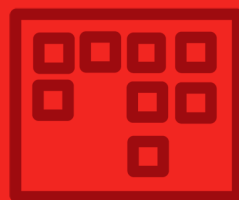# Data Playbook (Beta)

A Social Learning Collection

DATA LITERACY
PROGRAMME

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
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Credits

The Data Playbook (beta) is an open, collaborative project connecting staff, volunteers, and partner organizations to co-create, test, and iterate on content supporting data readiness. We hosted workshops, lunch and learns, consultations, documentation sprints, and stakeholder reviews. Throughout the process, the following people have contributed their ideas, feedback, and content. Piloting continues as we refine and iterate on the content. **Thank you to all the contributors cited and those who supported the Data Playbook Beta.** Stay tuned for version 1.

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- 510, an Initiative Netherlands Red Cross Society
- American Red Cross Society
- Canadian Red Cross Society
- Belgium Red Cross Society
- British Red Cross Society
- Burundi Red Cross Society
- Kenya Red Cross Society
- Nepal Red Cross Society
- Norwegian Red Cross Society
- Senegal Red Cross Society
- Spanish Red Cross Society
- Qatar Red Crescent Society

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Sector Input:

- Surge Information Management Support (SIMs)
- Health Team
- IFRC Information Management Team
- Planning, Monitoring, Evaluation and Reporting (PMER) Network
- Innovation Team
- Legal Advisors Team
- Policy, Strategy and Knowledge

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INTRODUCTION

Welcome to the Data Playbook Beta! The Data Playbook is a gateway for developing data literacy through social learning. Data skills and data readiness are improve our ability to use and obtain information to support and improve our decision-making. The humanitarian system needs an up skill and upgrade on digital literacy, digital infrastructure/technology and data readiness. There is a goal to be more data-driven and to make evidence-based decisions. We are leaving people behind by not being equitable in the application of data skills, technology and the potential opportunities this brings. The Playbook Beta provides some tools for data leaders to test and share their expertise with colleagues. The aim is to be 'introduction' to data and complementary tool to existing content. It will not rewrite data science or data protection manuals. The Data Playbook beta is less of an instruction manual or guide and more of a collection of short, interactive content to be used in a 'pick and choose' modulized manner.

The Data Playbook Beta is recipe book or exercise book with examples, best practices, how to's, session plans, training materials, matrices, scenarios, and resources. The data playbook will provide resources for National Societies to develop their literacy around data, including responsible data use and data protection. The content aims to be visual, remixable, collaborative, useful, and informative. There are nine modules, 65 pieces of content, and a methodology for sharing curriculum across all the sectors and networks. Material has been compiled, piloted, and tested in collaboration with many contributors from across IFRC and National Societies.

We are inviting you to contribute to our final version of the Data Playbook by using the contents, sharing your experiences, or, even, creating new content.

HOW TO USE THE DATA PLAYBOOK BETA

The Data Playbook is a gateway for developing data literacy through social learning. **We compiled existing data literacy materials used within IFRC to build the Beta Version.** We are inviting you to contribute to our final version of the Data Playbook by making use of the contents within and let us know: how useful were they? Have you modified them in any way? Do you have ideas on what would be useful to include in our first full version of the Data Playbook? **Please send an email to data.literacy@ifrc.org.**

We have organised materials into a series of **thematic modules**. Inside each module, you will find a recipe that puts our raw materials in suggested steps to reach a learning objective. To help support you in creating your own recipe, we also include a listing of 'ingredients' for a topic, organised by type:

EXERCISES
Short, discrete social learning experiences

SESSION PLANS
Longer social learning experiences

CHECKLISTS
For documentation of essential elements of the learning experience,

SLIDEDECK
Distilled information for use as standalone or parts of presentations.

HANDOUTS
Distilled information for use as standalone or parts of presentations.

NEXT STEPS
Other modules within the playbook that have relevance to this module's topic, along with further readings and resources

You will also find a bibliography that contains external materials that were inspirational or complementary to the module.

Who is this for?

The key data user profiles that inform the development of the playbook and, potentially, future training planning, are broken into the following 'types':

- **Data Curious** need an 'on-ramp' to learn and be exposed to the data basics.
- **Data Advocate** sees relevance and wants to improve their skills.
- **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.

We're designing the data playbook for the Data Curious. Everyone is on their own learning journey. Peer-to-peer learning is an ongoing effort for every data audience. We know the main people who will use the data playbook will be the Data Active and the Data Ready. We will reach the Data Curious and the Data Advocates through them.

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Data Playbook (Beta) Contents

The Data Playbook (Beta) builds on social learning and modularized activities already developed to promote data literacy via workshops and other National Society activities. A playbook is recipe book or exercise book with examples, best practices, how to's, session plans, training materials, matrices, scenarios, and resources. The content aims to be visual, remixable, collaborative, useful, and informative.

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 visualisations?
- **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?

INGREDIENTS
The raw materials used to build the modules

Exercises
Short, discrete social learning experiences
- **What data is contained in a piece of fruit? [Exercise 1]** An 'intro to data exercise' that shows how data is everywhere.
- **Put Data Project Items in Order [Exercise 2]**. Participants put in order the beginning to end of a data-driven project.
- **What are the roles needed to support a data workflow? [Exercise 3]** Participants map out the ecosystem of roles needed to implement a data-driven project.
- **Wheel of Data Misfortune [Exercise 4].** An interactive way for groups to share responsible data stories.
- **IDP Data Responsibility Scenario [Exercise 5]**. Poses a problem set around an International NGO in Ethiopia that supports internationally displaced persons
- **Data Visualisation Gallery [Exercise 6]**. Gets participants interacting with data visualisations and helps build their critical thinking skills.
- **Data Viz Drawing [Exercise 7].** Participants build a data visualization from an existing data narrative.
- **Global Surge IM Role: Test Scenario [Exercise 8]** Participants explore Information Management's role within a disaster.
- **Evaluation Data Simulation [Exercise 9].** Uses an example emergency to guide conversations on risks and data protection
- **Why Do Standards Matter [Exercise 11]**. Participants discuss the terms and needs surrounding quality, standardisation, and measurement which is all critical for sharing.
- **Opportunities and Barriers [Exercise 12]** helps participants better understand the root cause of 'data quality.'
- **Spreadsheet Test [Exercise 13]** a "rawdata" worksheet, which represents fictitious beneficiary data previously gathered in villages that have been affected by a disaster.

- **Localize your Data Workflow. [Exercise 14]** How can you better incorporate local data into your planning? Every project is unique. Tailor this checklist to suit your project needs.

Session Plans
Longer social learning experiences

- **Data Skills Scoping [SessionPlan 1]** A Session that builds on a *'data skills baseline'* and *'build a common language around data',* while collecting input for future programs.
- **Informal working group template [SessionPlan 2]** A guide to planning future working group meetings
- **Data Simulation [SessionPlan 3]**. Participants 'simulate' data workflows for various topics.
- **Data Monologues [SessionPlan 4].** Participants share a 'data project lesson' or 'data fail' to help talk about Responsible Data Use and Data Protection Guidelines.
- **Negotiating with Decision-Makers. [SessionPlan 5]** How is data supporting decision-making in humanitarian response? This session includes a 'pitch to leader's component with the goal to build a common language.
- **Localizing Data Workflows. [SessionPlan 6]** How is data supporting decision-making in humanitarian response? This session invites data leaders to consider how they might better incorporate local data into their work.
- **State of Data. [SessionPlan 7]** How is data supporting decision-making in humanitarian response? This session invites key decision-makers and their colleagues to dig into the State of Data in their organization.

Checklist
For documentation of essential elements of the learning experience,

- **Data and Technology Checklist [Checklist 1].** A worksheet for developing an efficient, legitimate and responsible workflow in software projects.
- **ODK and Data Protection [Checklist 2].** For mitigating risks when using the Open Data Kit.
- **Data Hygiene [Checklist 3].** Types of data to consider when assessing data protection needs.
- **Dataset Checkin [Checklist 4]**. Will help you improve data workflows, expand localisation, avoid data duplication, be more responsible with data and expand data sharing.
- **Counting People [Checklist 5]** ensures that we are counting 'people reached' in a consistent way.
- **Localizing Data Workflows**. **[Checklist 6]** How we might localize aid by keeping local communities at the forefront of our work? This draft checklist aims to drive conversation on how we might use and improve data workflows at a local level.

SlideDecks
Distilled information for use as standalone or parts of presentations.

- **What is Data? [SlideDeck 1]** A short deck that provides a definition and an overview of how data gets turned into information.
- **Data and Information Q & A [SlideDeck 2]** Quiz on the difference between data and information.
- **Basic Tips to Organising and Managing Data in Humanitarian Response [SlideDeck 3]** Practical tips for collecting and managing data in humanitarian response.
- **Why Data Matters [SlideDeck 4].** Provides context for data use within IFRC

- **Data Basics [SlideDeck 5].** A French language version of the Why Data Matters slide deck.
- **What is Data Literacy at IFRC? [SlideDeck 6]** Provides an overview of Data Literacy and the Data Literacy Program at IFRC.
- **Why Data Matters [SlideDeck 4].** A short deck that provides context for data use within IFRC
- **Data audiences at IFRC [SlideDeck 7]** how might we work with them?
- **Growing Data Literacy [SlideDeck 8].** A longer slide deck covering data literacy at IFRC.
- **Data and Information Management Basics [SlideDeck 9]**. Provides context for building data-driven projects and information on data related roles at IFRC.
- **The Need to Develop a Data Protection Framework [SlideDeck 10].** Examines data management and protection during an outbreak.
- **Data Viz Intro [SlideDeck 11].** Demystifies data visualisations and info-graphics.
- **Building a Data Visualisation [SlideDeck 12].** Explains the steps and different methods and styles to be utilsed in putting a data visualisatoin together.
- **IM Fundamentals [SlideDeck 13]** French language version of the Data and Information Management Basics slidedeck.
- **Information Management and European Population Movement [SlideDeck 14].** Describes Information Management's role and actions.
- **Surge Information Management Support (SIMS) [SlideDeck 15].** Describes the role of SIMS
- **Data Responsibility Roadmap [SlideDeck 16].** How 510 approached GDPR and efforts to address their data responsibilities.
- **Data Protection Conversation [SlideDeck 17]** Learnings from efforts to improve data protection measures at IFRC.
- **Data Sharing at IFRC [SlideDeck 18]**. How can IFRC benefit from sharing data.
- **Open Data Basics [SlideDeck 19]**. Provides definitions and benefits from using and producing open data.
- **Data Sharing with the Humanitarian Data Exchange (HDX) [SlideDeck 20]**. Provides contexts and benefits for sharing data beyond IFRC**.**
- **Federation-wide Databank and Reporting System [SlideDeck 21].** Explainer on what kind of data IFRC collects, where it is stored and how it is used.
- **Survey Basics [SlideDeck 22]** gives an overview on how to build a survey to meet data standards.
- **Data Quality Workflows [SlideDeck 23]**. How might we map the workflows to inform our planning?
- **Understanding Data Standards [SlideDeck 24]** helps participants further refine their understanding of definitions and needs for data standards.
- **IFRC GO Platform [SlideDeck 25].** An explainer of the IFRC Go Platform, used by the Red Cross Red Crescent network to **capture, analyse and share** key pieces of information, ensuring help can reach areas where it is needed most.
- **What is Evidence? [Slidedeck 26]** How can data be used as evidence that drives policy and action?
- **Missing Maps – How to get involved [Slidedeck 27]** Learn about how we can data share with Missing Maps (community mapping via OpenStreetMap).

Handouts
To be distributed to participants for use post-training.
- **Data Socialisation: Fostering a Data Culture [Handout 1].** Article detailing ways to build an inclusive and sustainable data culture.
- **Data Protection Basics [Handout 2]**. Covers key concepts and definitions. Also contains a dataset checklist and a data analysis checklist.

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- **IFRC Data Protection FAQ's 2018 [Handout 3].** To aid IFRC staff plan and prioritise next steps for data protection.
- **Data Responsibility Policy [Handout 4]**. A template for creating an organisational policy. Created by **510, an Initiative of the Netherlands Red Cross**
- **FAQs on Data Visualisations [Handout 5]**.
- **Data Visualisation Examples [Handout 6].** A collection of data visualisations to be printed on A3 for use in the **Data Visualisation Gallery [Exercise 7] and other data visualization sessions.**
- **Information Management in Emergencies at the IFRC [Handout 7]**
- **Example Data Validation Process [Handout 8]** helps you plan your data validation strategy.
- **Household Survey Scenario [Handout 9].** Role plays for use in a workshop.
- **Outcomes: Negotiating with Leaders**. **[Handout 10]** What are some tips and tactics to improve your data-driven conversations with leadership/decision-makers?
- **People Before Data [Handout 12].** A drawing about data metrics**.**
- **Our Data Audiences [Handout 12].** Who are the data audiences at IFRC and how might we work with them?
- **Polo Monitoring Simulation [Handout 13].** How will you safeguard data during a polio outbreak?

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