



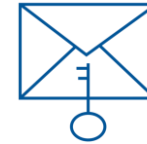
Practice of Informing Policy Through Evidence

GOOD MORNING





CHECK IN



Check in

1. Speed dating

2. Key messages

9h00



3. Story telling

Lunch



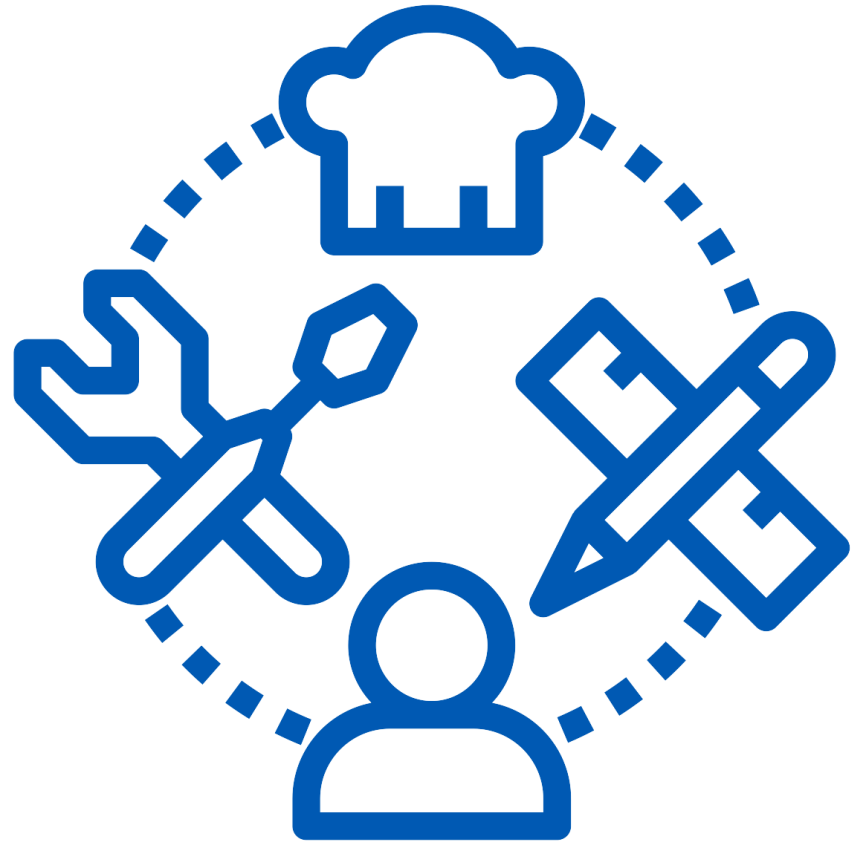
4. Visuals

Closing

17h00

Skills training 1:

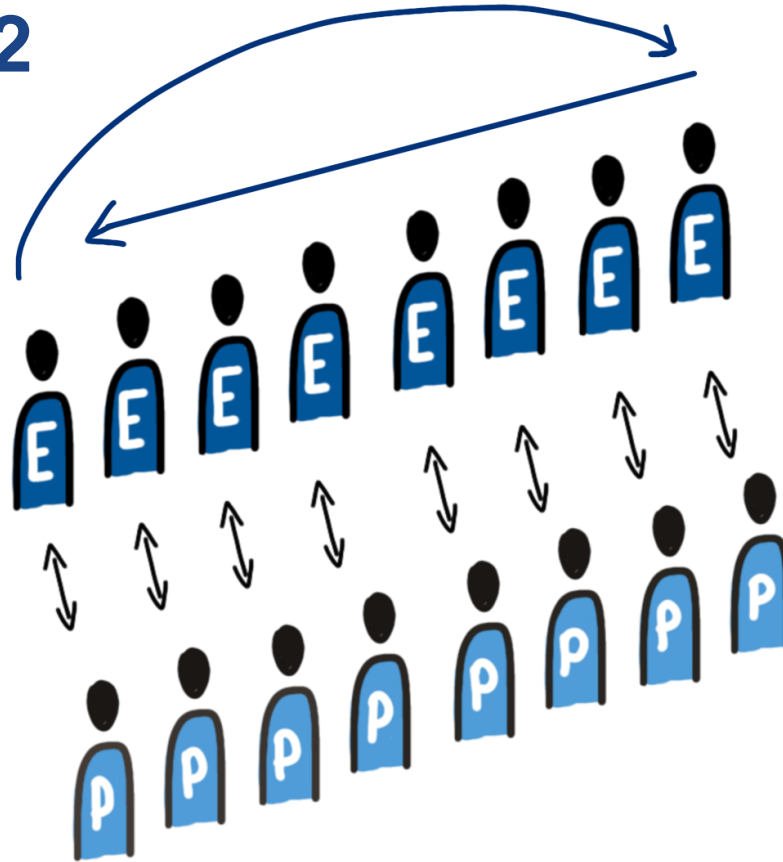
SPEED DATING
With
Policy makers



ROUND 1



ROUND 2



DISC Model

Dominant

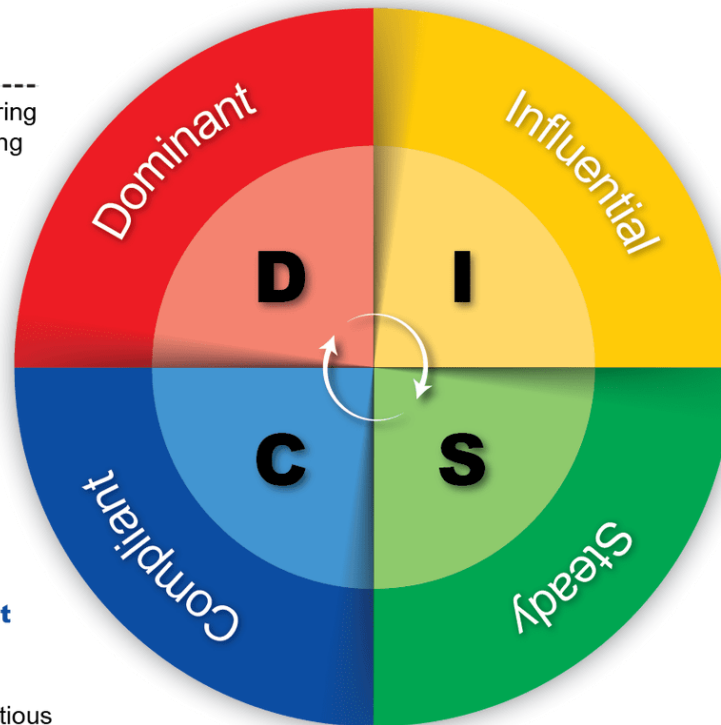
- Direct
 - Decisive
 - Doer
-
- Domineering
 - Demanding

Task
Focus

Compliant

- Cautious
 - Careful
 - Conscientious
-
- Calculating
 - Condescending

Active



Reflective

Influential

- Inspirational
 - Interactive
 - Interesting
-
- Impulsive
 - Irritating

People
Focus

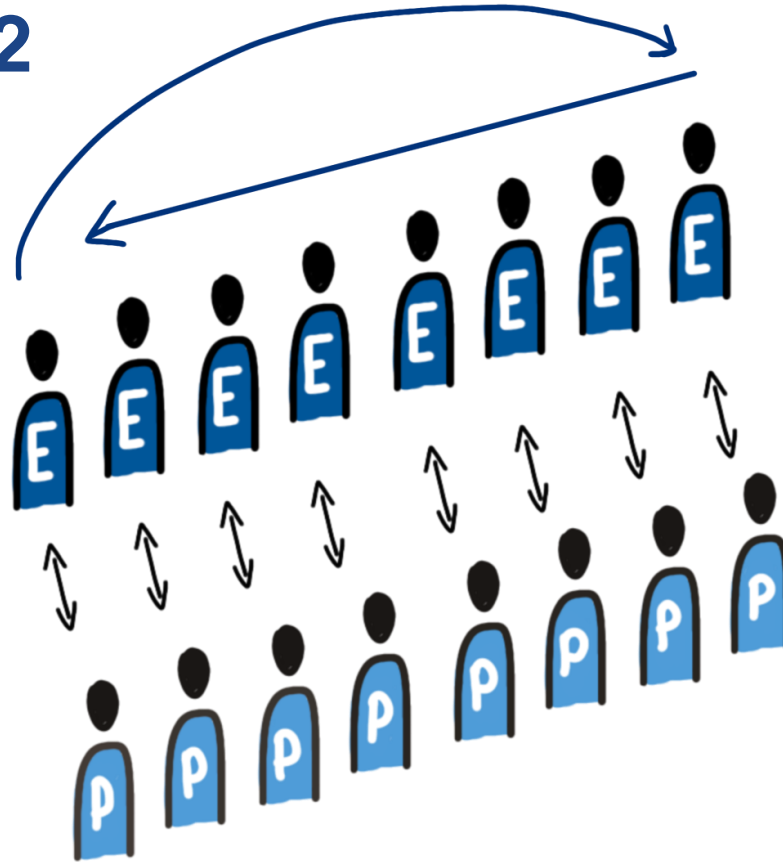
Steady

- Stable
 - Supportive
 - Sincere
-
- Slow
 - Sensitive

ROUND 1



ROUND 2

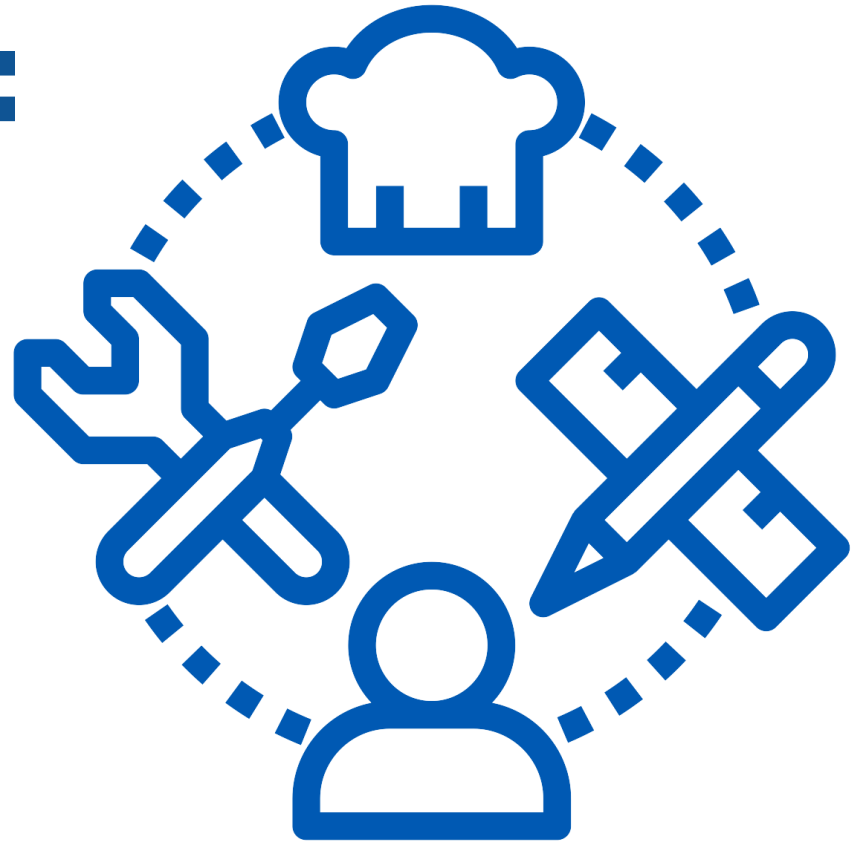


See you back after the coffee break



Skills training 2:

Finding your
**KEY
MESSAGE**



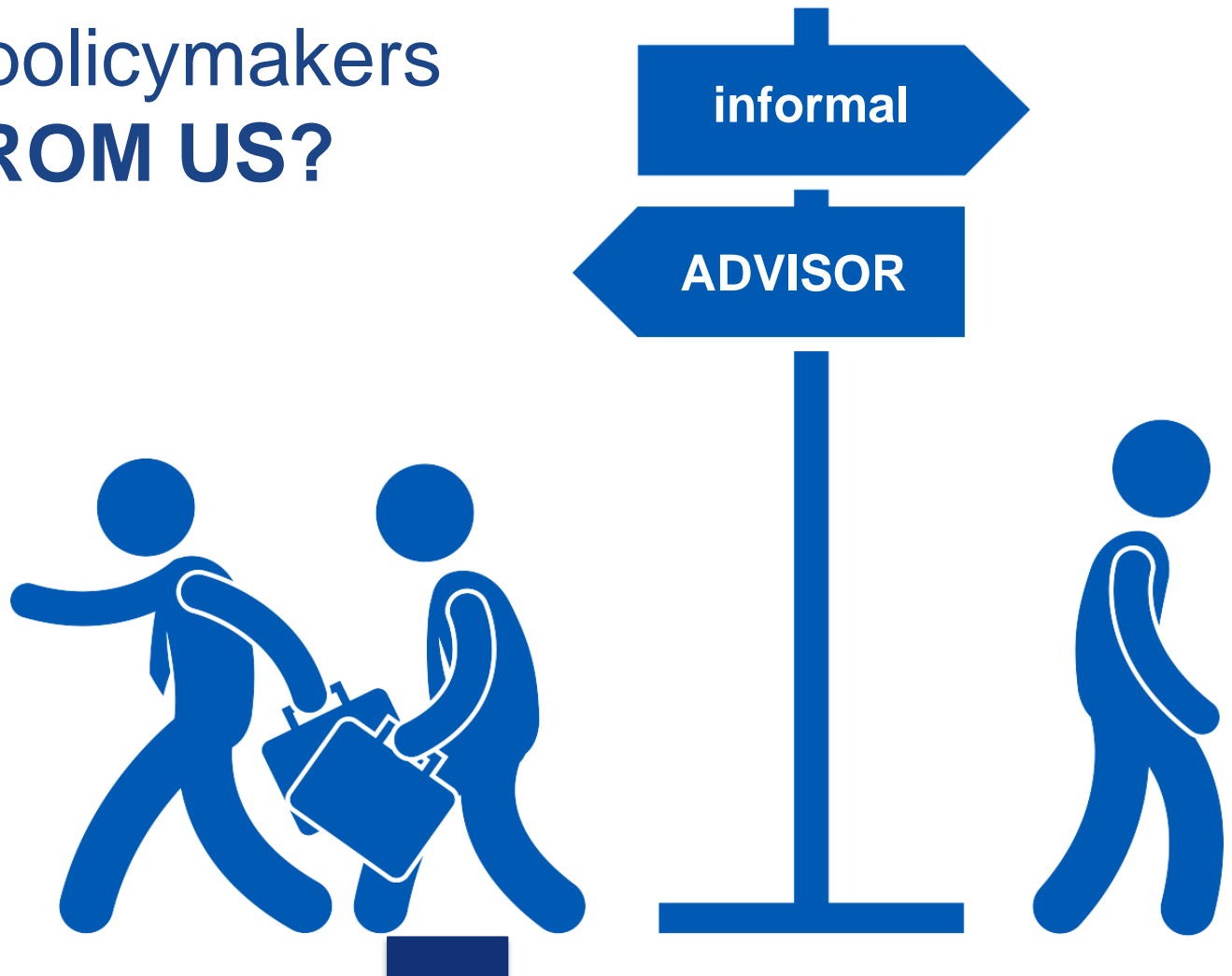
The **INFORMATION** NEEDS of policy makers



Information **OVERLOAD**



What do policymakers
WANT FROM US?



**They are
NOT (always)
EXPERTS**

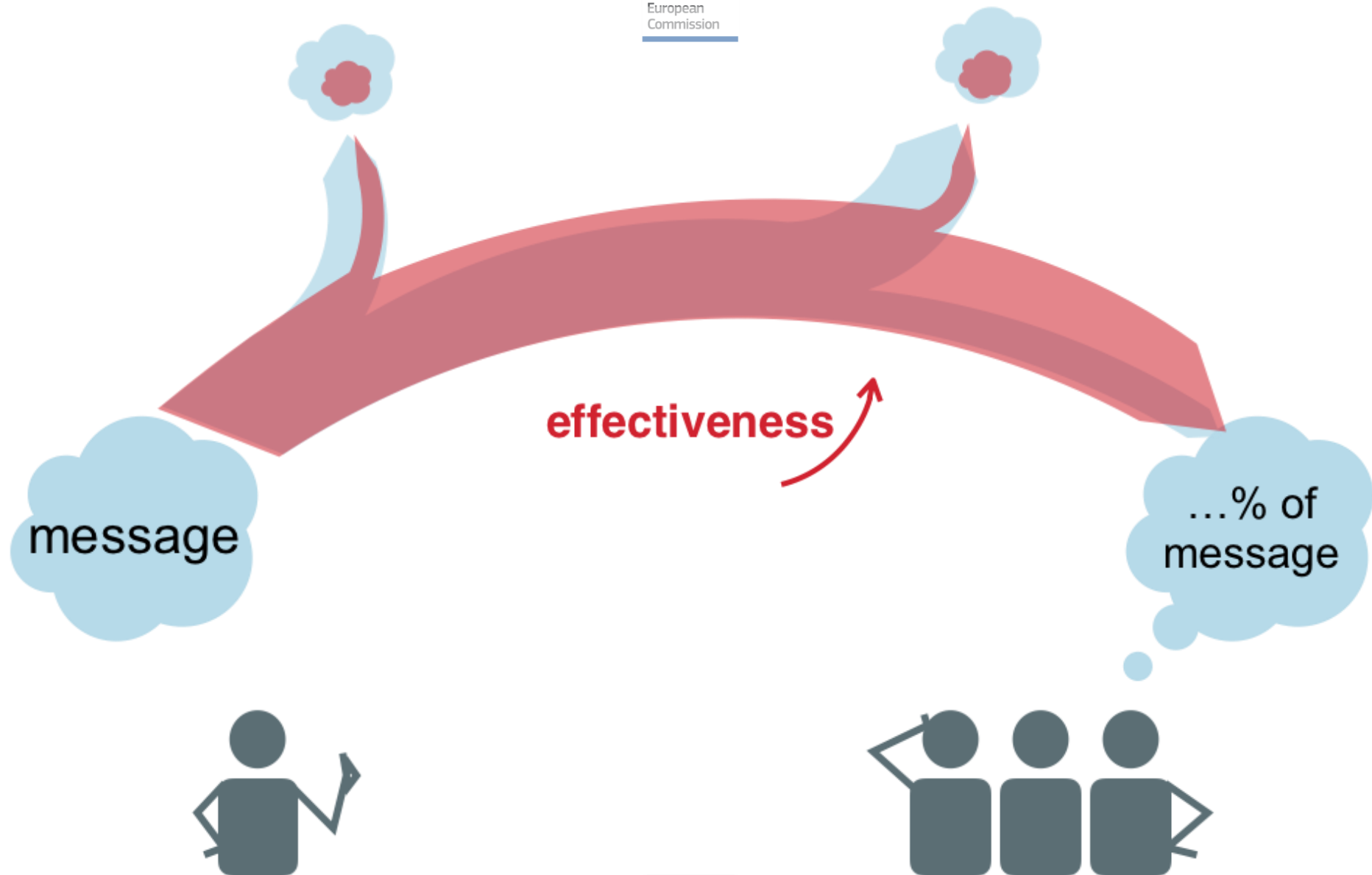


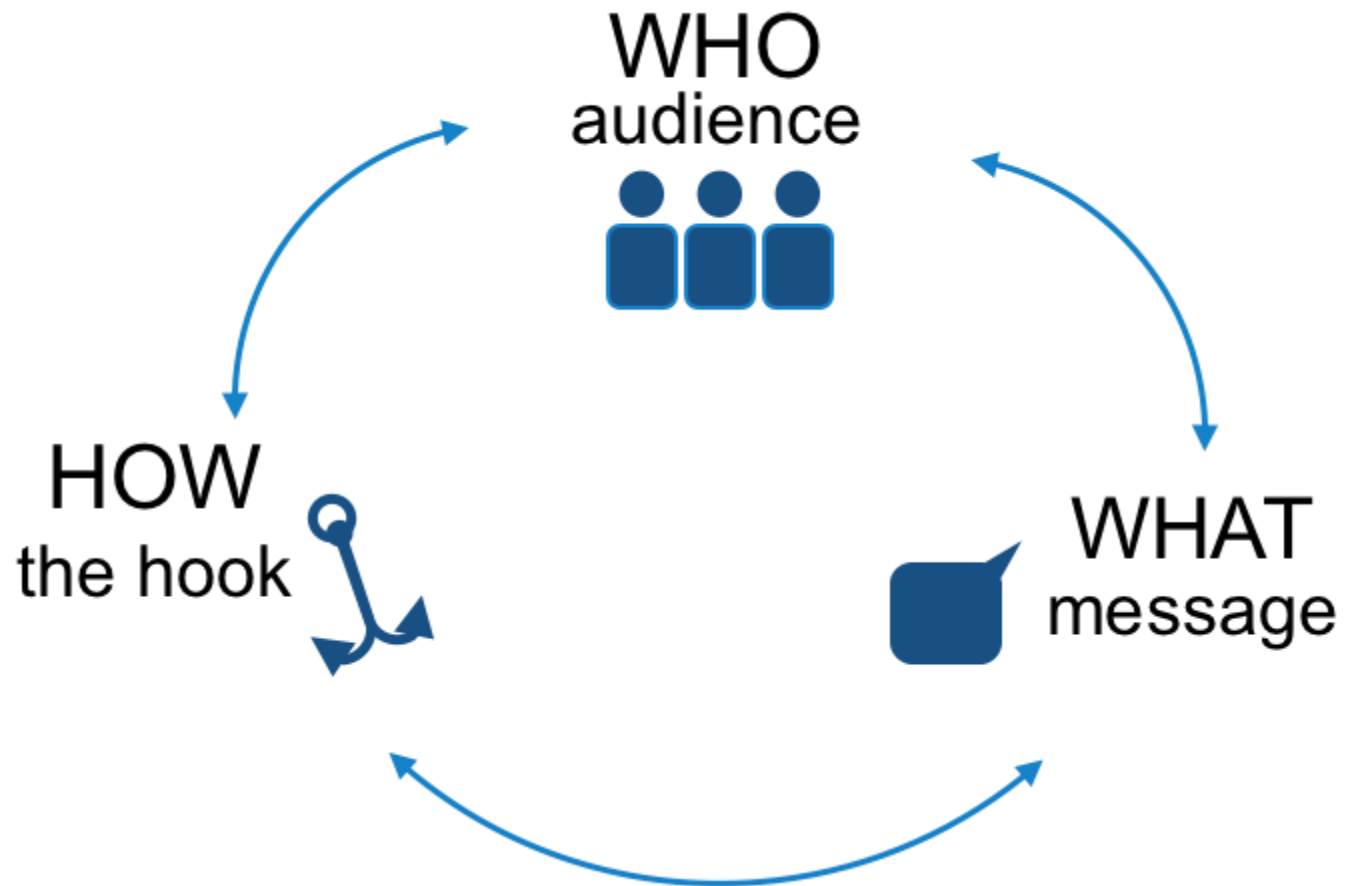
what should we do?



Have a clear
KEY MESSAGE

1





Audience analysis

How can I **solve**
their **problem**?

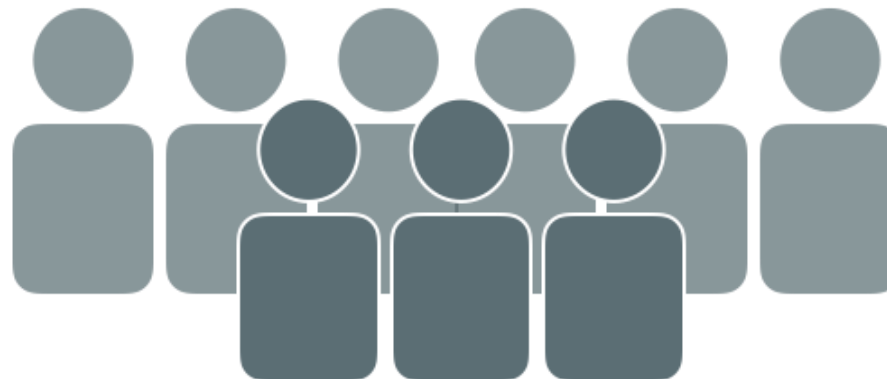
Why are they
here?

How can you best
reach them?

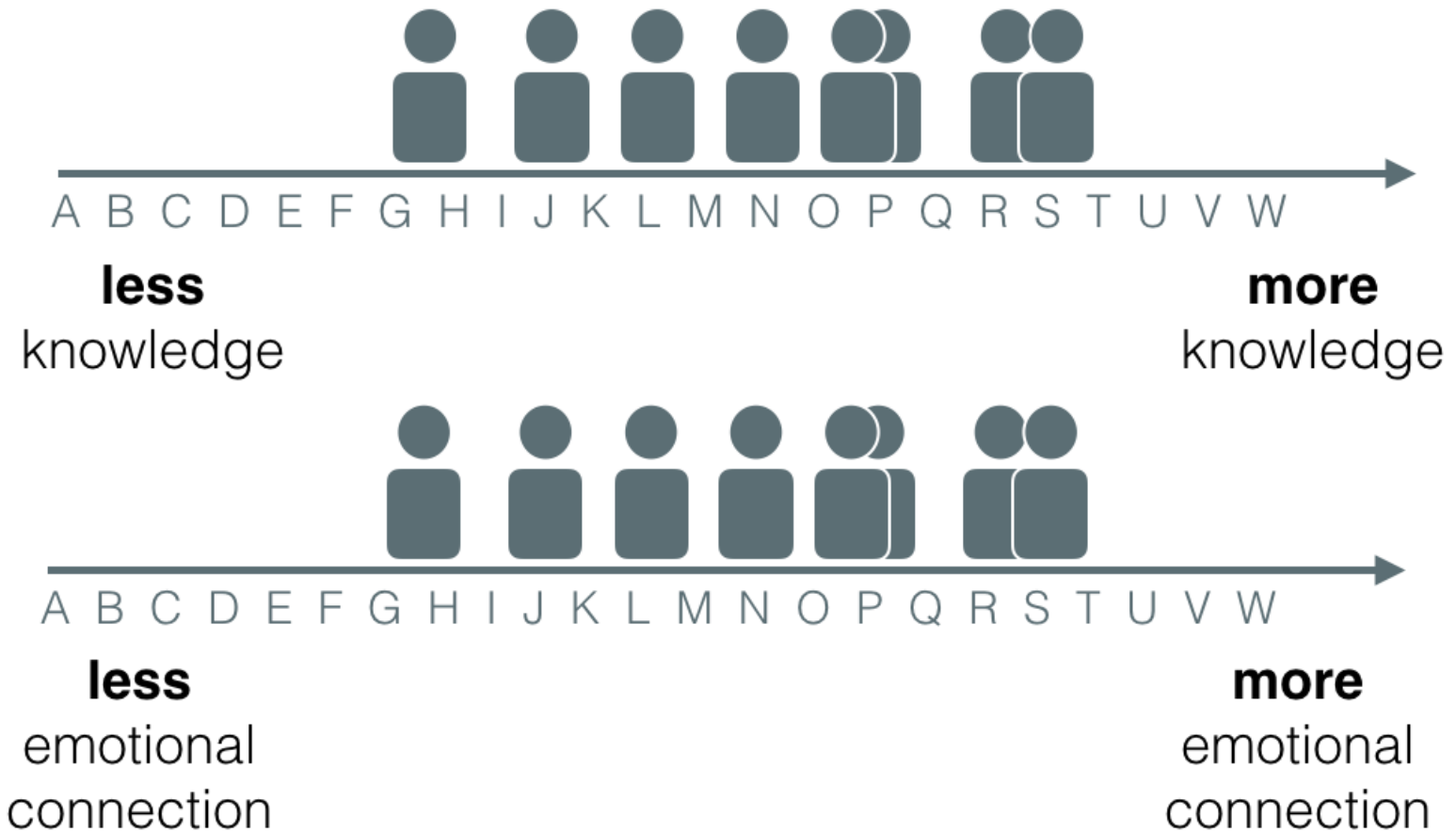
What **are**
they like?

How might
they **resist**?

What **keeps** them
up at night?



► know your
audience



Prioritize

RED LINE

INTRO

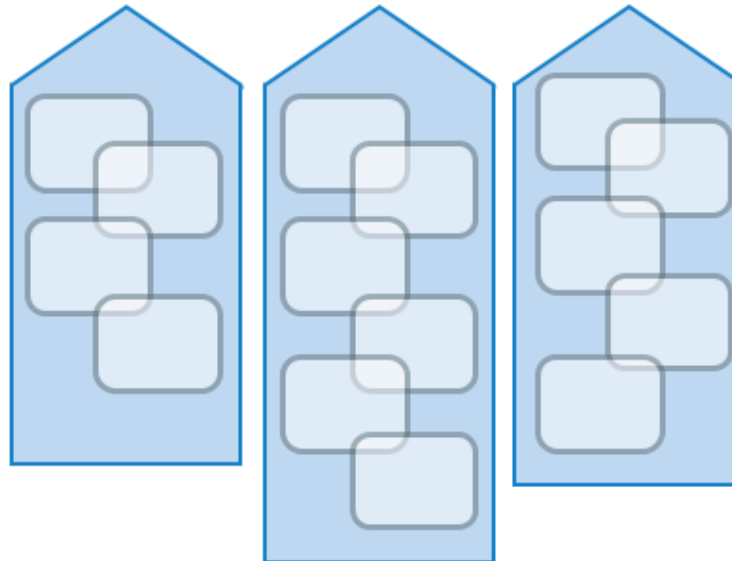
point 1

point 2

Point 3

END

Supporting data,
graphs & anecdotes



The inverted pyramid

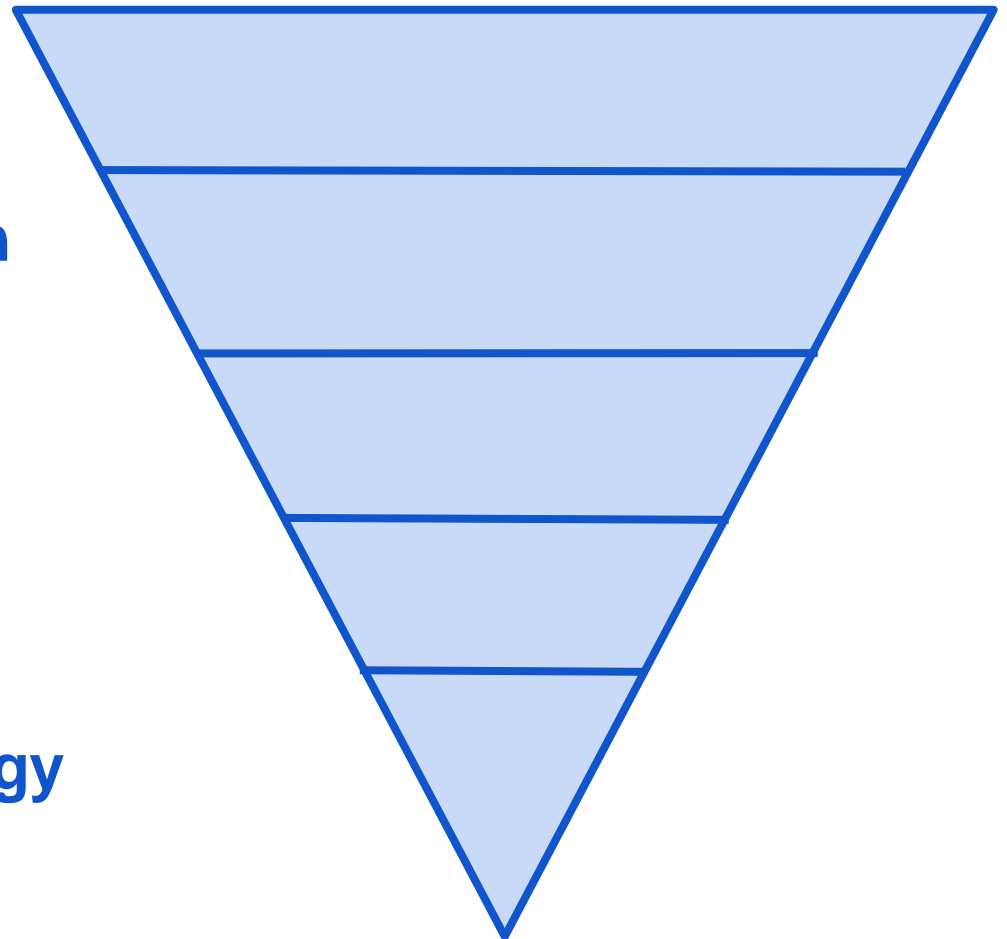
Your key messages

Supporting information
(key quotes)

**Additional facts &
information**

Background

Methodology



The Kiss-U method

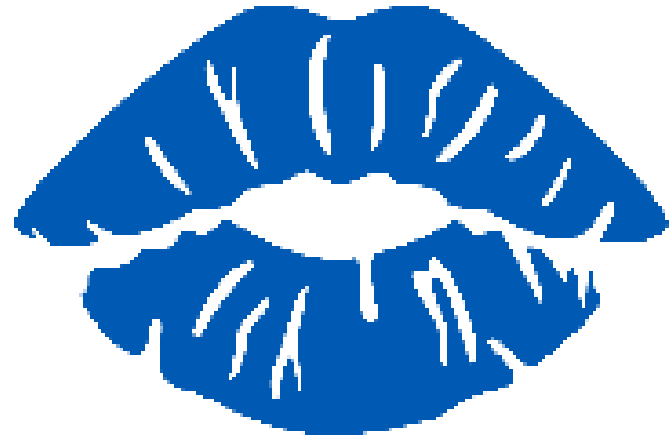
KEEP

IT

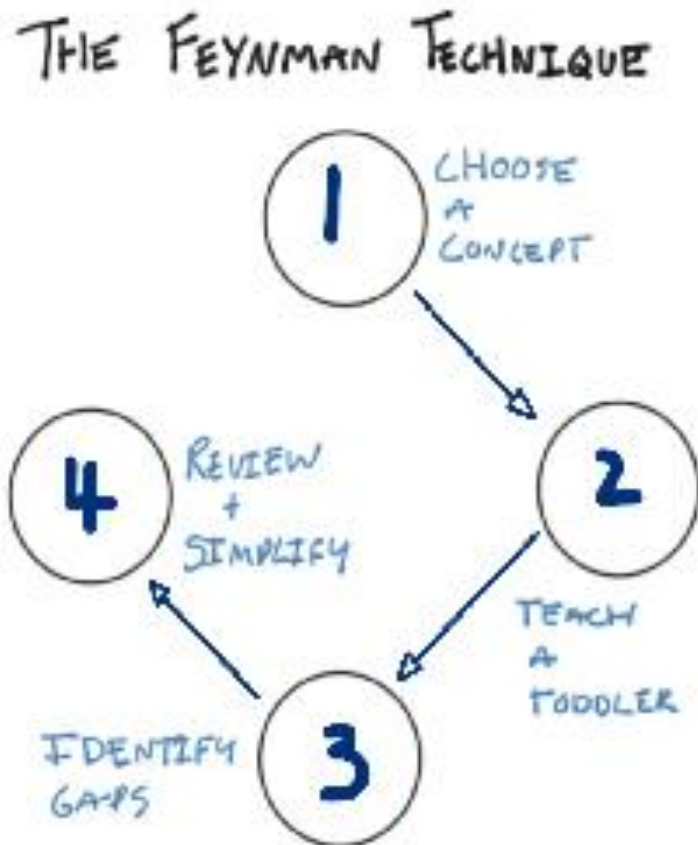
SHORT &

SOPHISTICATED
(SEXY, STUPID)

UNDERSTANDABLE



Feynman Technique



Intro = key message = tweet

- Key messages are the core messages you want your target audience to hear and remember. They create meaning and headline the issues you want to discuss.

If your audience could only remember one thing from your presentation, what should it be?



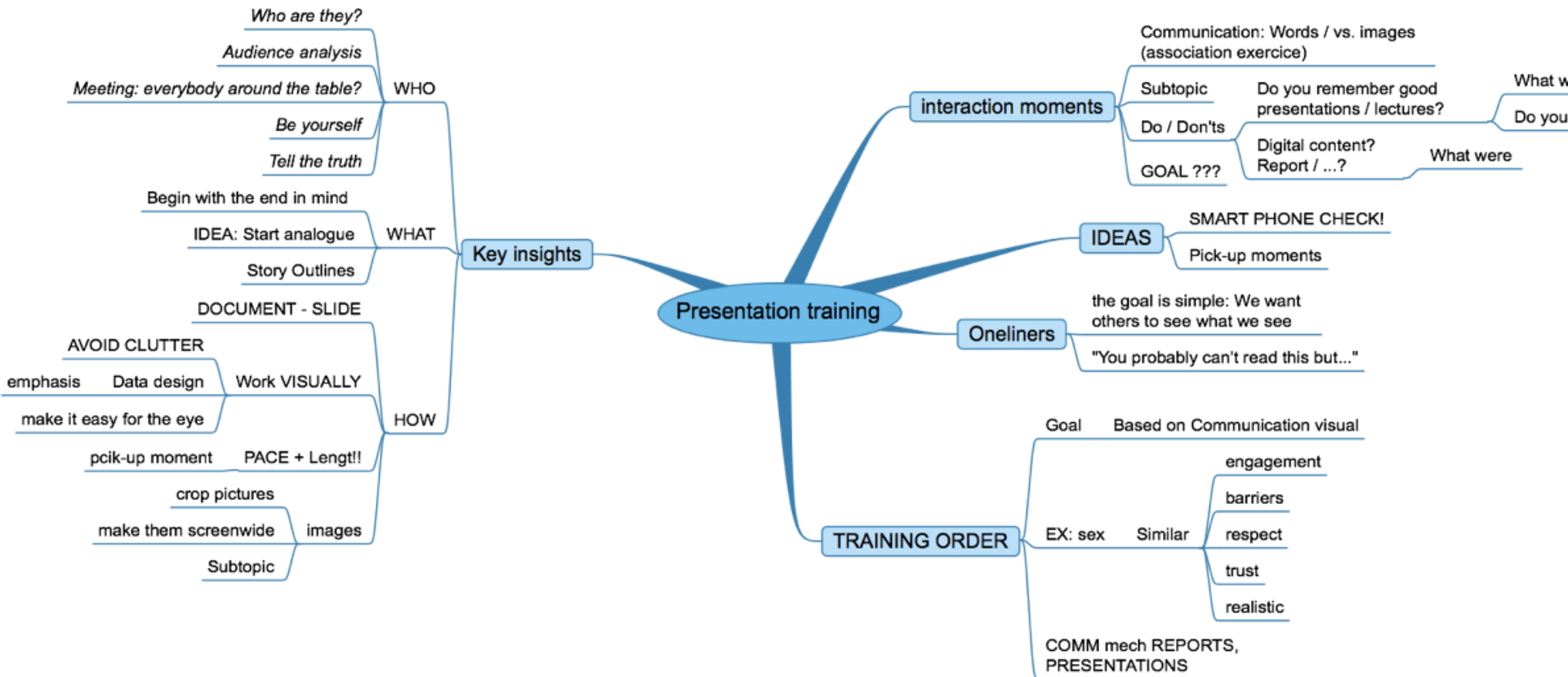
Be a born
STORY TELLER

2

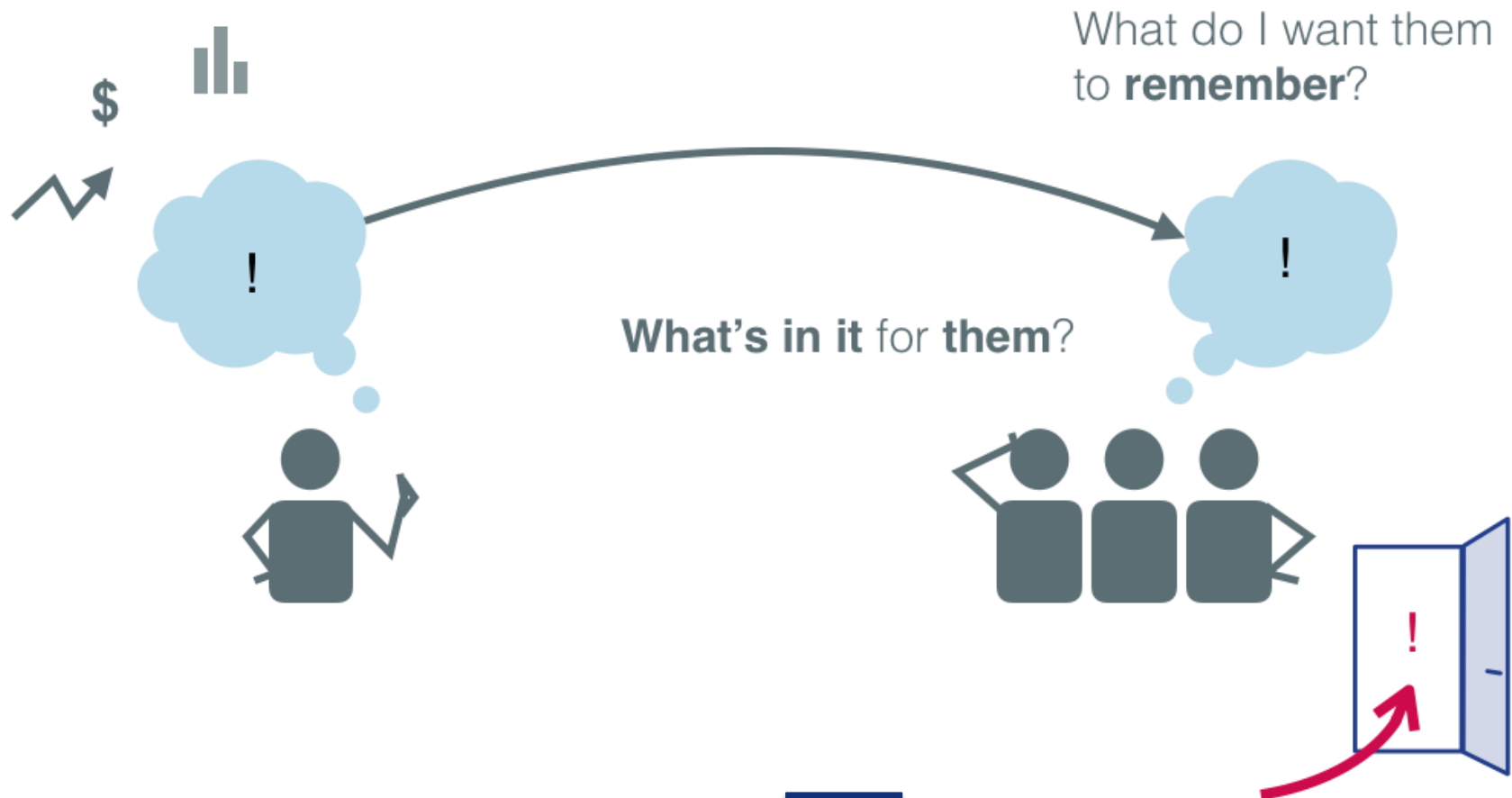




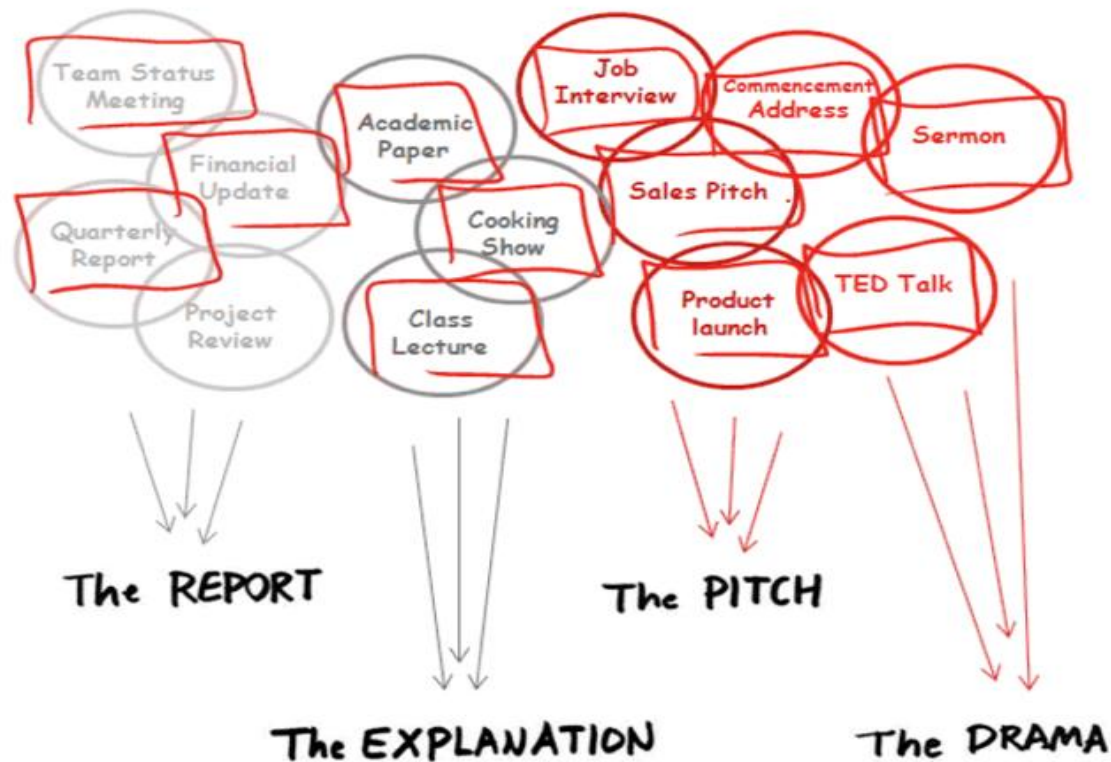
Structure your ideas



Story line with the end in mind



90% of all presentations can be made
with just **four storylines**:





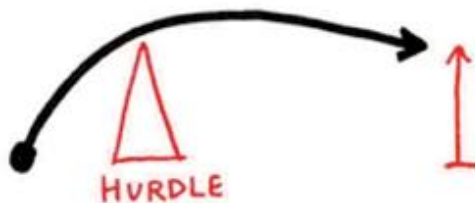
The REPORT

Conveys the facts.



The EXPLANATION

Teaches new insights or abilities.



The PITCH

Recommends a new action or solution.



The DRAMA

Inspires a new way of looking at the world.

Exercise 3: What is your story line

PRACTICE MAKES BEARABLE

...if you don't practice...



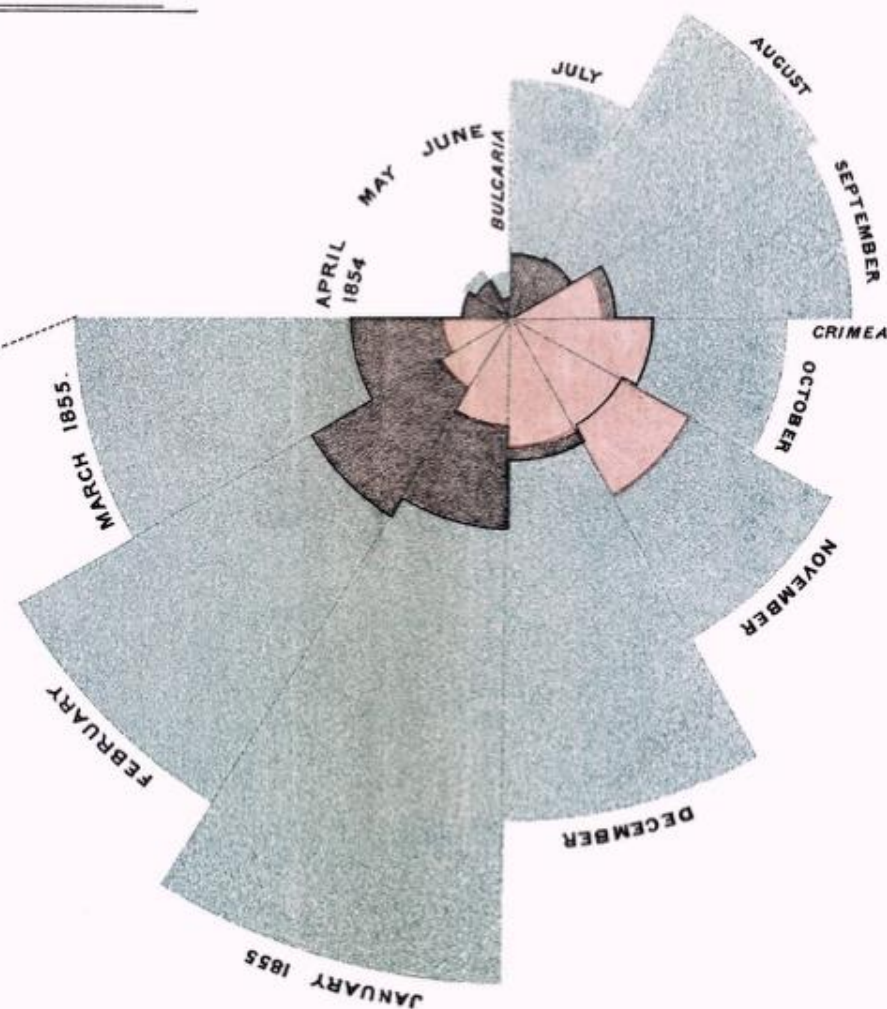
VISUALS

Can make all the difference

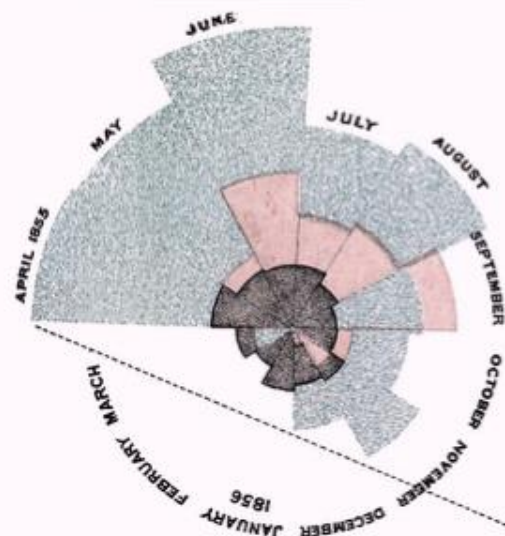
3

DIAGRAM OF THE CAUSES OF MORTALITY IN THE ARMY IN THE EAST.

1.
APRIL 1854 TO MARCH 1855.



2.
APRIL 1855 TO MARCH 1856.



The Areas of the blue, red, & black wedges are each measured from the centre as the common vertex.

The blue wedges measured from the centre of the circle represent area for area the deaths from Preventible or Mitigable Zymotic diseases, the red wedges measured from the centre the deaths from wounds, & the black wedges measured from the centre the deaths from all other causes.

The black line across the red triangle in Nov: 1854 marks the boundary of the deaths from all other causes during the month.

In October 1854, & April 1855, the black area coincides with the red; in January & February 1856, the blue coincides with the black.

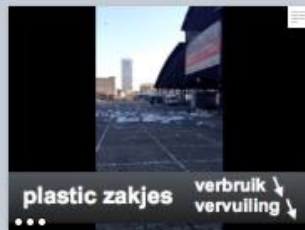
The entire areas may be compared by following the blue, the red & the black lines enclosing them.



1



2



3



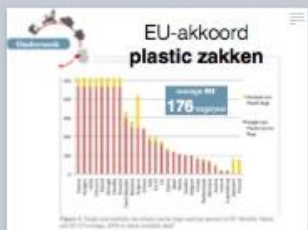
4



5



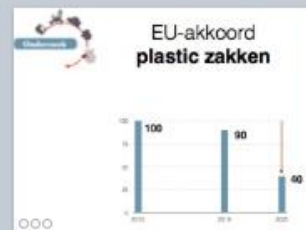
8



9



10



11



12



15



16



17



18



19



22



23



24



25



26



27



28



29



30



31

END of **EU** development POLICY?

POST DEVELOPMENT ?

STRONG ACTOR

these PRESSURES are CRACKING our ...PILLARS...

POLICY FAILURE

EPISTEMIC CHANGES

POWER SHIFTS

FACING CHALLENGES!

but these are also the "CONDITIONS" for

REINVENTING the WHEEL

humanitarisation

marketization

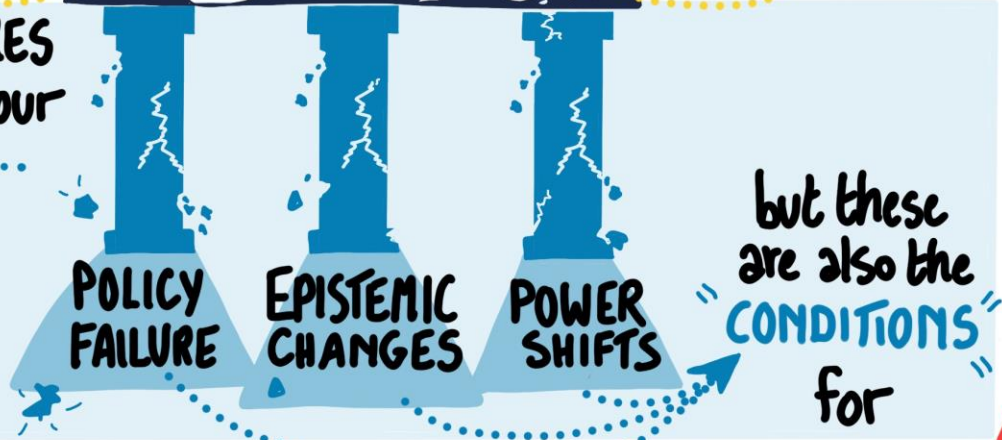
Securitization

charitisation

co-optation

...Experiments...

PARADIGM CHANGE



2. Elevator pitch

Two themes :

Disappearances & Sexual abuse of children

Double mission:

Operational

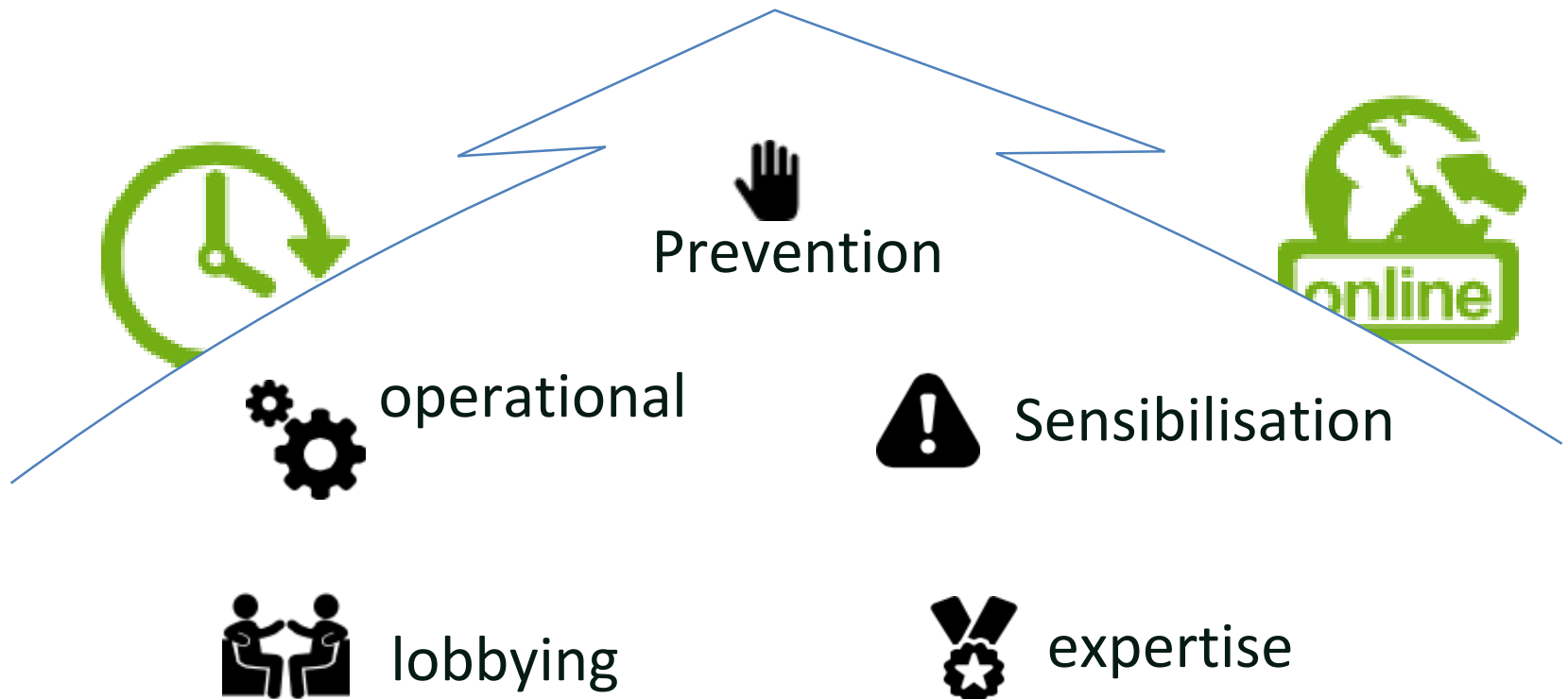
Prevention, expertise, sensibilisation and lobbying

Both online and offline

24/7

Across borders

PREVENT Disappearances & Sexual abuse Of children



SLIDE VS. DOCUMENT



max. **40** words



titles: max. 2 lines, no 3



NO tables



NO paragraphs
< 28pt.

header

TITLE

introduction

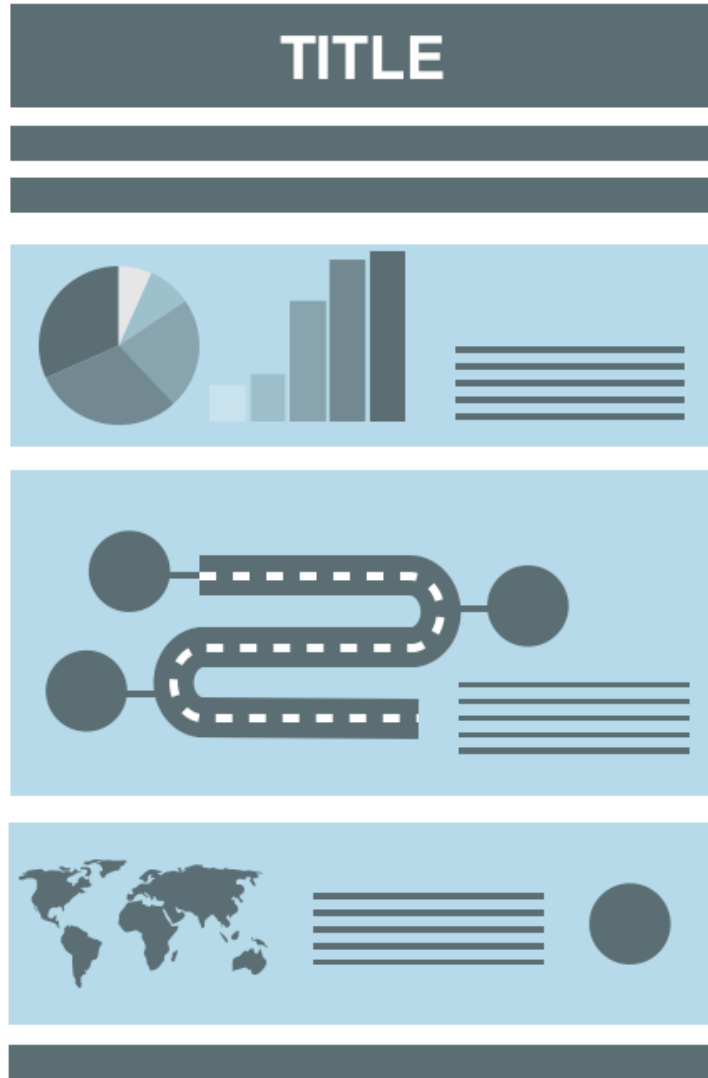
sections

charts

icons/graphics

text

footer



1911-2010

BERMUDA POPULATION GROWTH

BERMUDA CENSUS FIGURES*



♂ = 1,000 people

♂ Male ♀ Female

Data pulled from:
www.bermuda.io
Source: Bermuda Digest
of Statistics

* Includes the
institutional population
** Includes 2,551 persons
for which there is no data.
For more details, see
Technical Note in the 2010
Population and Housing
Census Report

BERMUDA DIGEST OF STATISTICS

BERMUDA DIGEST OF STATISTICS

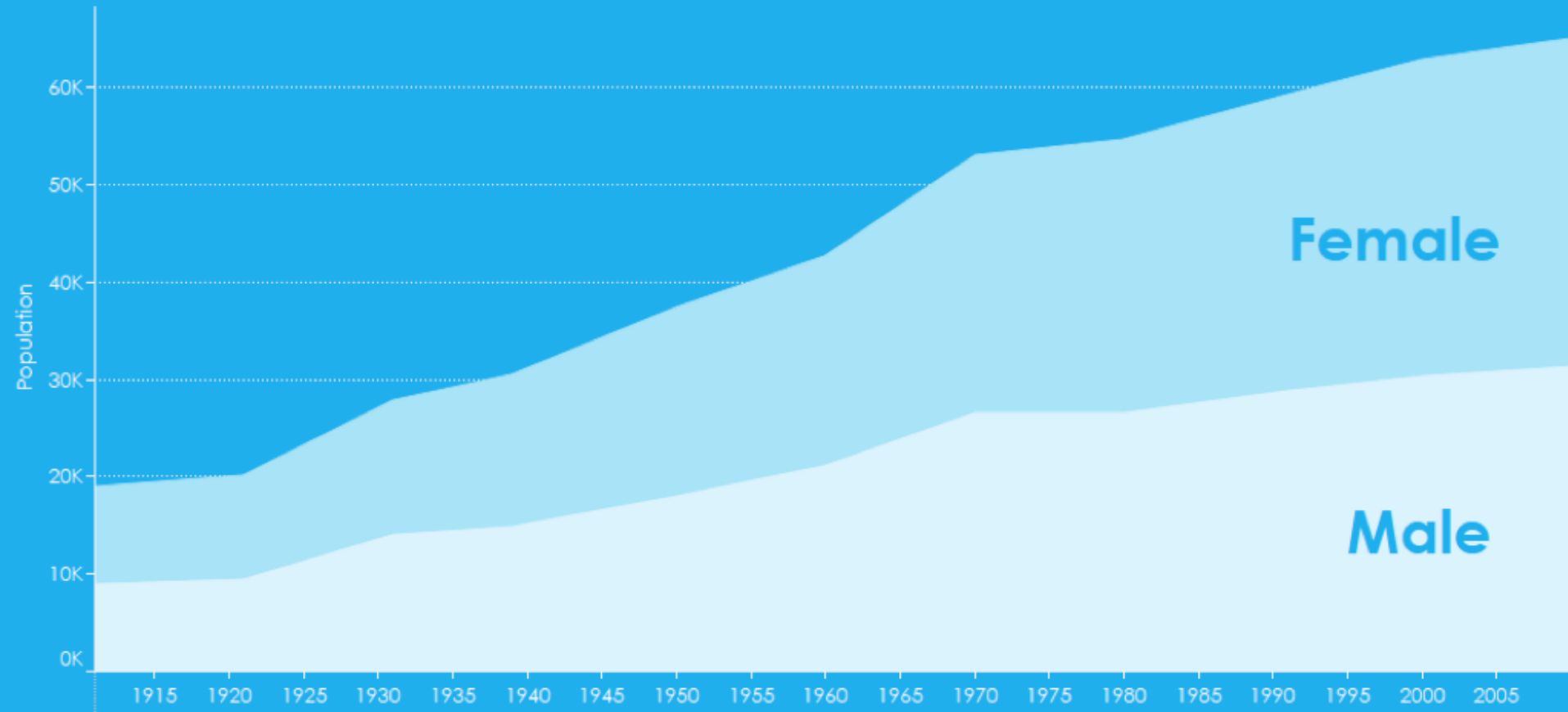


European
Commission

1911-2010

BERMUDA POPULATION GROWTH

BERMUDA CENSUS FIGURES*



Data pulled from: www.bermuda.io. Source: Bermuda Digest of Statistics *includes the institutional population. A #MakeoverMonday project by @acotgreave

Where do different age groups get their added sugar from?

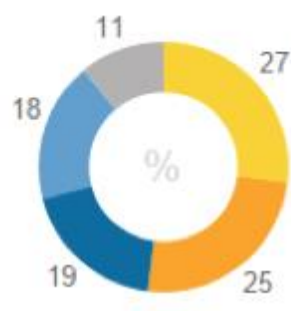
Soft Drinks

Cereals, Cakes, Biscuits

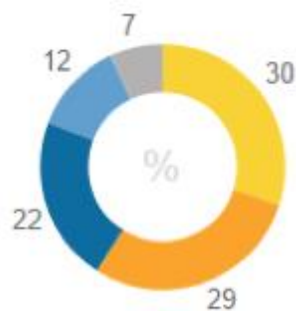
Sugar, Sweets, Jams

Milk Products

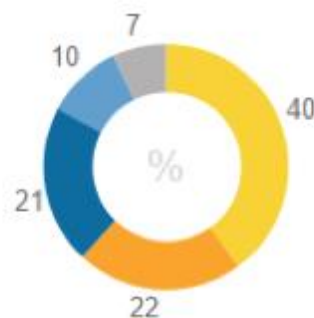
Other



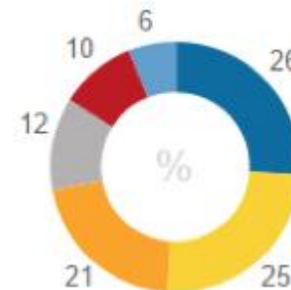
Children 1.5-3



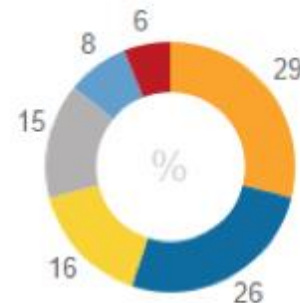
Children 4-10



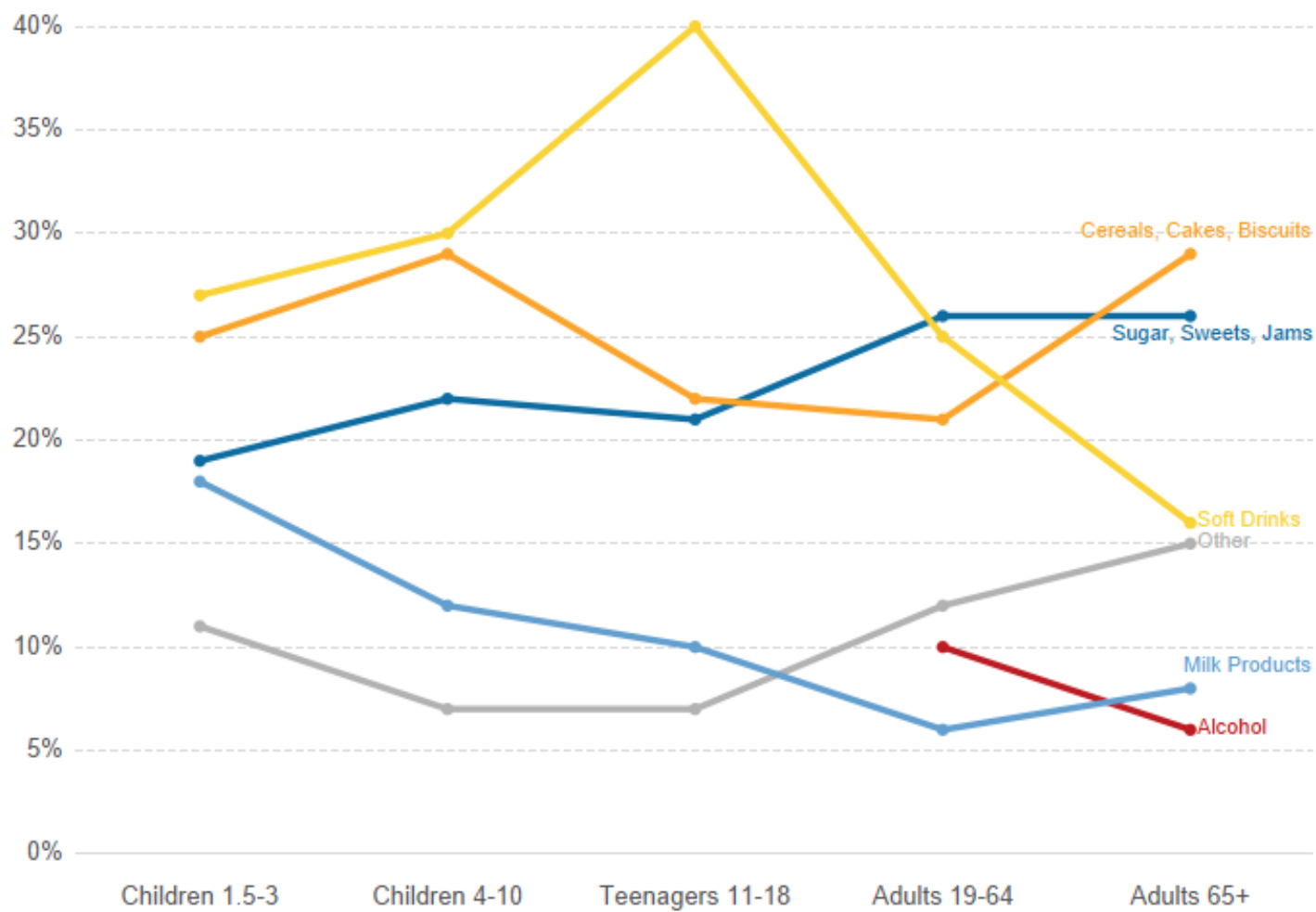
Teenagers 11-18



Adults 19-64



Adults 65+

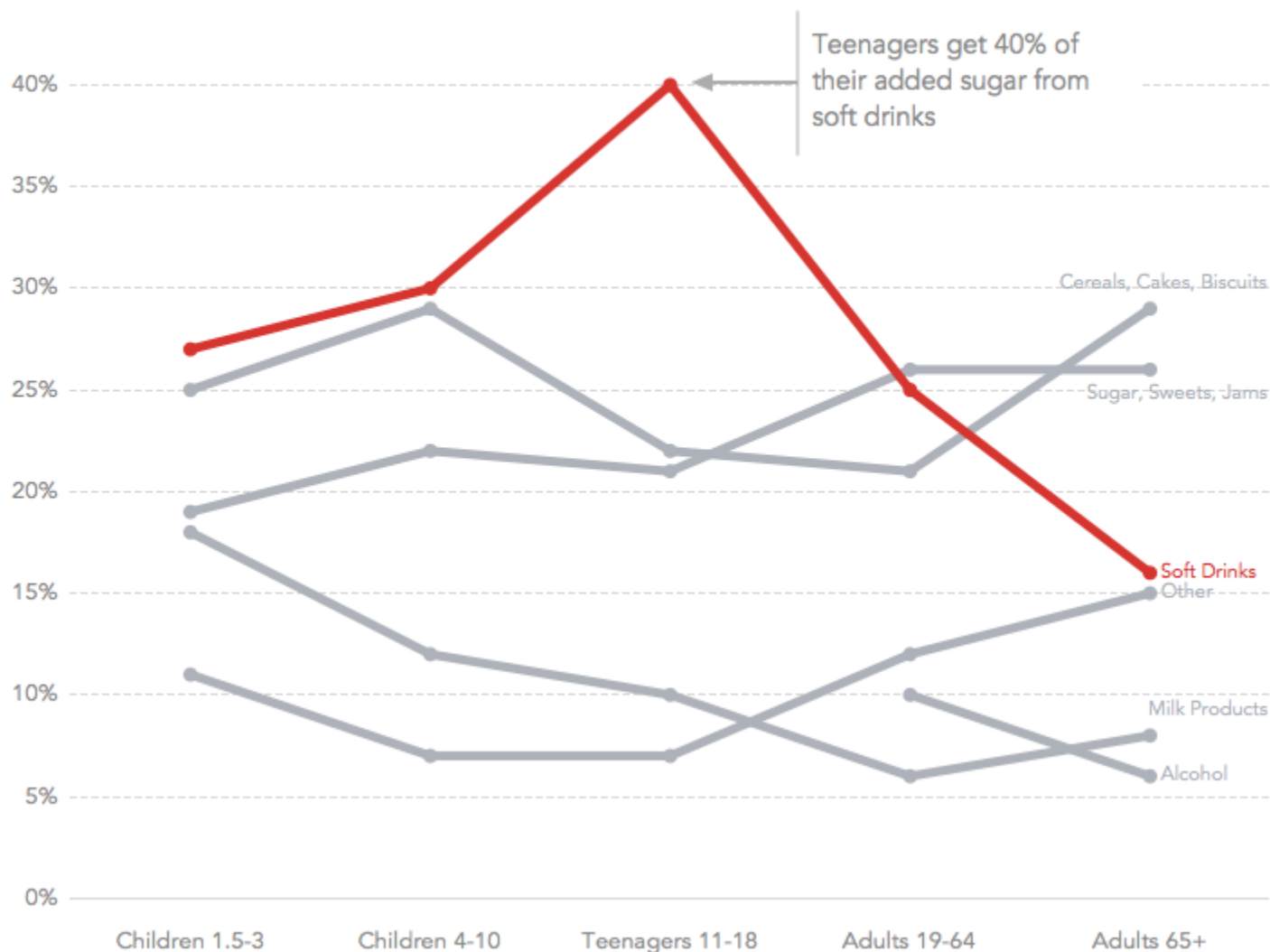


Will a sugar tax have an impact on childhood obesity?

Short of a ban, a tax is arguably the next toughest measure open to a government

Sugar Source

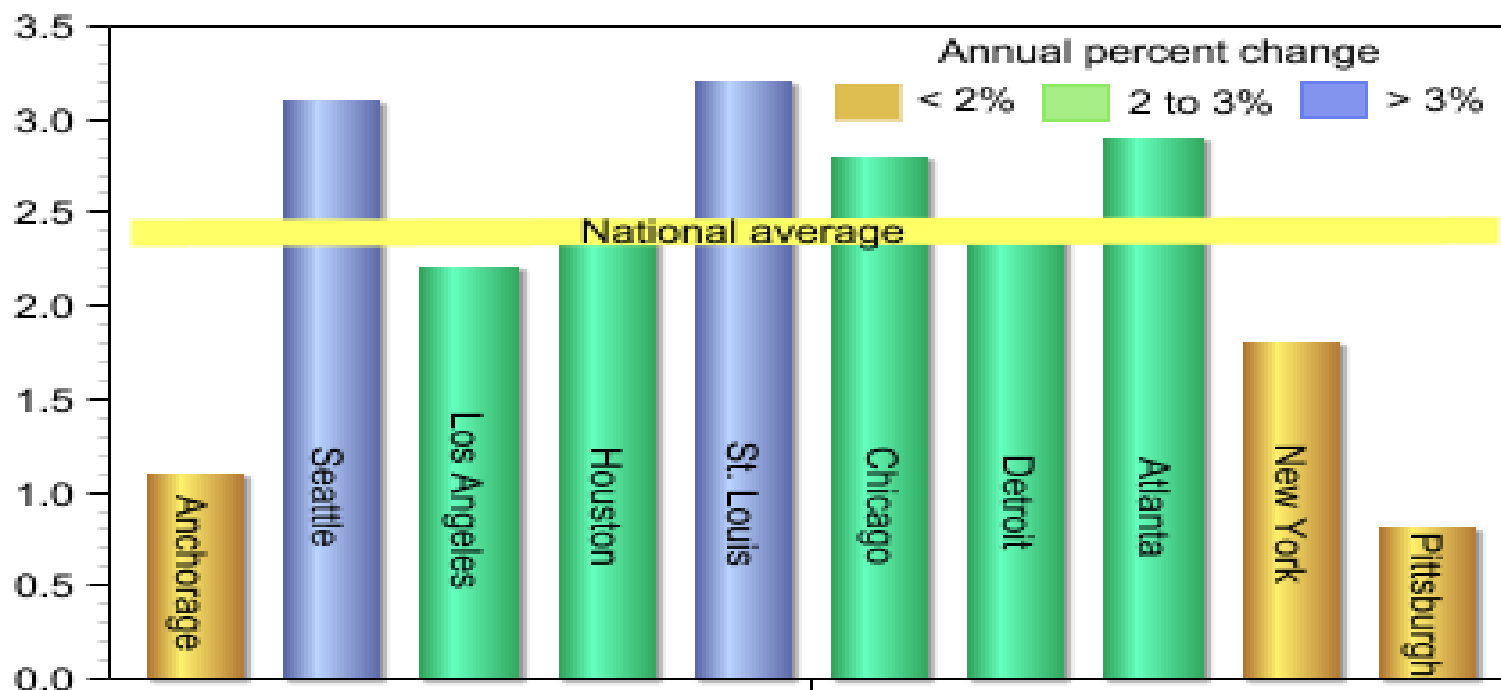
Soft Drinks



Annual grocery store inflation by city, 2014

In 2014, food price inflation was higher in Seattle, St. Louis, Chicago, and Atlanta than in other metropolitan areas

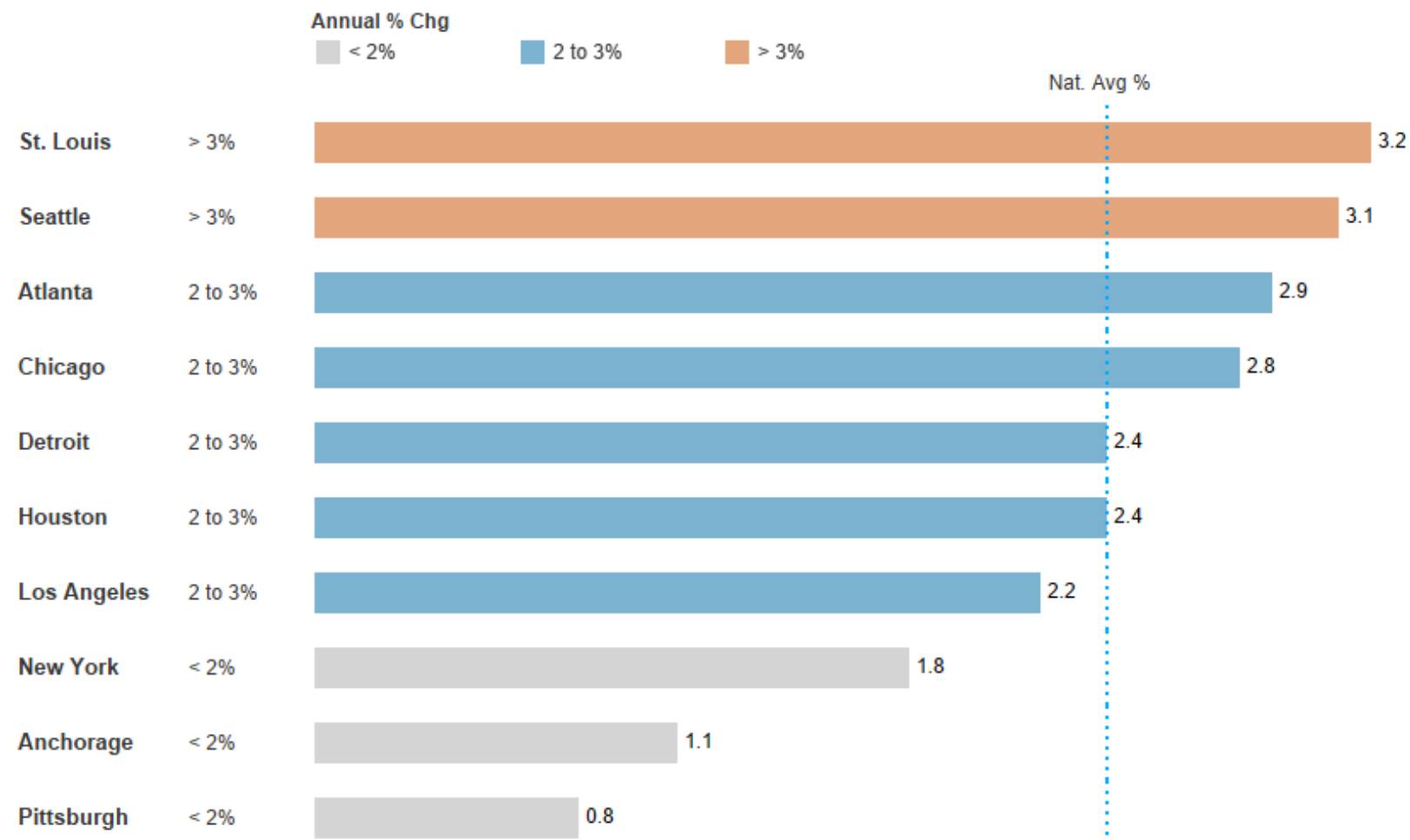
Percent change



Source: Calculated by ERS, USDA, using Bureau of Labor Statistics (BLS) data.

2014 Annual grocery store inflation by city

Food price inflation was higher in Seattle, St. Louis, Chicago, and Atlanta than in other metropolitan areas











Less is more... so think about...

- Getting rid of **superfluous** information.
- **Horizontal** versus **vertical** sorting?
- **Labelling** data directly.
- Getting rid of **shade**.
- Getting rid of **colours**.
- Getting rid of **axis**.
- Getting rid of **borders**.

Visual storytelling: tools

- photo & icons -

Shutterstock	Fotolia	Flaticon	Thenounproject
			
<p>Photos, music, icons,....</p> <p>-</p> <p>DG ITEC has an account</p>	<p>Photo's, icons, ...</p> <p>-</p> <p>DG EPRS has an account</p>	<p>icons</p> <p>-</p> <p>free</p>	<p>icons</p> <p>-</p> <p>free</p>

Gliffy	Google draw	Vismi	Cacoo
			
<p>schematise, flowcharts</p> <p>-</p> <p>Free</p>	<p>schematise, flowcharts</p> <p>-</p> <p>Free</p>	<p>Create infographics</p> <p>-</p> <p>basic free</p>	<p>Create infographics</p> <p>-</p> <p>Basic free</p>

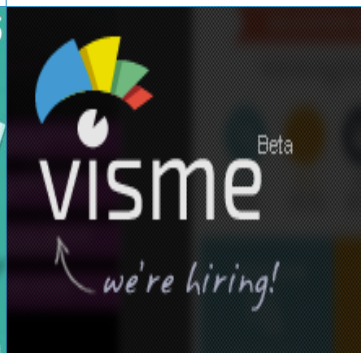
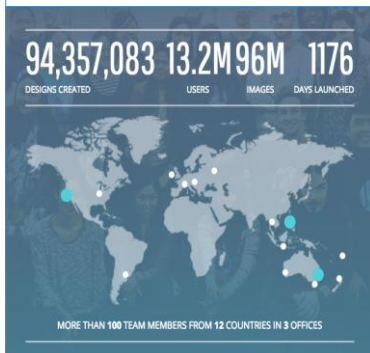
Canva

infogr.am

piktochart

visme.co

easel.ly



presentaties,
infografieken
-
gratis

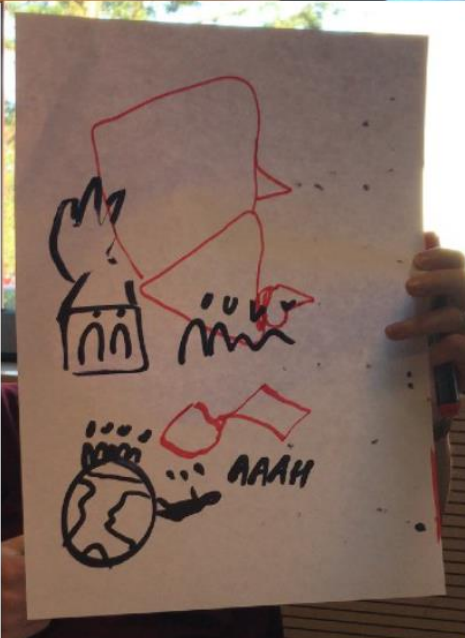
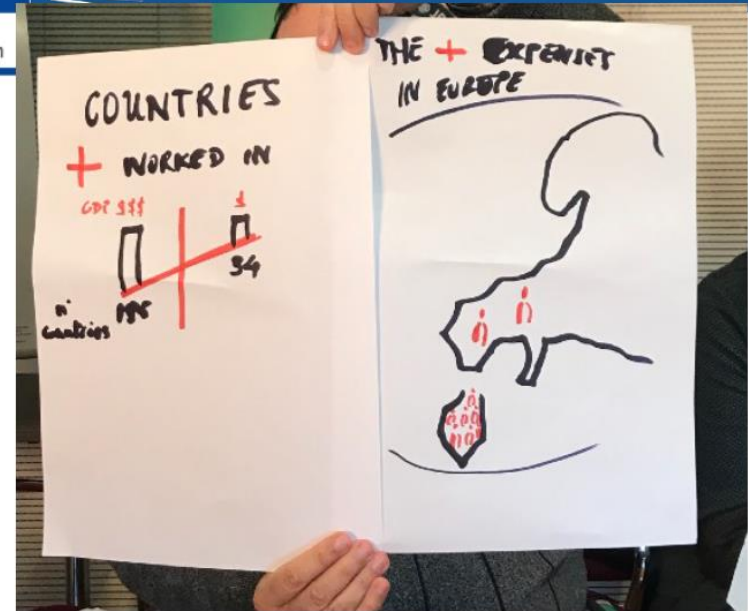
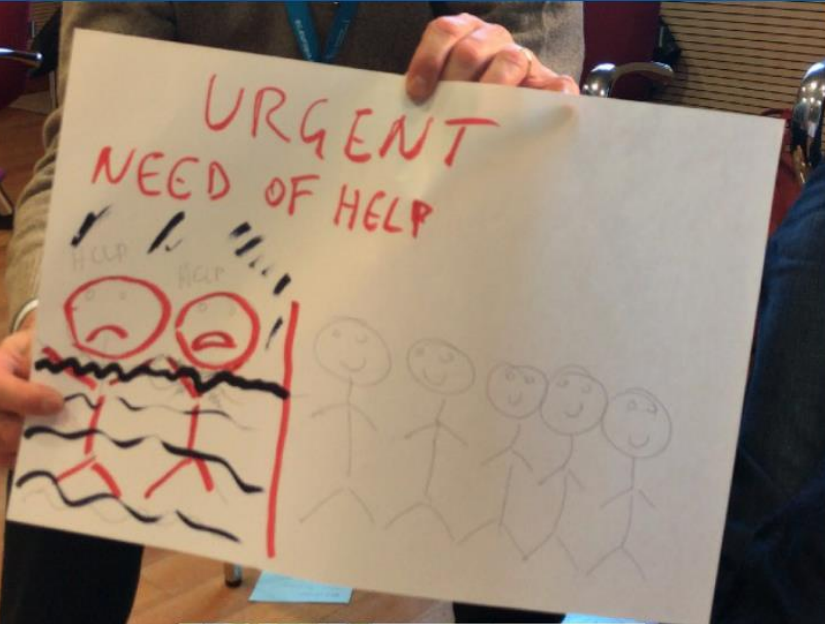
grafieken en
data
-
gratis

snelle
infografieken
-
gratis

presentaties,
infografieken
-
Gratis (max 3
projecten)

Exercise 4:

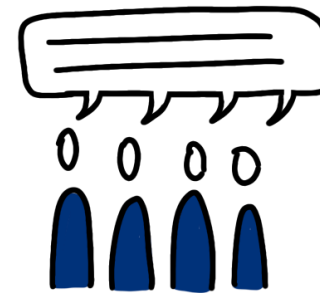
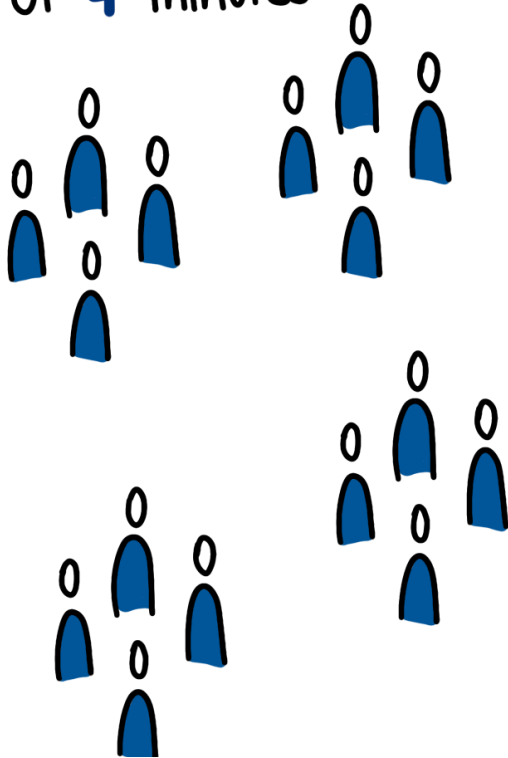
Make a slide design including a visual





EXERCISE 5

PREPARE STATEMENT
of 4 minutes



Eight skills to support evidence-informed policies



Source:

<https://www.nature.com/articles/s41599-018-0143-3>

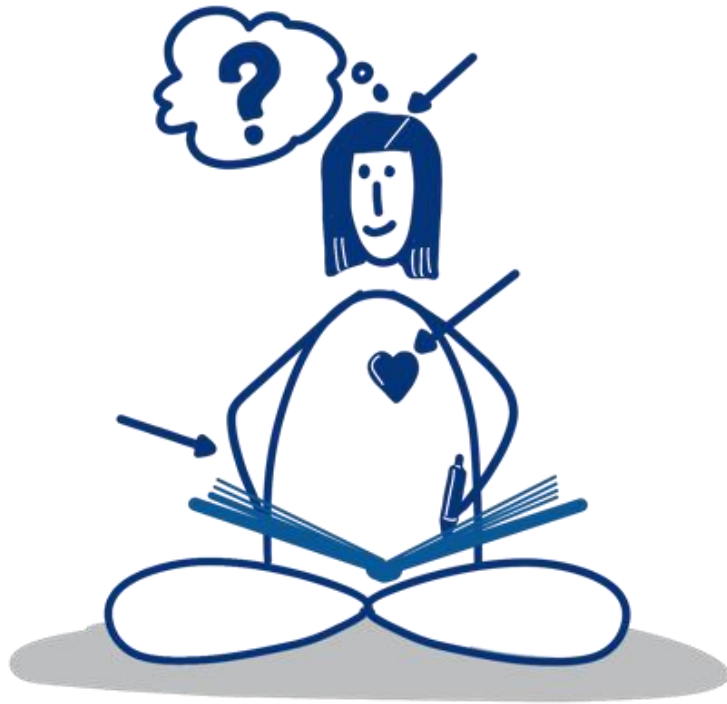




Closing Session



Logbook



Thank you





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- Slide 8: “DISC Model”, source: <https://salesbox.com/identify-lead-behavior/>
- Slide 26: “Feynman Technique”, source: <https://icanread.org/2017/04/try-the-feynman-technique/>
- Slide 29: “Be a born storyteller”, source: https://en.wikipedia.org/wiki/The_Boyhood_of_Raleigh
- Slides 43: “Diagram of the causes of mortality in the army in the East”, source: <https://commons.wikimedia.org/wiki/File:Nightingale-mortality.jpg>