



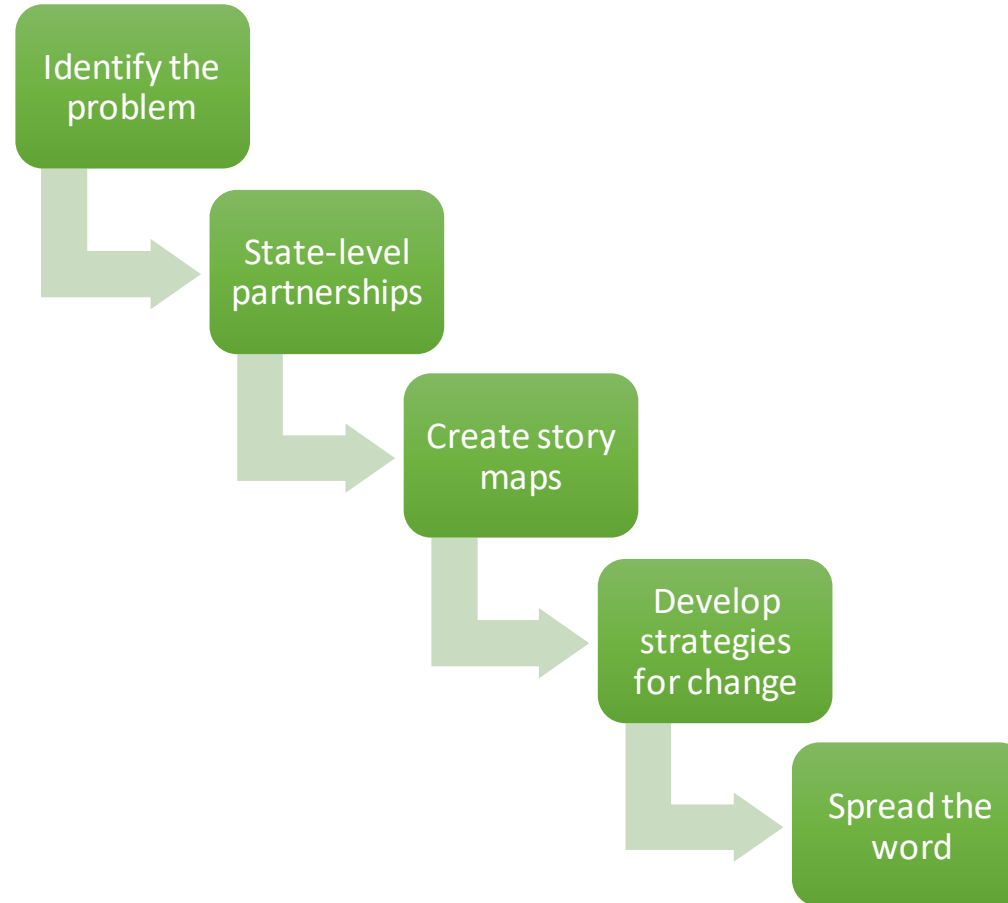
GIS Mapping: How to use data to tell a story

October 23, 2020

Today's Agenda

- CCAoA Strategy for Mapping
- How can you use data to tell a story?
- How does your story map fit into your larger project?

CCAoA Collaborative Mapping Process

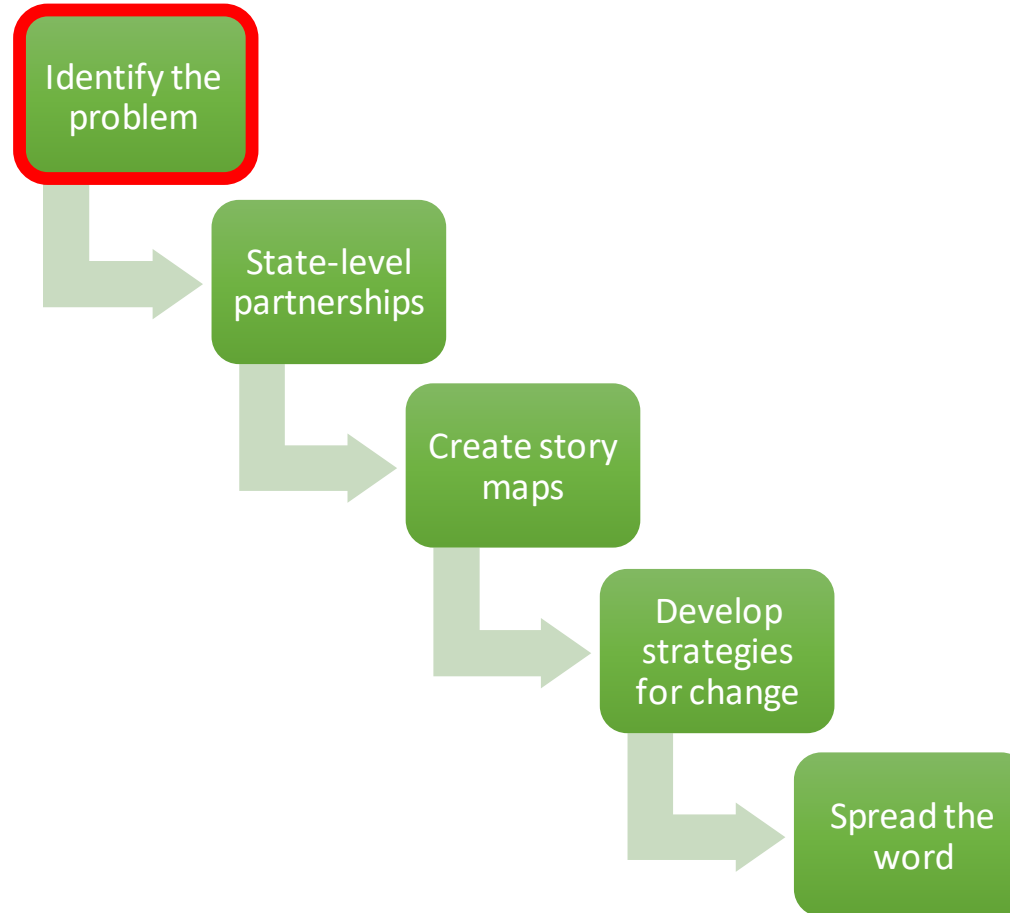


Example Story Map: Iowa

A young girl with dark hair in braids is sitting at a light-colored wooden table in a classroom. She is wearing a pink shirt and a purple beaded necklace. In front of her is a green divided plate with food, including green peas and a piece of fruit. To her left is a large, teal, lattice-patterned sippy cup with a purple handle. She is holding an orange fork. The background shows a classroom setting with shelves and a green chair. A large, semi-transparent white rectangle with the text "CACFP Participation in Iowa" is overlaid on the center of the image. A white chevron icon points downwards at the bottom center of the image.

CACFP Participation in Iowa

CCAoA Collaborative Mapping Process



Healthy Kids, Healthy Future TAP Project: Iowa

Identified Opportunities:

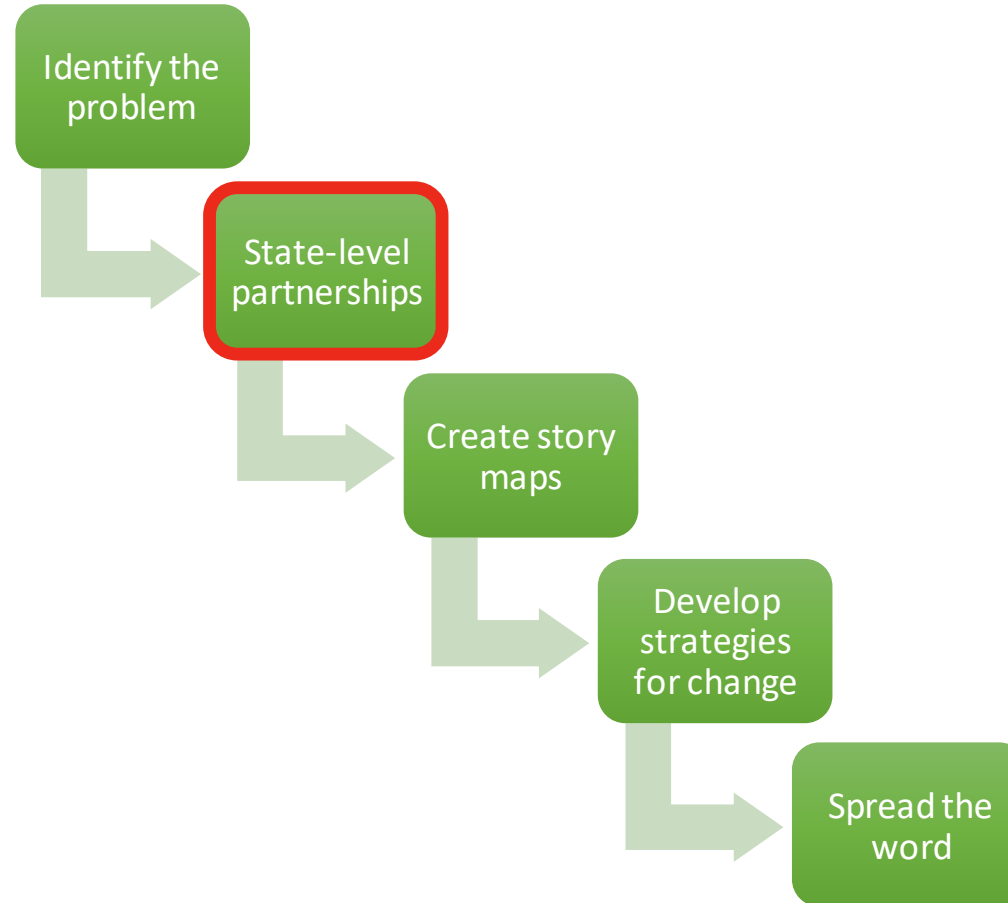
- Information about Iowa CACFP participation, food access, and family poverty to help understand disparities and opportunities
- Data to guide prioritize equity and targeted outreach to encourage more eligible programs to participate in CACFP
- Map can be utilized by multiple ECE partners just not CACFP to drive decision making.

Questions to Consider When Identifying a Problem

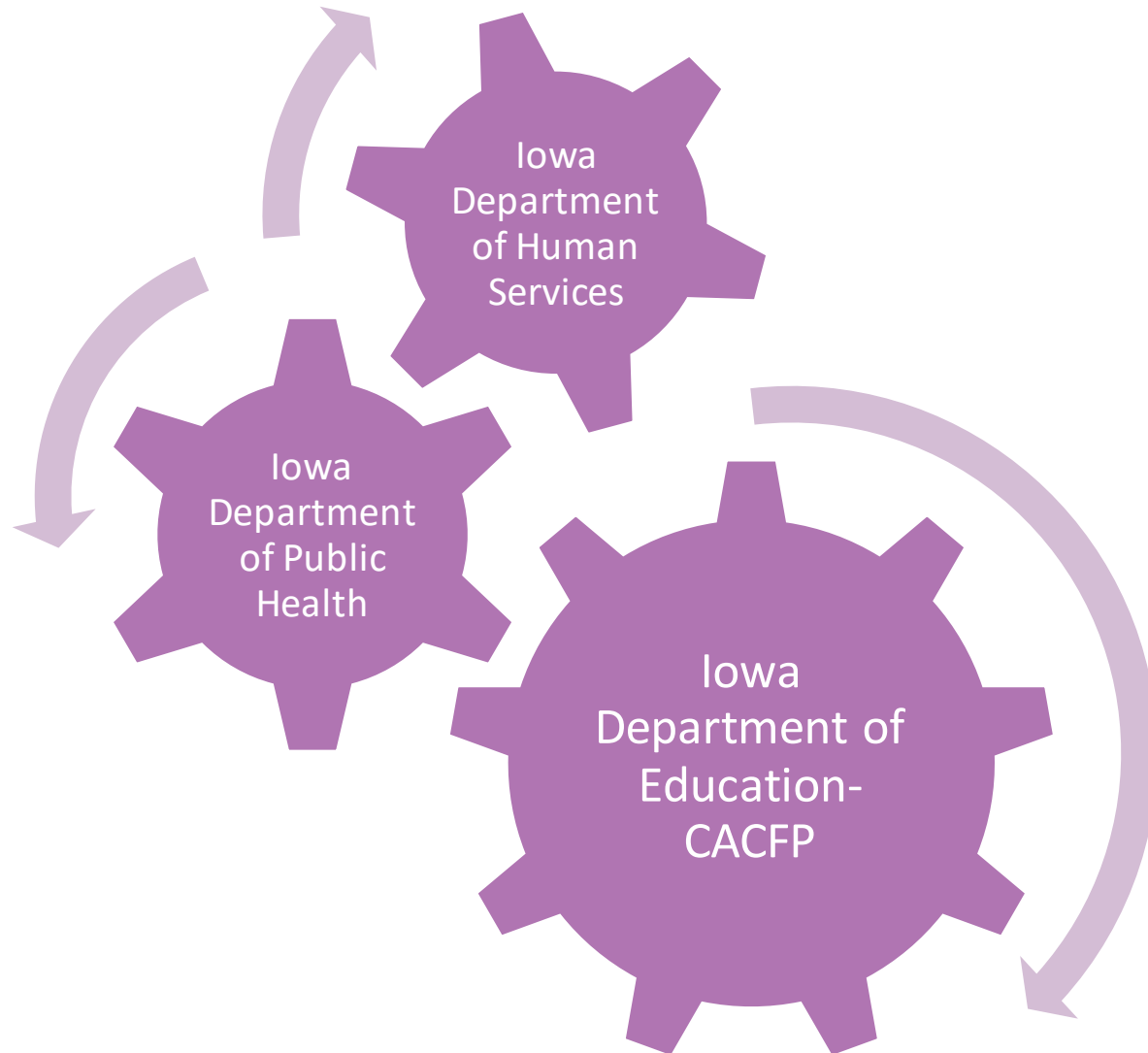


- If you had a magic wand, what would be your vision for CACFP participation in your state/community?
- How can this map and your data help you get there?
- Who might be influenced by this map?

CCAoA Collaborative Mapping Process



Iowa: Key Partners at the Table

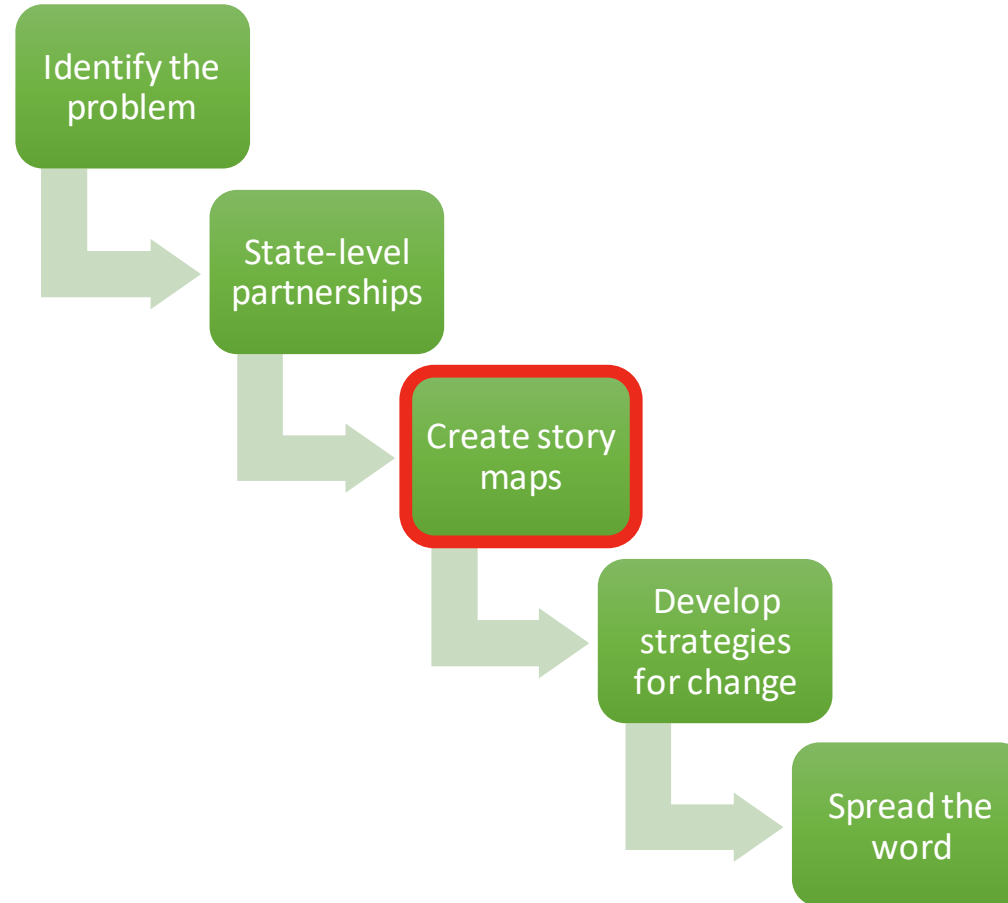


Questions to Consider When Building Your Mapping Team

- **Who do you need to be part of your review team?**
- Who are the **key players** to bring to the table that could provide diverse perspectives?
- Who are the **key champions** who have the ability or power to make changes?
Can/should they be part of the review team?
- Who are the **key voices** who can carry your message forward?



CCAoA Collaborative Mapping Process



Project Overview



Child Care Aware of America consulted with Nemours to provide GIS story maps.



Map layers include:

State's food deserts, concentrated areas of poverty, CACFP providers, and non-CACFP participating child care providers



Process: Created initial map for review; developed content for story map with the state's edits & approval.



Final Product:
<https://arcg.is/1reHvO>

CACFP Participation in Iowa



CACFP Participation in Iowa

Food Deserts and Child Care Providers

There are many child care providers operating in food deserts across Iowa. In these communities, CACFP can support children in child care by ensuring providers are reimbursed adequately for serving nutritious meals in their programs.

Green dots – child care programs participating in CACFP

Light green dots - child care programs not participating in CACFP

Blue dots – family child care homes participating in CACFP

Light blue dots - family child care homes not participating in CACFP

Legend

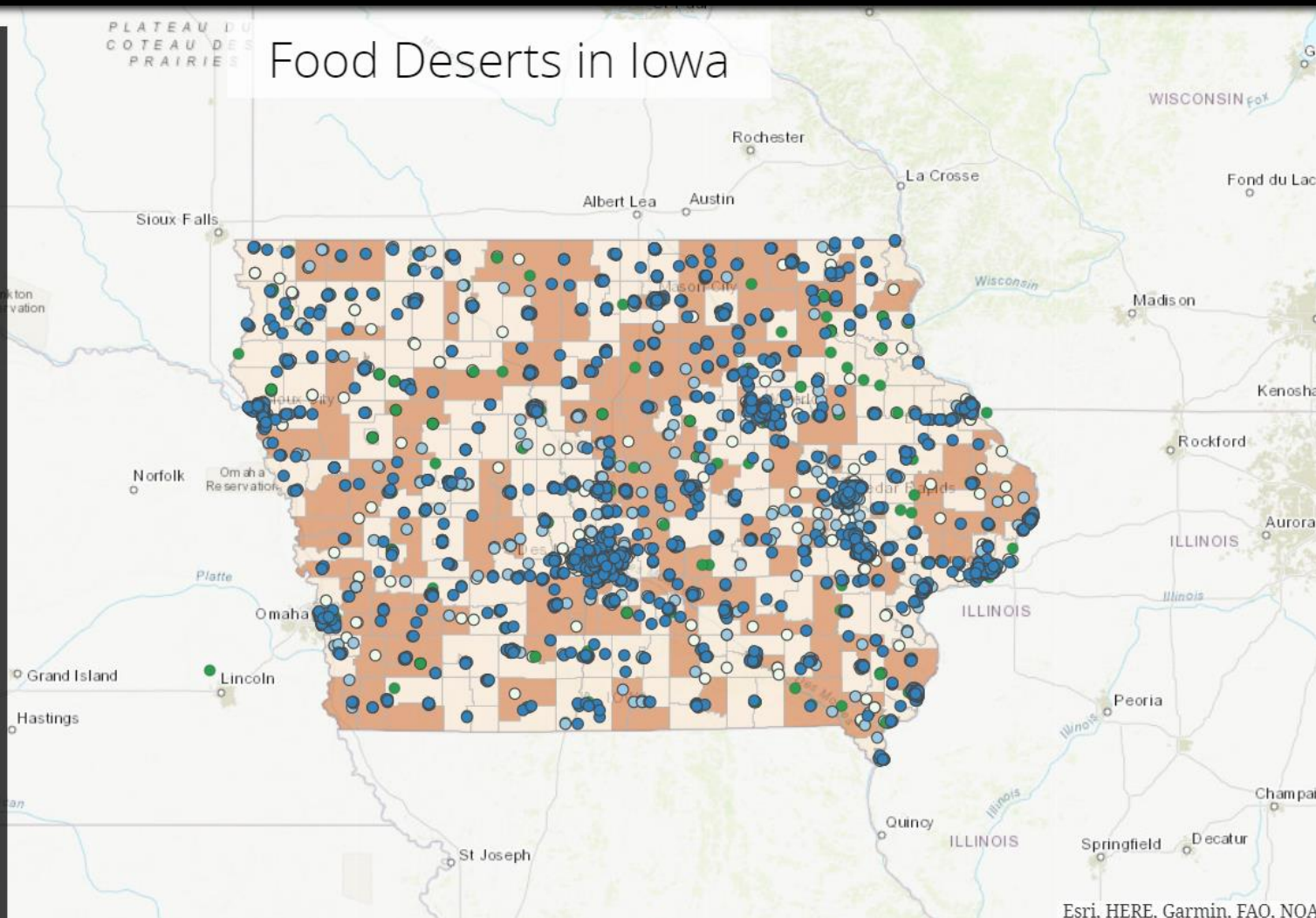
CACFP Participating Family Home Programs



CACFP Non-Participating Family Home Programs

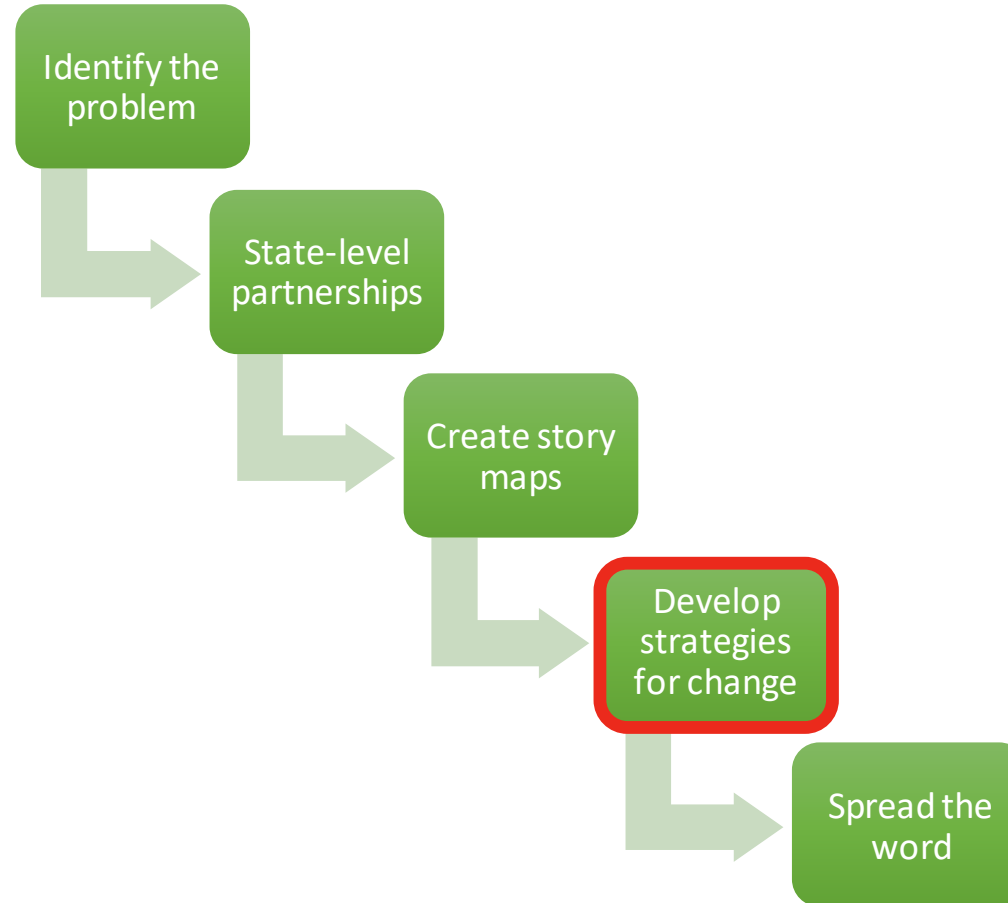


Food Deserts in Iowa



Esri, HERE, Garmin, FAO, NOAA

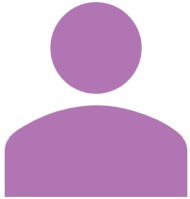
CCAoA Collaborative Mapping Process



CDC Spectrum of Opportunities



Iowa: Strategies that Work



ECE State level Collaboration



Training to ECE TA Consultants



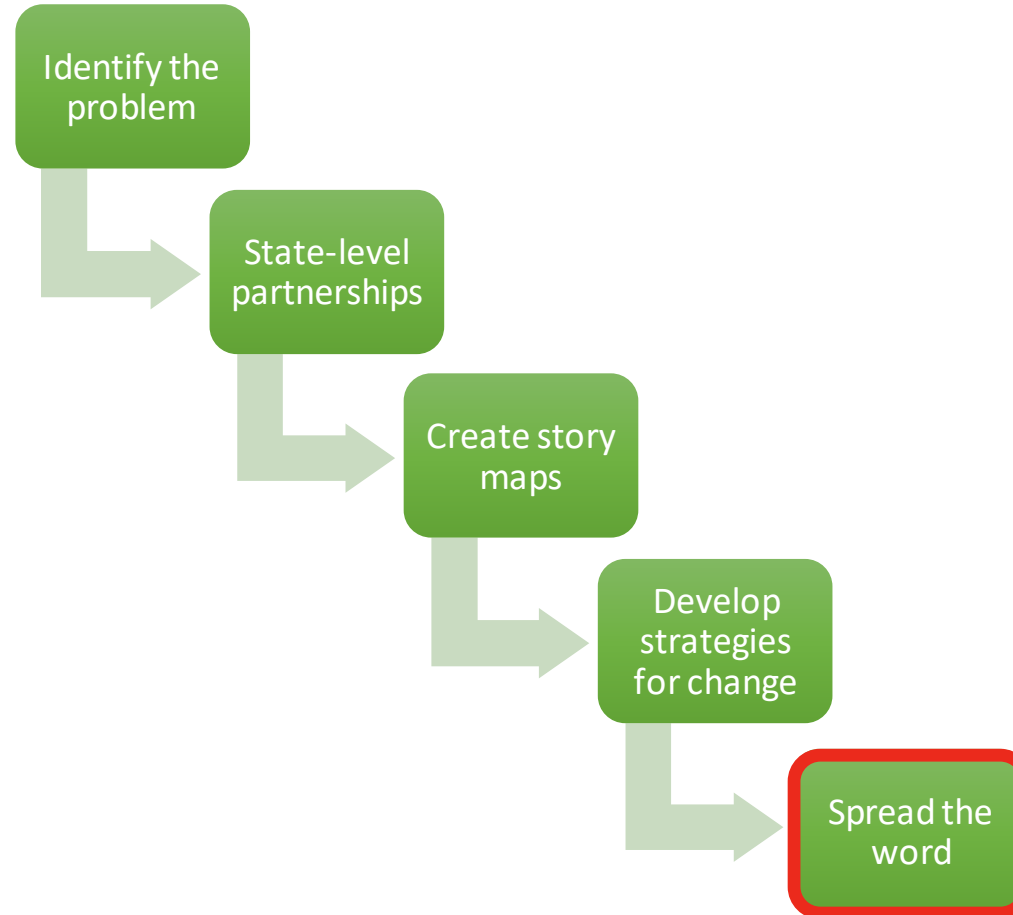
Increase participation through
CACFP Ambassador Program

Questions to Consider When Writing Recommendations



- **What are concrete solutions you want to propose to decision-makers?**
 - Think about how policy recommendations and strategies guide your project. Can they be your road map?
 - How does this set up the change that you are hoping for (get you closer to your magic wand)?
 - Consider the spectrum of opportunities. How can you use existing levers for change to expand CACFP participation?

CCAoA Collaborative Mapping Process



Questions to Consider When Thinking About Dissemination

- **How will you get this map into the right hands?**
- Think back to your list of key stakeholders from your mapping team. How do you get this map in front of them in a way that best meets their needs?
- How do you build awareness that this resource exists, especially to providers and families?
 - How do you help them understand how they can use this resource?



Questions:



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