

### Content marketing

Our data/findings/reports are content and these are our 'products'. Our websites can be thought of as the 'shop windows'. The overall aim of content marketing is to get people reading, downloading and using website content.

### Be appropriate and accurate

Don't simply create an infographic for the sake of it - ensure they are both appropriate and accurate.

- Don't try to summarise an entire report in one infographic!
- A process for checking accuracy is important - involve people who know the data in the process.

### Piktochart

Piktochart is free to use with the basic version - there is a 'Pro' version available too which has a few more features.

- Piktochart runs through the Google Chrome and Firefox web browsers so there is no need to download a programme onto your computer.
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- You can download the finished infographics as PNG files and also export your own image files.

### Using Piktochart

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### Charts and graphs

You can also use Piktochart to make your graphs and charts more shiny - you can input data from a csv file and play about with the formatting.

There are also maps you can use too.

### GCPH communications

- Publications
- Leaflets
- Journal articles
- Events and conferences
- Media coverage
- Social media
- Film and animation
- Websites
- Infographics

### Useful things to think about

- Know what are you trying to achieve - adopting any new technology or method is only useful when it helps to meet overall communications objectives and is part of your overall strategy.
- Look for examples of good practice - what are similar organisations doing?
- Helpful to identify key people within your organisation who have the time and inclination to get involved with data vis work.
- Data visualisation needs to be a collaborative process - to ensure quality and accuracy.

### Infographics are awesome!

- Summarise and visualise data content and highlight key findings.
- Make research accessible to users who may otherwise be put off by stat-heavy content.
- Fairly easy to create - at the GCPH we use Piktochart.
- Tweets with a picture are twice as likely to be shared - people like pictures!

### General hints and tips

- Work out what are you trying to achieve
- Relevance is key - think about your audience
- Find a hook and use it creatively to get people interested
- Look for examples of good practice - collect and use for inspiration

### Relevancy - finding a 'hook'

- The main principle behind content marketing is making it obvious to your audience why your content is relevant and useful to them.
- You can use infographics to highlight key elements to encourage people to find out more, download the full report, access the data online...

### Creating a GCPH infographic...

- Pick out key findings/message/numbers.
- Think about a basic narrative - what do you want people to take away?
- Keep it simple - less really can be more.
- Think about editable design to broaden uses.

### ...and getting the most from it

- Present headline data and key information in a one-page graphic
- Use on social media to make your post stand out
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- Highlight key figures on a conference poster with an eye-catching graphic
- Printed versions make great handouts and can facilitate discussion

### Some examples for inspiration...

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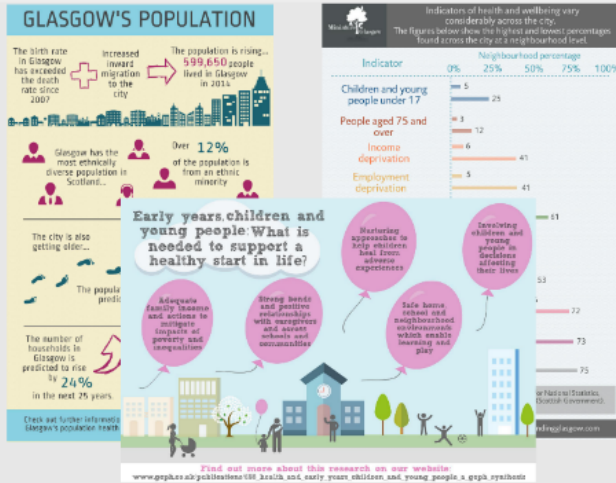
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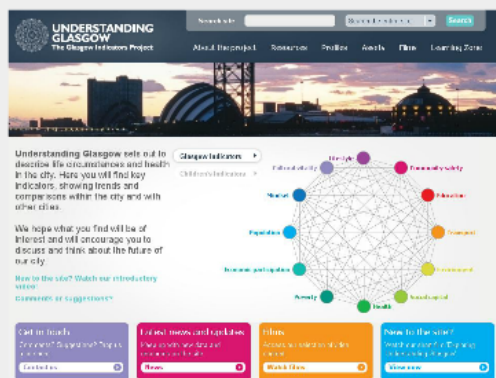
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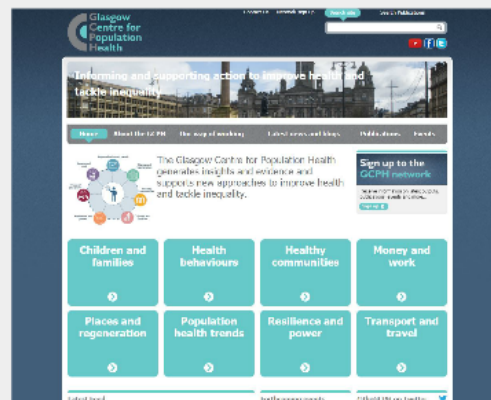
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# Be appropriate and accurate

## CHILD POVERTY

in Glasgow and Scotland

**1 in 3** One third of all children in Glasgow were estimated to be living in poverty in 2017



That's over 37,000 children living in poverty in Scotland's biggest city

The distribution of child poverty and vulnerability to child poverty varies dramatically across the city (data from 2015)

**59%**

**Parkhead and Dalmarnock**

**Carmunnock**

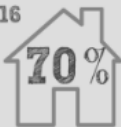
**5%**

Overall, 1 in 5 Scottish children (210,000) are growing up in relative poverty



In-work poverty in Scotland has been rising

In 2015/16



of children enduring poverty come from a household where at least one adult is in work

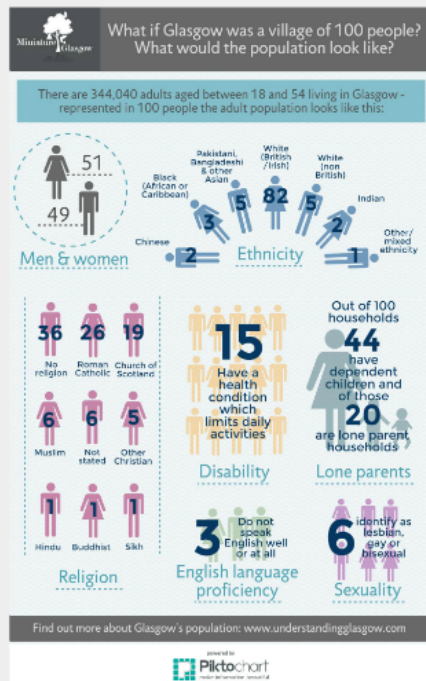
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powered by  
**PIKTOCHART**

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# Piktochart



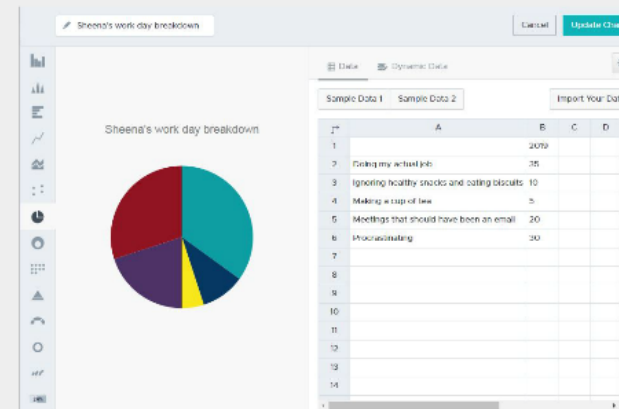
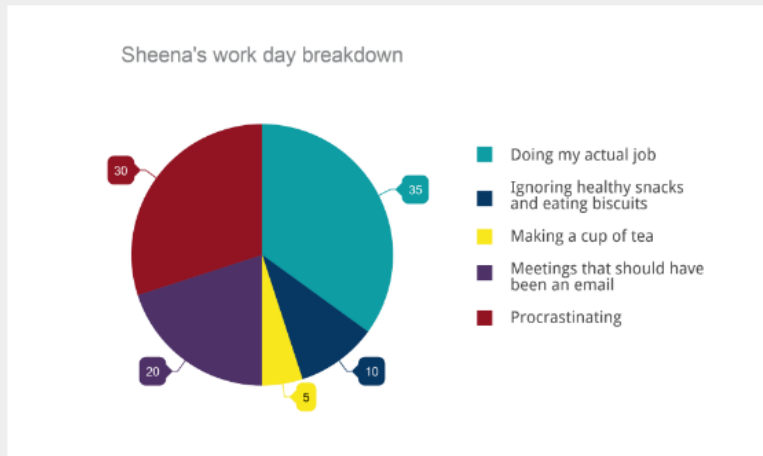
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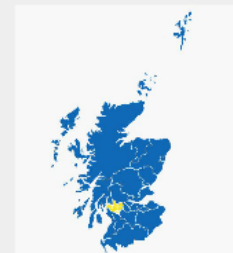
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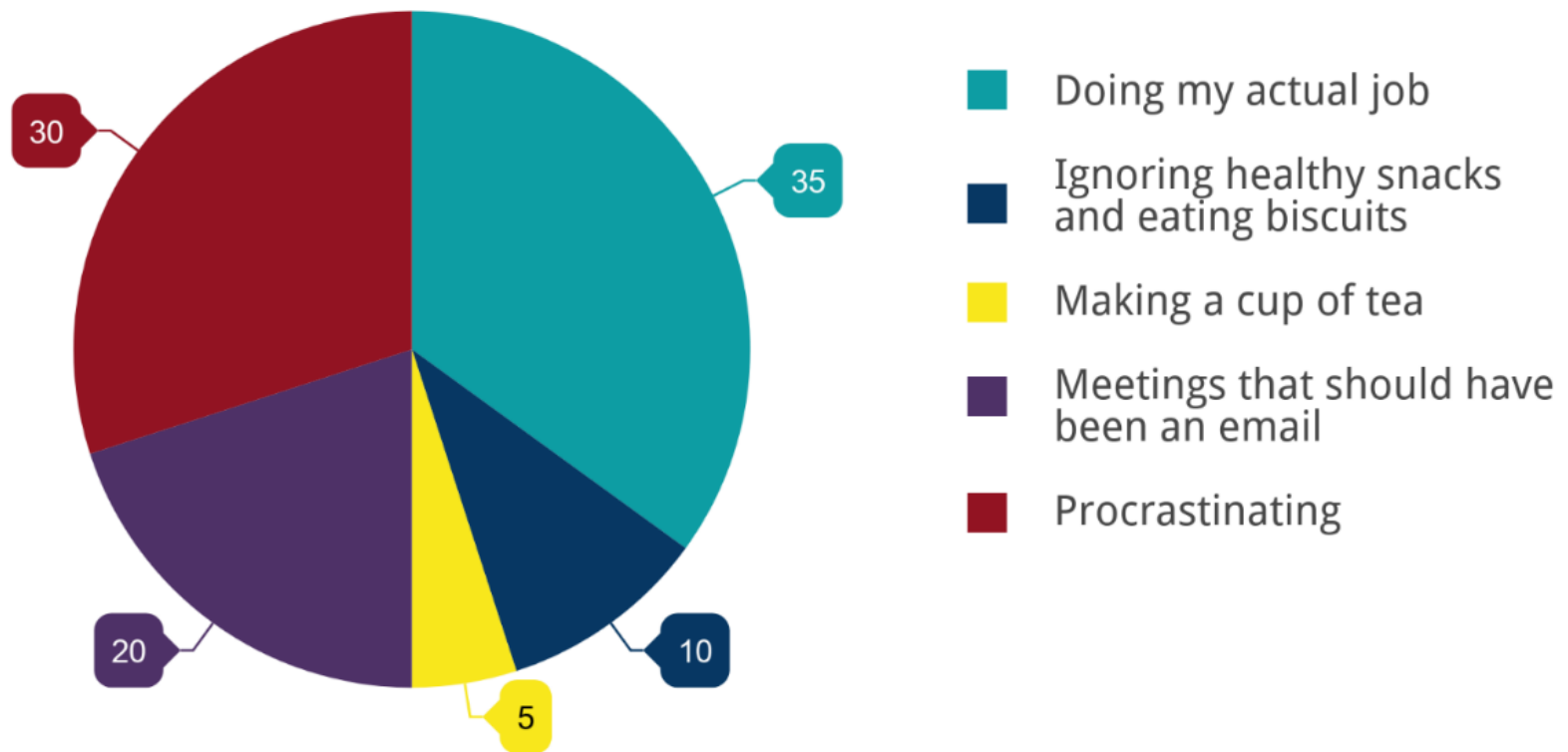
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There are also maps you can use too.



## Sheena's work day breakdown



Sheena's work day breakdown

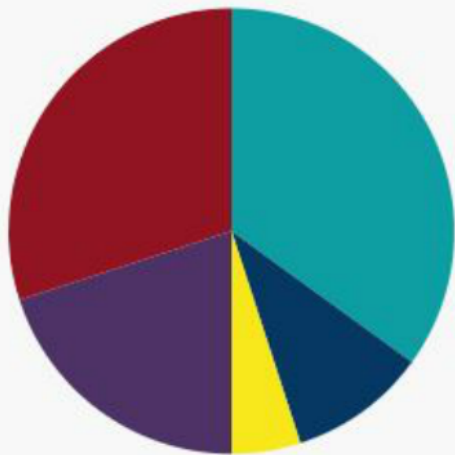
Cancel

Update Chart



24%

Sheena's work day breakdown



Data

Dynamic Data



Sample Data 1

Sample Data 2

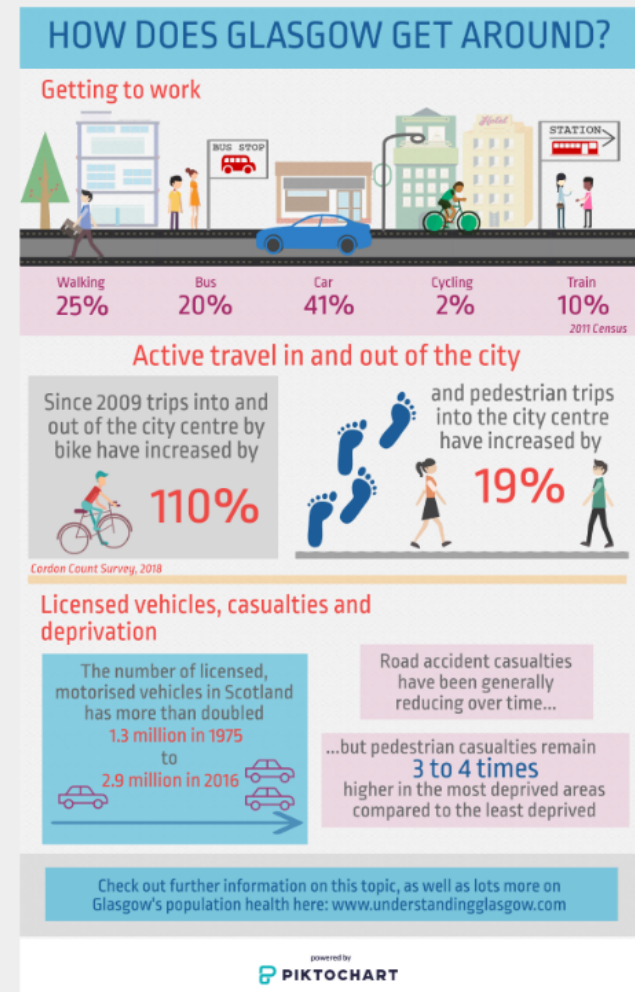
Import Your Data

	A	B	C	D
1		2019		
2	Doing my actual job	35		
3	Ignoring healthy snacks and eating biscuits	10		
4	Making a cup of tea	5		
5	Meetings that should have been an email	20		
6	Procrastinating	30		
7				
8				
9				
10				
11				
12				
13				
14				



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# Some examples for inspiration...

## MUSEUMS AND HEALTH

"Arts and health are deeply rooted in Glasgow's museums and traditions"

"Glasgow museums play a significant role in supporting the health of the whole community"

Glasgow museums receive **4 MILLION** visits each year

**2.7 MILLION** of these visits are by tourists which boosts the local economy

**27%** of the 1.3 million visits by Glaswegians are by people from deprived areas - continuing the tradition of everyone in the city enjoying cultural activities

Research has shown that being culturally active can improve individual health to such a degree that people live longer

For more on museums and public health visit: [www.gcph.co.uk/events/178](http://www.gcph.co.uk/events/178)

## Adverse Childhood Experiences (ACEs)

WHAT ARE ACEs?

ACEs are stressful events during childhood and include:



ACEs can affect us all

IMPACTS OF ACEs

Greater risk of poor physical, mental and emotional health throughout the life-course, including:



ACEs have a cumulative effect - the more childhood adversity experienced, the greater the risk of harmful effects later in life

However, harm is not inevitable and with the right support, people can overcome adversity



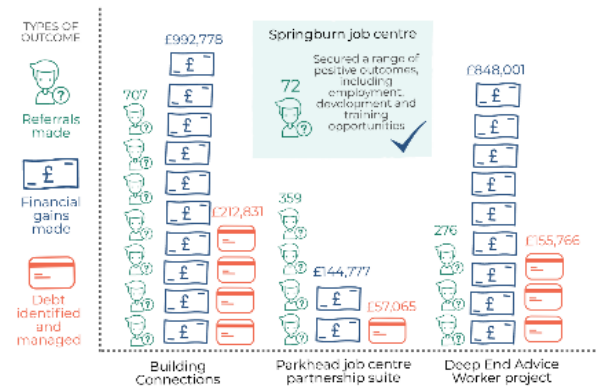
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## Early years, children and young people: What is needed to support a healthy start in life?



Find out more about this research on our website: [www.gcph.co.uk/publications/558](http://www.gcph.co.uk/publications/558) health and early years children and young people a gcph synthesis

## BUILDING CONNECTIONS - OUTCOMES



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# Early years, children and young people: What is needed to support a healthy start in life?

Adequate family income and actions to mitigate impacts of poverty and inequalities

Strong bonds and positive relationships with caregivers and across schools and communities

Nurturing approaches to help children heal from adverse experiences

Safe home, school and neighbourhood environments which enable learning and play

Involving children and young people in decisions affecting their lives




Find out more about this research on our website:

[www.gcph.co.uk/publications/658\\_health\\_and\\_early\\_years\\_children\\_and\\_young\\_people\\_a\\_gcph\\_synthesis](http://www.gcph.co.uk/publications/658_health_and_early_years_children_and_young_people_a_gcph_synthesis)

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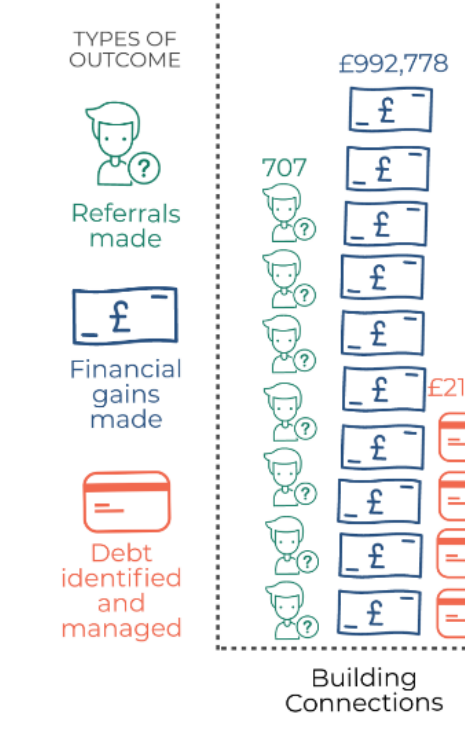


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**TYPES OF OUTCOME**

- Referrals made: 707
- Financial gains made: £992,778
- Debt identified and managed: £21

Building Connections



**WILSON GLASGOW**

ALMOST **200,000** RENTALS IN 2 YEARS FOLLOWING THE LAUNCH IN 2014

**20%**

PEOPLE MAKE GLASGOW

MORE ON W



# BUILDING CONNECTIONS - OUTCOMES

TYPES OF OUTCOME



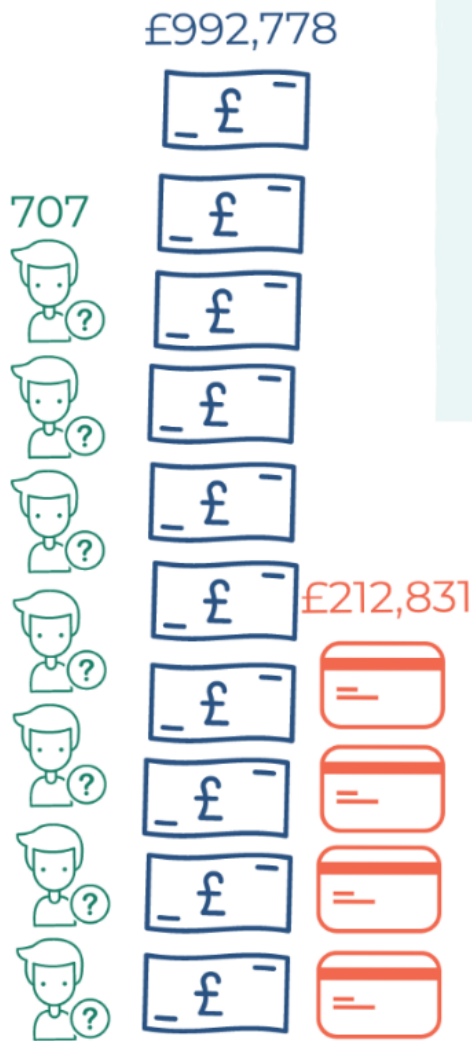
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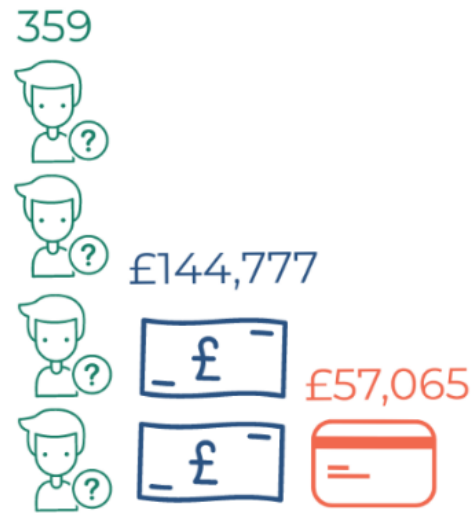


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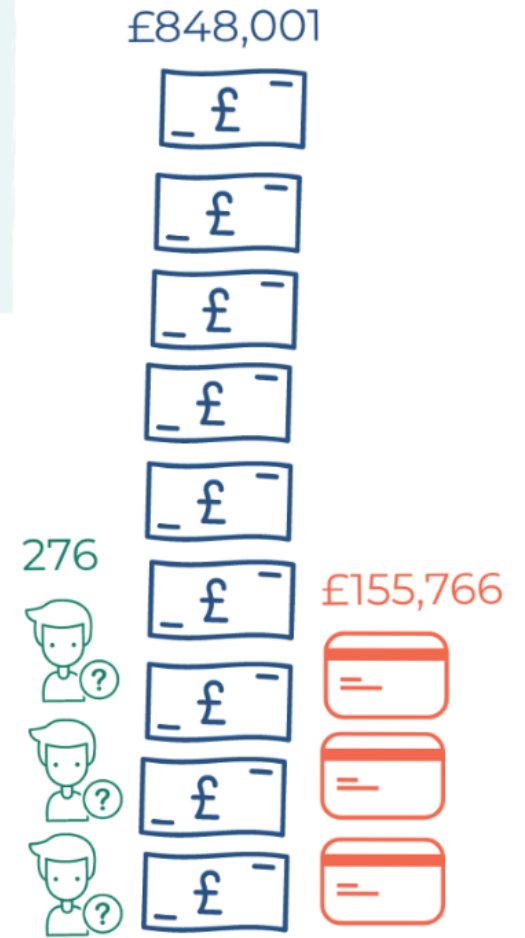
Springburn job centre

72

Secured a range of positive outcomes, including employment, development and training opportunities



Parkhead job centre partnership suite



Deep End Advice Worker project



# WHO, WHEN AND WHERE: GLASGOW'S PUBLIC CYCLE HIRE SCHEME

ALMOST  
**200,000**  
RENTALS IN 2 YEARS  
FOLLOWING THE  
LAUNCH IN 2014

**80%**  
OF HIRES WERE  
FOR LESS THAN  
30 MINUTES



**40%** 

OF THOSE REGISTERED FOR  
THE SCHEME ARE WOMEN - A  
HIGHER PARTICIPATION RATE  
THAN NORMALLY OBSERVED

**20%**  
OF JOURNEYS  
STARTED AND  
ENDED IN THE  
SAME PLACE



MORE RENTALS MADE  
ON WEEKDAYS THAN  
WEEKENDS



PEAK TIMES WERE  
DURING STANDARD  
COMMUTING HOURS

**GLASGOW GREEN**  
WAS THE MOST POPULAR  
RENTAL LOCATION



FOLLOWED BY THE  
BROOMIELAW AND ST ENOCH  
SQUARE



JOURNEYS STARTING  
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