

# Introducing the Data Playbook (beta)

An IFRC Social Learning Collection

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International Federation of Red Cross and Red Crescent Societies  
Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge  
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja  
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

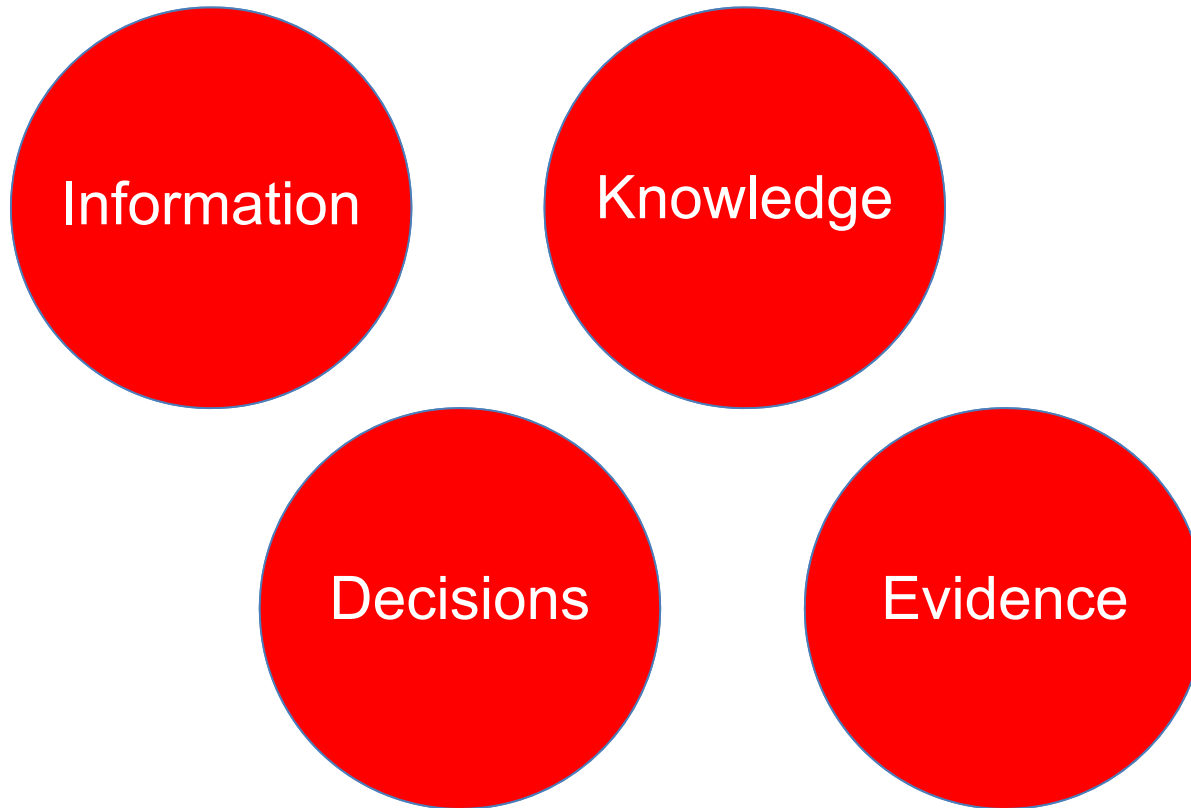
DATA PLAYBOOK (Beta)

# Data can be defined as..

1. **Discrete** pieces of **information**, such as amounts, prices, measurements, dates, names of places and people, and addresses.
2. **Facts and statistics** collected together for reference or analysis.



# Data can lead to:



# Data Literacy Program

Feed the data curious, act with the data ready, learn by doing



Connect



Learn



Create



Measure



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# Our Data Audiences

IFRC has diverse audiences across the sectors and regions. We've tailored content based on these audiences.

- **Data Curious** need an '*on ramp*' to learn and be exposed to the data basics.
- **Data Advocate** sees relevance and and wants to improve their skills and/or offer support.
- **Data Active** are motivated to self-learn and are on their way to being a 'data-leader'.
- **Data Ready** are 'trainers' or 'data leaders' who lead data-driven projects and mentor colleagues.

# A playbook is..

- **A recipe book or exercise book** with examples, best practices, how to's, slides, session plans, training materials, matrices, scenarios, and resources.
- Social, modularized content that can be used in a '**pick-and-choose**' method.
- Visual, remixable, **collaborative**, useful, and informative.

# Our Data Playbook..

- Includes resources for IFRC and National Societies to develop their literacy around data, including responsible data use and data readiness.
- Piloted and co-created by **100s of contributors** across the IFRC Secretariat, Regional Offices, National Societies and our partners.
- Easy-to-use for **Lunch and Learns** – 30 minutes to 1 hour or even as part of existing **sector training programs**.

# What is included?



**Exercises** - Short, discrete social learning experiences.



**Session Plans** - Longer social learning experiences.



**Checklists** - For documentation and revision.



**Slidedecks** - Slides to be used standalone or as parts of presentations.



**Handouts** - short content to be used as standalone or as parts of presentations.



**Next Steps** - links to other modules and further reading.





# Access Points

We've created recipes to help get you started.

The ingredients help you design your activity.

# Modules

- Module 1: **Data Essentials**. What are the essentials for using data?
- Module 2: **Data Culture**. How do we build a data-friendly culture?
- Module 3: **Data-Driven Projects**. How do we build data-driven projects?
- Module 4: **Responsible Data**. How can we protect and use data responsibly?
- Module 5: **Data Viz**. How can we create effective data visualizations?

# Modules

- Module 6: **IM at IFRC**. What is Information Management's role at IFRC?
- Module 7: **Data Sharing**. Why should we share and collaborate on data?
- Module 8: **Data Quality & Standards**. Why do data standards matter and how might we address data quality issues?
- Module 9: **Data for Leadership**. How can we use data for decision-making?

# Impact

**Data Simulation** – 10 times (Finland, Hungary, Kenya, Nepal, Senegal, Switzerland (3), Thailand, and Qatar.)

“A lot of good points on issues around accountability and transparency vs. privacy/protection. examples from our recovery programs about how they post beneficiary lists in the communities as part of their community engagement and accountability approach.

Helen Welch, Director Information Management, Monitoring, evaluation, and Learning, International Services, American Red Cross (Bangkok, Thailand event.)

**Apple Exercise** – “The apple exercise is really good to introduce the concept of data at the beginning of the training, so the participant feels confident to speak about something they know.”

Fanor Andres Camacho Orejuela, Information Management Delegate, IFRC Americas

# How can you contribute?

1. Run a Lunch and Learn
2. Pilot content in your office/sector training
3. Help us improve the current beta content / User testing
4. Locate and share other useful content
5. Create content/Creative exercises
6. Generate examples and scenarios related to your work
7. Videos, graphics, and translations
8. Online course development
9. Give Feedback/Share impact
10. Join the Data Playbook Version 1 Team

# THANK YOU

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