Working Session

Developing a Vital Statistics Chart Book

## **Session Overview**

During the session, country teams will list and design a set of data visualizations that will support the key messages needed to advance their single overarching communications outcome.

## **Length of Session**

Approximately 60 minutes

## **Assignment: Oral Pitch**

## *45 minutes*

Step 1: Review your single overarching communication outcome. Identify messages and evidence from your message platform that involve data that is best presented visually.

Step 2: Identify at least three and up to eight key data findings that in combination will tell your “story” completely. Express the findings as specifically as possible (ex. “the number of non-specific causes of death has not declined over the last four years,” “most of the non-specific causes of deaths are in rural areas”) and record them in the first column of table on next page.

Step 3: Determine the type of visualization (line chart, horizontal bar chart, map etc.) that is best suited for presenting your finding. Record the type in the last column of the table.

Step 4: Begin to develop the visualizations. If you have actual data and a computer, use Excel (or some other program) to produce preliminary designs of your visualizations.

If you do not have the actual data you want to visualize, you can generate sample data that has a similar “shape” to your actual data. Using your computer or drawing by hand on computer, create preliminary designs of your visualizations.

**Chart Book Outline**

|  |  |  |
| --- | --- | --- |
| #` | Key Data Finding | Type of Visualization |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| 6 |  |  |
| 7 |  |  |
| 8 |  |  |