Based on Food Banks Canada HungerCount 2021 statistics

Age categories served as % of total, by age group

	ALL	RURAL
% 0 - 2 years	4.8	4.0
% 3 - 5 years	5.8	5.8
% 6 - 11 years	12.3	11.7
% 12 - 17 years	10.4	10.5
% 18 - 30 years	14.7	13.8
% 31 - 44 years	20.0	19.2
% 45 - 64 years	23.2	25.9
% 65 + years	8.7	9.2



% children

ALL

33.3

RURAL

32.0

% seniors

ALL

8.7

RURAL

9.2

Food Banks Reporting

ALL

1502

RURAL

457



← Tweet

★ Pinned Tweet



Food Banks Canada | Banques alimentaires Canada

@foodbankscanada

Canada's food banks are bracing as the pandemic creates a "perfect storm." Visits have ballooned by 20.3% over March 2019, representing the largest increase since the recession in 2008. Read our [#HungerCount](#) report to learn more about the ongoing crisis.

ow.ly/HWFQ50Gzqmh



9:01 AM · Oct 28, 2021 · Hootsuite Inc.

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Reply

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Relevant people



Food Ban...
@foodbanksc...

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Food Banks Canada provides national leadership to relieve hunger today and prevent hunger tomorrow in collaboration with the food bank network in Canada.

What's happening

Politics · LIVE

Legislation to fast-track process raising the debt ceiling heads to US Senate



#WelcomeToEarthSeries

Hosted by Will Smith, all episodes streaming

📺 Promoted by Disney+

Trending in United States

Meghan McCain

2,273 Tweets

Food · Trending

Kellogg

35.6K Tweets

News · LIVE

Chief of Defence Staff General Bipin Rawat and 12 others die in a helicopter crash in Tamil Nadu



Trending with [Om Shanti](#), [#BipinRawat](#)

[Show more](#)

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Tweet

Search Twitter

Food Banks Canada | Banques alimentaires Canada
@foodbankscanada

In case you missed it, we released our annual [#HungerCount](#) report last week. It found that high housing costs, rising food costs, and low incomes are creating a "perfect storm" that's driving an increase in food bank use across the country. Read more here: hungercount.foodbankscanada.ca

High housing costs, rising food costs and low incomes are creating a "perfect storm"

108 views

2:00 PM · Nov 10, 2021 · Hootsuite Inc.

3 Retweets

1 Quote Tweet

7 Likes

Tweet your reply

Relevant people

Food Ban...
@foodbanksc...

Follow

Food Banks Canada provides national leadership to relieve hunger today and prevent

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Saved Videos

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High housing costs, rising food costs and low incomes are creating a "perfect storm."

0:09 / 0:54

In case you missed it, we released our annual [#HungerCount](#) report last week. It found that high housing costs, rising food costs, and low income...



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FOOD FOR THOUGHT BLOG

HungerCount 2021 report: Lessons from 'Economic Shock' of COVID-19 on poverty, food insecurity

October 28th, 2021 | Awareness, Media Releases

It has been described as “the perfect storm.”

A volatile combination of rising food prices, skyrocketing housing costs and low incomes made it an extremely challenging year for food banks across the country.



Search

Categories

Toronto

Food banks, already in crisis mode due to pandemic, are bracing for more visits as cost of living rises



Food Banks Canada HungerCount 2021 report calls for major overhaul of social safety net to reduce poverty

[Ryan Patrick Jones](#) · CBC News · Posted: Oct 28, 2021 12:01 AM ET | Last Updated: October 28



**So which one
of those was
the report?**

Inform Styles



1



2



3



ADDRESSING FOOD INSECURITY FROM COAST TO COAST TO COAST

F21 ANNUAL REPORT



Downloadable PDF

Investing in Communities

Some of the most effective interventions we've been tracking have happened at a hyperlocal level, headed by leaders who have worked long and hard to earn the trust of their communities—something that cannot be built overnight or in the midst of a crisis.

Women's "self-help groups" are common across India as well as other parts of South and South-East Asia. For years, the Indian government and global partners have been investing in these

small collectives of women who pool money and work to improve health, education, and other services in their villages.

Below
Vaishali, Bihar, India

When COVID-19 arrived in Bihar, India, home to more than 100 million people, one local self-help group established trust with their neighbors by delivering meals and home-based health care to those who had fallen ill from COVID-19. When vaccines were ready for distribution in their community, these women became a source of information and guidance for those same neighbors who had concerns about vaccine safety. The Bihar government took notice of the work being done at the community level and declared March 8—International Women's Day—a day to vaccinate women across the state. Nearly 175,000 women took the first dose of the vaccine that week. Building on that success, the government of Bihar is replicating the program, guided by the women of the self-help group.

And in Senegal, community-based outreach has been key to delivering other vaccines, too.

Senegal has been one of the success stories of routine immunization coverage: Before the pandemic, children were immunized against diphtheria, tetanus, and pertussis at similar rates as children in the United States and other high-income countries. But when COVID-19



Magazine Style

42



43



44



Maternal Mortality



SDG Target 3.1

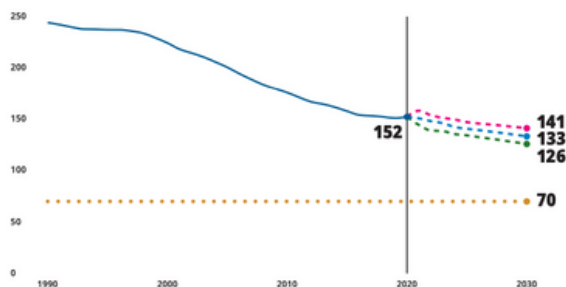
Reduce the global maternal mortality ratio to less than 70 per 100,000 live births.

COVID-19 and its impacts are taking a toll on the health of women and newborns, as mothers continue to face disruptions in prenatal care and delivery. In 2020, the global maternal mortality

ratio was 152 deaths per 100,000 live births, up from 151 deaths per 100,000 live births in 2019. This trajectory projects 133 deaths per 100,000 live births in 2030, nearly double the SDG target.

Maternal Deaths per 100,000 Live Births

- 2030 target
- Global average
- Better scenario
- Reference scenario
- Worse scenario



2021 Goalkeepers Report

41

Under-5 Mortality



SDG Target 3.2

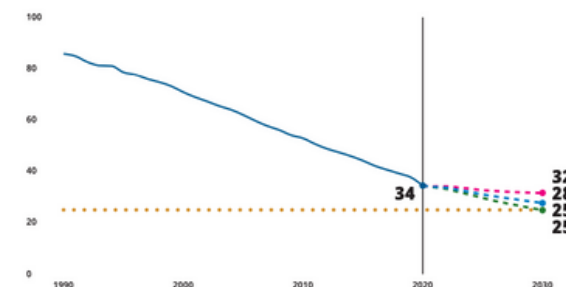
End preventable deaths of newborns and children under age five, with all countries aiming to reduce under-five mortality to at least as low as 25 per 1,000 live births.

Under-5 mortality is lower than ever before, but the COVID-19 pandemic has resulted in major disruptions to health services that threaten to undo decades of hard-won progress. Increasing access to

childhood vaccinations, postnatal care, adequate nutrition, and other basic lifesaving interventions is critical to end preventable child deaths.

Under-5 Deaths per 1,000 Live Births

- 2030 target
- Global average
- Better scenario
- Reference scenario
- Worse scenario



42

2021 Goalkeepers Report

Consistent Formatting



Click to see provincial data

CANADA

YT/NT/NU

BC

AB

SK

MB

ON

QC

NB

PEI

NS

NL

Read more

Canada

ALL

RURAL

Total Visits

1,303,997

145,038

Total Visits (Child)

434,281

48,035

% Change in Total Visits 2019-2021

20.3

-3.8

Total Meals and Snacks

3,216,631

295,662

Food Banks Reporting

2,332

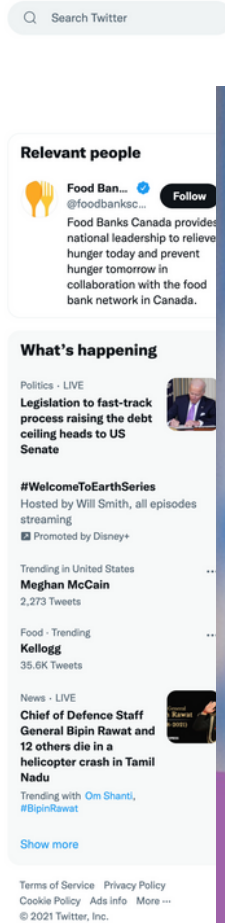
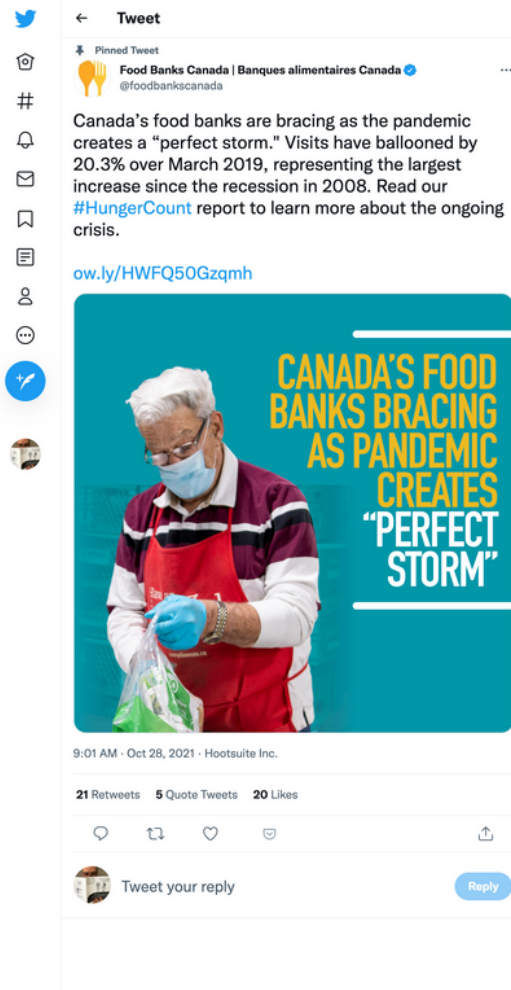
688

Single Webpage Scroll



Wide Format (slidedoc)

Engage Styles

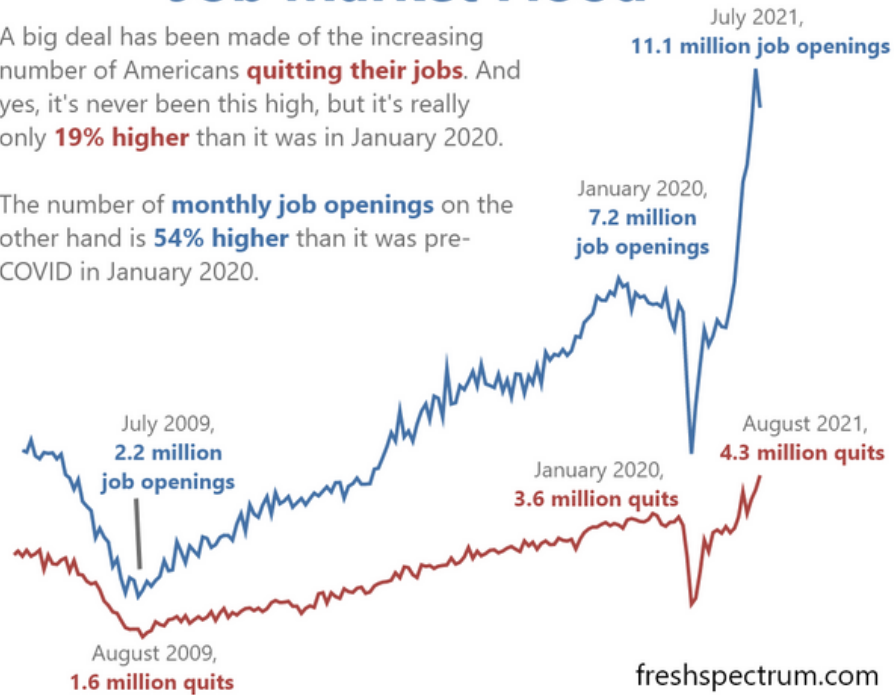


Featured Images

The Great ~~Resignation~~ Job Market Flood

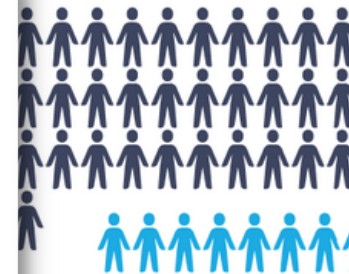
A big deal has been made of the increasing number of Americans **quitting their jobs**. And yes, it's never been this high, but it's really only **19% higher** than it was in January 2020.

The number of **monthly job openings** on the other hand is **54% higher** than it was pre-COVID in January 2020.



Don't trust me? See the data for yourself:
<https://fred.stlouisfed.org/graph/?id=JTSJOL,JTSQUL,JTSHIL>

COVID, 47% of children lacked access to
 services (education and/or health).



COVID has added
150 million*
 children.

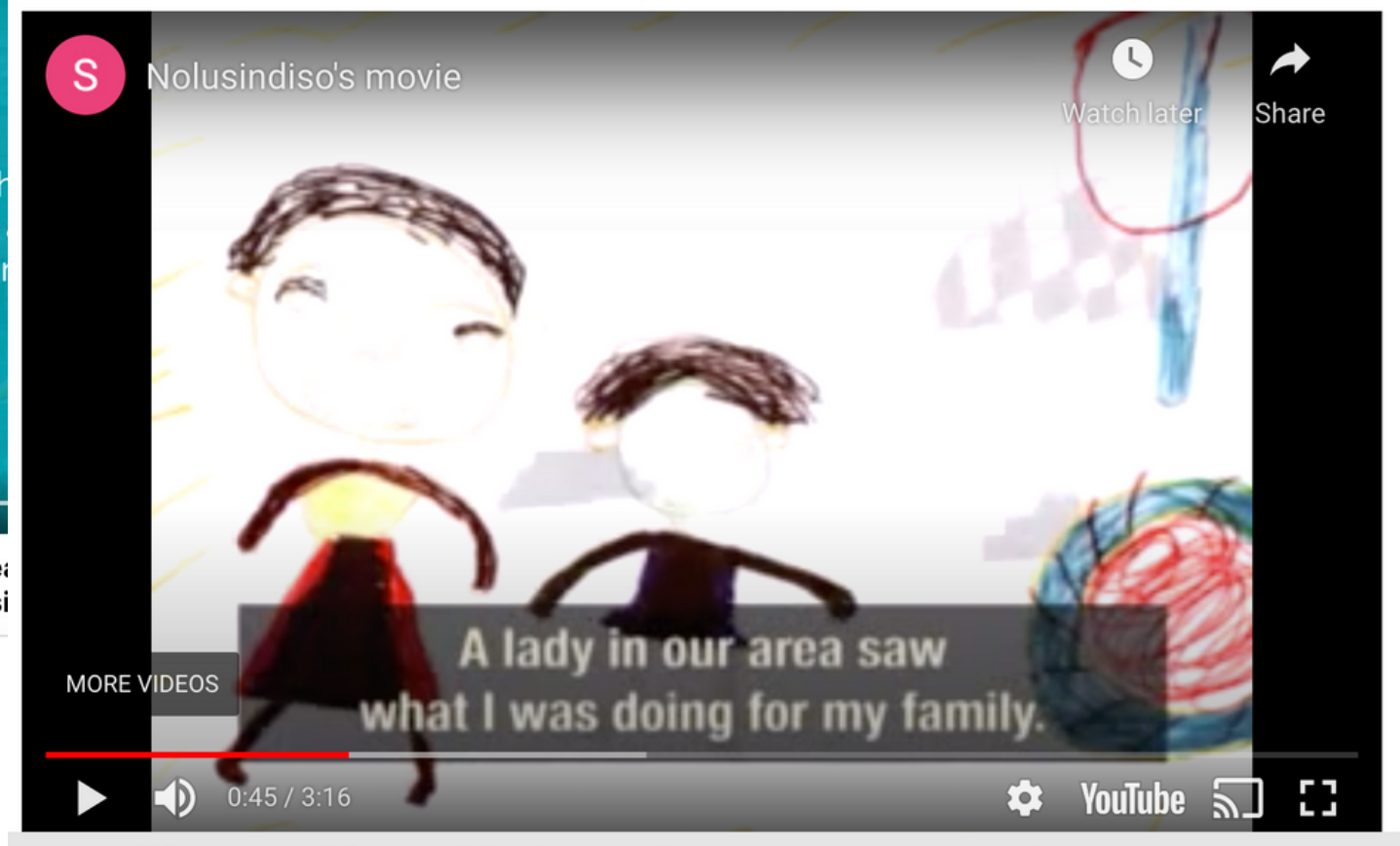
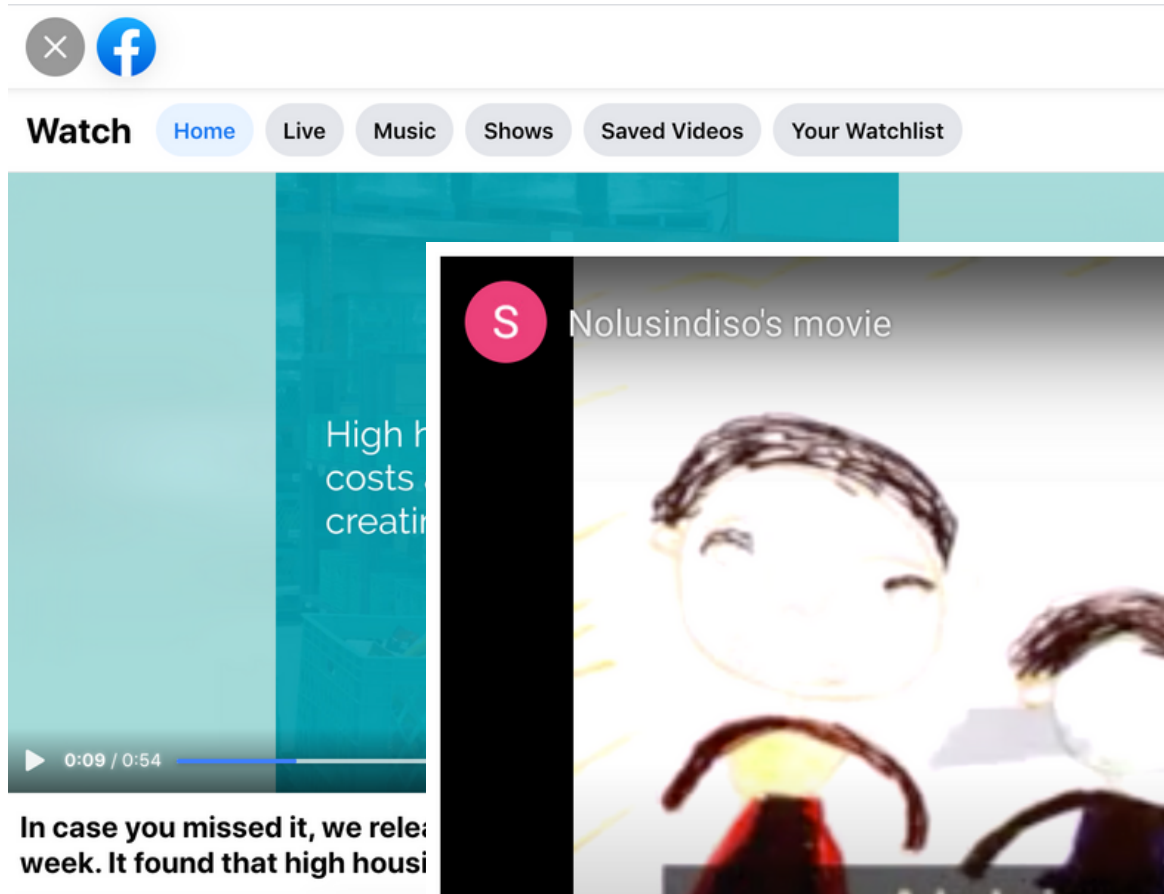
That number in context. That's more than the total
 populations of the United Kingdom, Spain, and Canada

( +  + ) < 150 million.

According to an analysis by Save the Children and UNICEF.

For more data visit: data.unicef.org/covid-19-and-children

Infographics



Videos

Cartoons with a realist twist

As part of the RAMESES II project we commissioned an illustrator, Chris Lysy of [freshspectrum](http://freshspectrum.com) to provide us with cartoons for the resources and training materials for realist evaluations that had a realist twist. Please feel free to use these cartoons (they have been uploaded as full size images which you can save to your computer).



NAMESESPROJECT.ORG



NAMESESPROJECT.ORG



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NAMESESPROJECT.ORG



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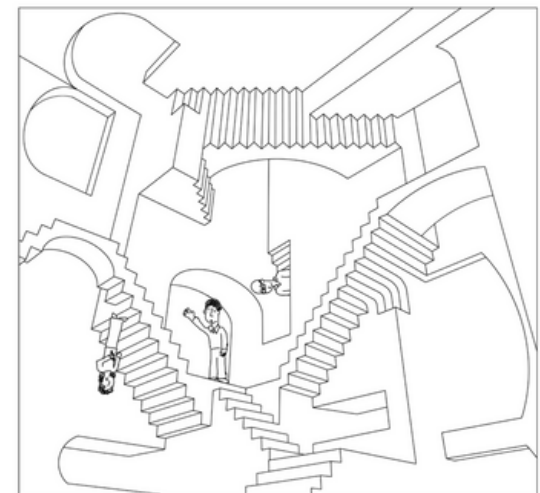
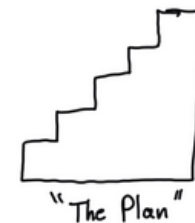
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NAMESESPROJECT.ORG

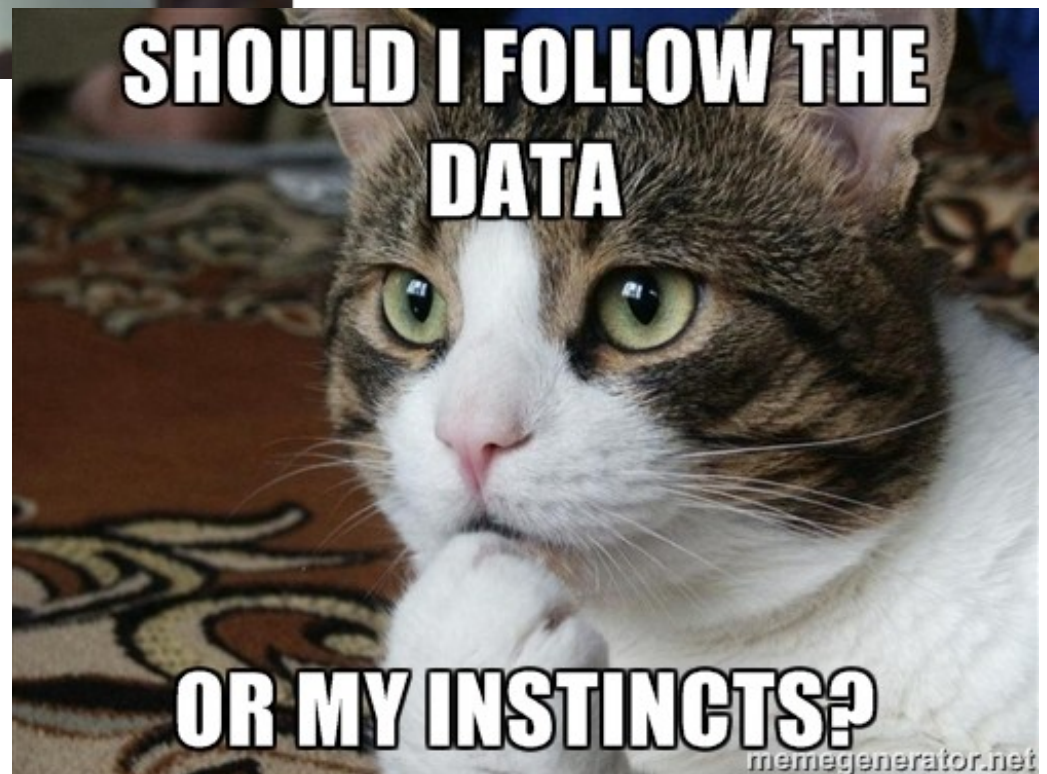


NAMESESPROJECT.ORG



"The Reality"

Cartoons



Memes

**Inspire
Styles**

MEET ELENA

On a hot summer morning, Elena Martinez, along with her sons—Kevin, 4 and Adonay, 2—arrived at a food pantry that works with Capital Area Food Bank, a member of the Feeding America network.

Before the impact of COVID-19, Elena worked in a restaurant kitchen. Due to the economic fallout from the pandemic, she—like tens of millions of people across the country—lost her job.

As Elena saw the nutritious food available for her to take home to help feed her family of seven, she smiled, excited about the meals she could prepare amid a devastating time of unemployment and uncertainty. Women like Elena are overrepresented in some of the hardest-hit industries for job loss, including leisure and hospitality, healthcare and education, and women—especially Black and Latino women—lost jobs in those sectors at disproportionate rates.



“
I'M VERY
GRATEFUL TO GOD
THAT MY FAMILY
IS ABLE TO EAT
BECAUSE OF THE
FOOD THAT I
RECEIVE FROM
THE PANTRY.
”

People Stories

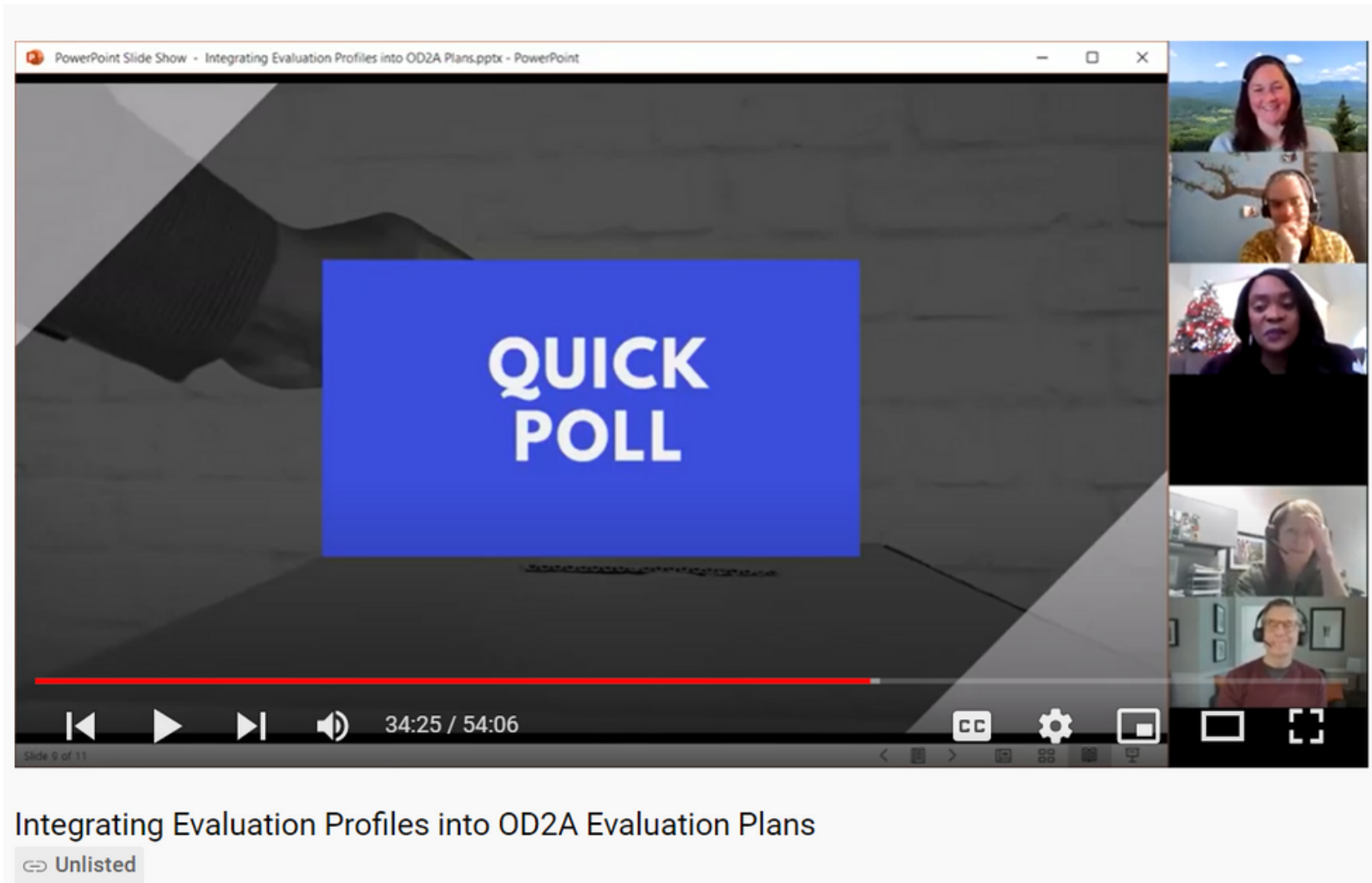


Data Parties



Graphic Facilitation

PowerPoint Slide Show - Integrating Evaluation Profiles into OD2A Plans.pptx - PowerPoint



QUICK
POLL

34:25 / 54:06

Slide 9 of 11

Integrating Evaluation Profiles into OD2A Evaluation Plans

Unlisted

Webinar Discussions

But How?

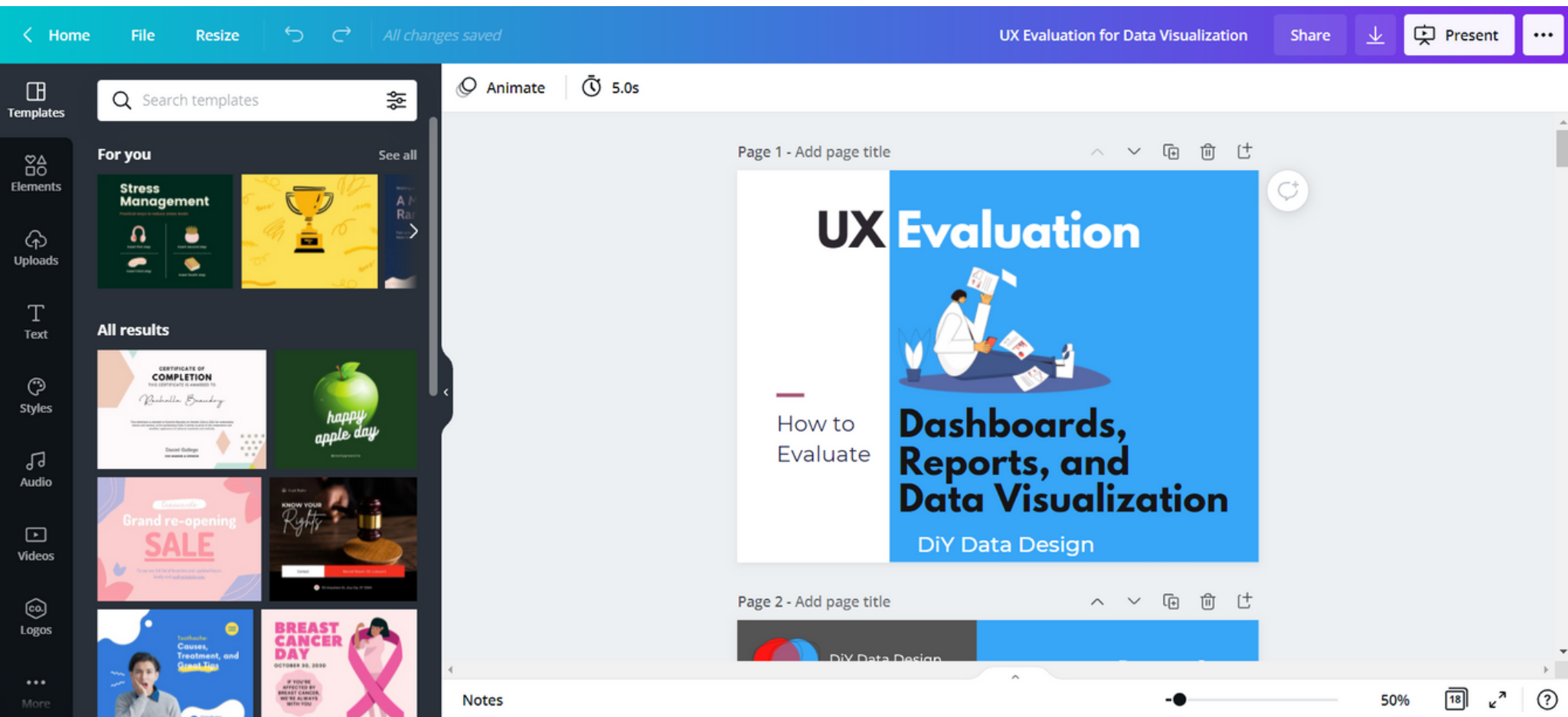


NEW
MINDSET

NEW
RESULTS



Think Magazine!



Canva

5 things you should know about evaluation.


BY CHRIS LYSY


Add photos





Upload photo

or

 Find photos

 Creative Cloud

 Lightroom

 Dropbox

 Google Photos

Adobe Spark

AutoSave Off Evaluation Ele... Search Chris Lysy

File Home Insert Draw Design Transitions Animations Slide Show Review View Recording Help Acrobat Share Comments

Paste New Slide Clipboard Slides Font Paragraph Drawing Editing Adobe Acrobat Voice Designer

1 Evaluation Report Elements

2 THE ELEMENTS

3 Logic model explanation

4 Implementation

5 Activities

6 Outputs

Click to add notes

Slide 1 of 23 Accessibility: Investigate

Notes 67%

Evaluation Report Elements

The three elements Jan includes in all of his evaluation reports.

MPHI®

Power Point



diydatadesign.com

Practice!