



How to Host a Hunger Free Kansas Data Walk

W O R K B O O K



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HUNGER FREE
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Workbook Introduction

What This Workbook Is For

How to Host a Hunger Free Kansas Data Walk is a workbook that equips you with practical strategies for planning and hosting a successful Hunger Free Kansas Data Walk.

Think of this workbook as your recipe for success. It serves as a **step-by-step guide** to walk you through the process, outlining the key ingredients needed to host an effective data walk in your community. Each step provides key considerations and strategies that will help you navigate facilitation with clarity and confidence. As you move through the workbook, you will complete guided activities to develop your data walk planning materials and navigate event logistics.

By using this workbook, you will be able to:

- ✓ Describe the Hunger Free Kansas Data Walk process.
- ✓ Identify the ingredients of success for implementing the Hunger Free Kansas Data Walk in your community.
- ✓ Apply practical strategies for planning and facilitating the Hunger Free Kansas Data Walk in your community.

This is designed to be a practical tool that is easy to use and customizable to your community context.

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This workbook was developed and designed by the Kansas Health Institute with funding provided by Hunger Free Kansas and the Kansas Health Foundation to be a resource for community leaders wishing to bring a Hunger Free Kansas Data Walk to their communities.

How To Use This Workbook

- 1 Download this fillable workbook and save it to your device.
- 2 Complete this workbook in the order in which the information appears, completing guided brainstorms and developing materials for hosting your own Hunger Free Kansas Data Walk. We strongly encourage you to complete this document with a team.



The workbook is intentionally designed so you can:

- Work in short, focused blocks of time
- Revisit and revise sections as your thinking evolves
- Use individual sections independently from the rest of the workbook in the future

The goal is for each section to be a practical tool that supports your context and work.

How the Workbook is Organized

This workbook is designed to provide a recipe for success in planning your data walk. It is organized into seven steps, which prepare you to host a Hunger Free Kansas Data Walk:

- **Step 1: What Is a Hunger Free Kansas Data Walk?Page 4**
Decide if the data walk model is right for you.
- **Step 2: Initial VisioningPage 7**
Outline your goal, audience, format and initial planning team before you begin.
- **Step 3: Developing Your Planning TeamPage 9**
Recruit your planning team to help plan, design and implement the data walk.
- **Step 4: Refining the Vision Page 11**
Refine the vision and design of your data walk with your planning team.
- **Step 5: Creating the Space Page 13**
Organize and plan your event logistics.
- **Step 6: Hosting a Hunger Free Kansas Data Walk Page 20**
Host your data walk, focusing on the ingredients for success.
- **Step 7: Reflecting and Identifying Next Steps Page 23**
Celebrate your accomplishments and identify next steps.



This workbook is designed to be completed step by step. Each section builds on prior decisions about your goal and audience. The workbook complements the webinar [How to Host a Hunger Free Kansas Data Walk](#).



What Is a Hunger Free Kansas Data Walk?

Hunger Free Kansas

Hunger Free Kansas is an initiative launched in 2023 by the Kansas Health Foundation and a statewide coalition of partners to end hunger and food insecurity across the state. To foster creative conversations and solutions around hunger, health and nutrition access, you can bring the Hunger Free Kansas Data Walk to your community.

The Data Walk Model

The data walk model centers around community storytelling. During a data walk, participants in small groups walk around a room, view data posters and discuss underlying issues and creative policy and system-focused solutions. Data walks connect secondary data to the local community context, so it is important to have community champions involved in data walk planning and implementation.

Data Walks as Community Storytelling



Setting:
Community Need
Leaders Motivated for Change
Challenging Discussions
Willingness to Learn Together

Theory of Change Explained

Theory of change models outline the conditions for and process for solving a challenge.

A successful data walk starts with a real community need and leaders who are ready to learn and take action. It creates space for honest conversations – even when the discussions are challenging.

- Leaders first look at the data on their own.
- Leaders consider what the data means and different ways to understand it.
- They come together to share what they see and learn from each other's experiences. This group discussion helps everyone better understand the story behind the numbers.
- Data walks end with clear next steps.
- Leaders try new ideas based on the conversations to improve health in their community.

Then the cycle begins again – by looking at the data, learning more and adjusting actions as needed.

Data walks are a tool to explore the community's story through data. The most successful data walks are held in communities with established need. The identified need could look like higher rates of hunger and food insecurity or the need could emerge from recognition that hunger is a challenge in their community. Additionally, successful data walks have leaders who are motivated for change and willing to have challenging conversations and learn together. They may disagree on the degree of the need and the solutions, but data walks are most successful when community leaders collectively identify a problem that requires action.



Reflect

What hunger or food insecurity challenge in my community could benefit from shared data and collective conversation among local leaders?

The data walk model is cyclical and starts with participants interacting with the data. Participants are then asked to individually interpret the data. Data walks require this individual interpretation and group sensemaking. This is when participants are encouraged to come up with their own perspectives on the data, which they then share with and learn from their peers. There is no presenter – rather, all the information needed to interpret the data is on the posters. Participants are asked to interact with and make sense of the data using their experience and knowledge of their community.

After the data walk, participants are called upon to try something new. They are asked to work collaboratively with their peers to implement innovative strategies and interventions to address hunger in their communities. After attendees experiment with these approaches, they are asked to reflect on progress by watching for changes in hunger and food insecurity in their community. [Connect with Hunger Free Kansas](#) for updates on hunger data in Kansas, and look for other signs of success such as increased collaboration and implementation of new strategies.

Data Walk Formats

Data walks can take a variety of forms, including:



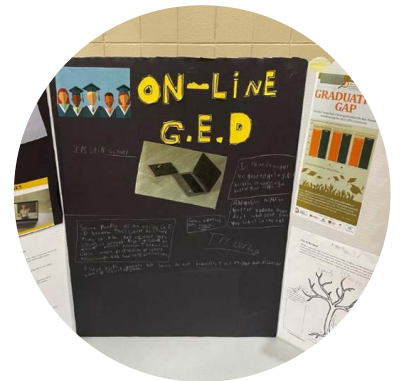
Data Walk Event

These are typically larger community events that bring together community leaders. Participants interact with the data and have conversations about what the data mean and how to take action.



Event Component

Data walks can be embedded into existing events or gatherings, like a conference. As event components, data walks can be used as a level-setting tool to inform participants about the issue and prep them for later conversations for the overall event.



Meeting or Classroom Activity

Data walks can be integrated into a meeting or classroom activity. Data walk posters can be used to engage students or participants in learning about data, as well as create an avenue to generate ideas on how to address the topics.

What if I Just Want to Display the Posters?

You may decide that you do not wish to host a full Hunger Free Kansas Data Walk. For example, some have displayed the posters at their events or at fundraisers. Sharing the data in this manner can be valuable; however it is not a data walk. You lose the structured peer-to-peer sensemaking key to the data walk model. This is where community leaders work together to understand the story the data is telling and explore multiple interpretations. Before you make this decision, consider the following questions:

- What is your goal?
- Will only displaying the posters meet that goal?

Unsure of your goal? Step 2 will help you outline your initial vision.



Checkpoint:

This section describes the goal of the Hunger Free Kansas Data Walk, introduces the conditions in which the data walk model have been most successful and details a few different data walk formats to consider.

Before progressing to Step 2 of this workbook, reflect on whether **the Hunger Free Kansas Data Walk is the right strategy for your community right now**. Ask yourself:

- ✓ Are hunger and food insecurity problems in my community?
- ✓ Is there disagreement among key leaders in the community about the extent of the problem?
- ✓ Is there interest among key leaders in taking action to address the problem? They do not have to agree about how to address the problem, only that there is a need to act.
- ✓ Is collaboration required to address the problem?

If you think the Hunger Free Kansas Data Walk is the right strategy for your community right now, continue to Step 2.

If you're unsure if the Hunger Free Kansas Data Walk is the right strategy for your community right now, pause. Consider what other strategies will help meet your needs. Reach out to other trusted leaders in your community to discuss other strategy options. If you need further assistance, reach out to connect@hungerfreekansas.org.

STEP 2

Initial Visioning

Before you begin planning your data walk, it's essential to take time to understand **why you want to host a data walk** and **what you want it to accomplish**. Your vision will evolve as you work collaboratively with your planning team, but taking time to begin reflecting on your goals will help inform your future steps.



Reflect

Use the questions below to outline your initial vision for bringing the Hunger Free Kansas Data Walk to your community.

<p>Goal What are you hoping to accomplish by hosting a data walk?</p>	
<p>Success How will you know your goal has been achieved?</p>	
<p>Audience Who is your audience? Who can shape the conversation and lead action in your community?</p>	

<p>Format</p> <p>Which of the data walk formats above would help you achieve your goal?</p>	
<p>Team</p> <p>Which community leaders would be important to include on the planning team? Who would best be able to identify key stakeholders? Who would be able to mobilize participation?</p>	

Write A Description of Your Initial Vision

Based on your reflections, outline one, clear concise goal sentence with your **goal**, **audience** and **data walk format**.

Example: I want to bring **local elected officials and business leaders** together for a **Hunger Free Kansas Data Walk** to build a **shared understanding of hunger** in our county and **initiate new collaborations** to address hunger.

I want to bring

 for a

 so that



Checkpoint:

When you complete this step, you should have:

- ✓ A short description of your initial vision
- ✓ A list of community leaders to invite to the planning team

The next step is to develop your planning team. The initial vision can be used to share your idea, but remember that it will be further refined with your planning team.

STEP 3

Developing Your Planning Team

A successful data walk starts with the planning team. Planning teams should be manageable in size (e.g., between 3-6 people who can provide different perspectives) and are available to contribute to the planning and putting on the event.

Planning team members often have roles in:

- Finalizing the vision for the event
- Developing invite lists for the event
- Determining logistics, such as location, date, time, setting, registration, invitations, meals or snacks, event layout and supplemental materials
- Facilitating the event, which may include notetaking, photos/videos, opening and closing thoughts
- Securing funding or sponsorship for event food or venue

Each planning team member may lead different elements, but there is an expectation that all planning committee members have a role. It can also be helpful to designate one person as lead to ensure the event aligns with the planning team's overall vision. The planning team can address together how to gather feedback, support or sponsorship. A designated person could serve this role.



Reflect

Look at your initial list brainstormed in Step 2. Use the questions below to reflect on the planning team composition and brainstorm additional options. Ideally, planning team members should meet all of these criteria.

<p>Community Connections Who are the community leaders who can champion progress on this issue?</p>	
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<p>Relationships How can you leverage existing relationships for this event?</p> <p><i>If you do not have an existing relationship, consider who does or how this can be built.</i></p>	
<p>Trust Who has established trust in the community on this issue?</p> <p><i>This could also be viewed as social capital to activate your audience to attend the event.</i></p>	

Reach out

Contact and meet those you are inviting to serve on the planning team. Be sure to share what the Hunger Free Kansas Data Walk is, and the expectations you have for planning team members. Share your initial vision but remember to let them know that you would like their help shaping that vision.

Pause for Reflection

Before you move to Step 4, meet with your planning team and reflect as a group.

Who is missing from the team?

- What perspectives are still needed on the team to fulfill the data walk goal?
- What roles are still needed on the team to complete the logistics successfully?
- Who are the people we still need on the planning team for this event to be successful?

Do not progress to Step 4 until your group feels comfortable that you have the planning team members needed.



Checkpoint:

When you complete this step, you should have:

- ✓ A dedicated planning team

After assembling your planning team, the next step is to refine the vision for bringing the data walk to your community.

STEP 4

Refining the Vision

Now that you have a planning team assembled, repeat the visioning process as a group. Remember, it's essential to take time to understand **why you want to host a data walk** and **what you want it to accomplish**. Work together and leverage your combined expertise to define your goal, audience and format.



Reflect

Use the questions below to develop the planning team's collaborative vision for bringing the Hunger Free Kansas Data Walk to your community.

<p>Goal What are you hoping to accomplish by hosting a data walk?</p>	
<p>Success How will you know your goal has been achieved?</p>	
<p>Audience Who is your audience? Who can shape the conversation and lead action in your community?</p>	

<p>Format Which of the data walk formats above would help you achieve your goal?</p>	
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Write A Description of the Vision

Based on your reflections, outline one, clear concise goal sentence with your **goal**, **audience** and **format**.

Example: I want to bring **local elected officials and business leaders** together for a **data walk at the upcoming prayer breakfast hosted by a planning team member** to build a **shared understanding of hunger** in our county and **generate creative solutions** to address hunger.

We want to bring
for a
so that



Checkpoint:

When you complete this step, you should have:

- ✓ A short description of the vision
- ✓ Agreement from the planning team on your goal, audience and proposed format

The next step is to develop your event logistics.

STEP 5

Creating the Space

Once you've developed consensus among the planning team around the vision, it is time to organize and plan the logistics.



Throughout the process, remember to coordinate with planning team members and other key stakeholders to ensure alignment. Coordinating communication is particularly important with data walk formats in which the data walk is a component of another event or when a data walk is part of a classroom activity. This helps ensure everyone is on the same page.

List of Potential Attendees

Consider who you will invite. Start assembling a contact list of names, organizations and addresses (physical addresses or emails) for those in your audience. You will use this to send invitations. However, this can give you an idea of how much space will be needed when selecting a location.

We recommend doing this with Excel or Google Forms. It's helpful to include the following columns as they can also be used to generate name tags and invitations.

First Name	Last Name	Title	Organization	Email	Phone	Mailing Address	City	Zip Code
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In addition to inviting those in your audience, consider if there are any key stakeholders who would be able to support the sensemaking. For example, these might be direct service providers or other community members who can share additional context with those who may not have direct experience with hunger in the community.

If you select a data walk format as part of an existing event or a meeting, still list who you anticipate being there. If there's anyone from your intended audience who is missing, consider inviting them.

How many people do you plan to invite?

Don't forget to include the planning team in the count!

Location

When deciding on location, think about the size of your audience, places that are accessible and neutral spaces that can set the stage for community sharing and storytelling. For data walks, remember that you will need a space large enough to display the posters and have small groups rotate around the room. Large open spaces are ideal, such as gyms, lunchrooms, etc. Also consider availability for after hours or weekend events that might be more conducive to participants' schedules.

Potential Locations	Space Capacity	Cost (if any)	Dates and Times Available	Who Will Inquire?

Once you identify a few locations, tour the locations and request in writing any rules about the space and any timing expectations around event set up and clean up. We recommend at least one hour for set up and an additional hour for tearing down and clean up on the day.



Consider offering food and beverages. In some cases, a local community partner may be willing to sponsor food for the event. Double check with your location vendor on their rules.

For morning events, consider offering water, coffee and tea.

For evening events, consider offering hors d'oeuvres, dinner, water, tea and/or lemonade.

Time

Consider the time and dates that will maximize your intended audience's participation. We recommend looking at this simultaneously with your location, as the locations may have limited time availability. When selecting times, consider the following questions. Complete the table below with the planning team.

<p>Are there specific times that would be beneficial to achieving your goal?</p> <p>For example, in advance of an upcoming discussion or decision related to hunger.</p>	
<p>What days of week and times of day would maximize attendance among your audience?</p> <p>For example, if seeking business community participation, consider evening events outside of their business hours.</p>	
<p>Are there any scheduled conflicting events or gatherings to avoid?</p> <p>Consider your audience and planning team. Seek to remove any potential challenges they may have to attending your event.</p>	








Data walks can range in time based on overall group size and format. However, here are general guidelines

- **Data Walk Event** - Approximately 2-2.5 hours
- **Event Component** - Approximately 1.5-2 hours
- **Meeting or Classroom Activity** - Approximately 1-1.5 hours (*often only presenting a subset of the posters*)

Reserving the Posters

As soon as you have a potential date, reserve the posters. Hunger Free Kansas is offering reservations of these data walk posters free of charge. However, there are a set number of data walk posters. Submit your request to confirm that the posters will be available for your proposed date and time.

Choose a date far enough in the future that you have sufficient time to complete the planning process and invite your attendees.

Reserving Posters: What to Expect	
	Cost: Free
	Max Rental: Up to 30 days (Subject to change based on demand)
	Size: Easily fits in a car backseat or trunk
	Locations: Pickup and drop off in Topeka or Wichita
	Support: Reach out for help at connect@hungerfreekansas.org

Ready to reserve the posters? Submit a request!

Scan the QR code or click the link to explore the data and submit a request to Hunger Free Kansas to host your very own data walk. While you are waiting for confirmation, continue working through Step 5.



[Bit.ly/3KakdD5](https://bit.ly/3KakdD5)

Developing Your Invitations

In Step 4, the planning team developed the vision for bringing the data walk to your community. Now, it is time to draft your invitations. First, draft a short description of your event that can be shared with attendees.

If developing your data walk as an event component or for an existing meeting, you will still outline these details, but your messaging may be incorporated into the existing meeting announcement/invitation.

<p>Story</p> <p>In 1-2 sentences, clarify why you are bringing people together and what you want the data walk to accomplish. Refer back to details about the Hunger Free Kansas Walk and your goal.</p>	
<p>Location</p> <p>What is the address for the event? If there are specific instructions for parking or door entry, include that information.</p>	
<p>Time</p> <p>When should people arrive? When does the event conclude?</p>	
<p>Food offered (optional)</p> <p>If you plan to offer food, provide details about whether a snack or meals will be offered and how you would like information about dietary restrictions.</p>	

<p>Dress code (optional)</p> <p>If you believe this will be a question, add a dress code. Business casual or casual are typical.</p>	
<p>Invitation format</p> <p>How will you send out invitations? (e.g., mail, email, etc.)</p>	
<p>How will people RSVP?</p> <p>(e.g., online form, phone call, text, email). A Google or Microsoft form is recommended.</p>	

Many great tools exist for developing invitations. If you are new to creating invitations, one option to consider is Canva, which has existing templates to assist with the process.



Do **not** send invitations until the planning team has:

- Received confirmation from Hunger Free Kansas that the posters are available for the requested event date,
- Confirmed the location and time with the venue, and
- Reviewed the invite list and the planning team feels confident that the attendee list includes all key stakeholders.

Plan to track RSVPs. In some cases, multiple personalized messages via email or phone/text may be needed to ensure the invitation has been received. Assign planning team members to follow up with recipients based on who has the strongest relationship with your potential attendees.

Confirming RSVP

It is good practice to confirm someone's RSVP in writing. A follow-up email thanking them for their RSVP and repeating the key details from the invitation can be helpful. Encourage them to add the event to their calendar or consider sending them an event calendar hold.

This is also a great opportunity to provide any additional information regarding details like where to park on the day of the event or building entry information.

Plan to send a reminder email about the event one week before, a few days before and the morning of the event.



Checkpoint:

When you complete this step, you should have:

- ✓ A list of potential attendees and their contact information
- ✓ Confirmed event details, such as time, date and location of the event
- ✓ Written confirmation from Hunger Free Kansas that the posters are available for your time and date and a plan for who will pick them up and return them
- ✓ Invitations sent for your event and an implemented plan to track RSVPs

As you work to secure RSVPs from your intended audience, begin planning details and materials for the day of the event in Step 6.



STEP 6

Hosting a Hunger Free Kansas Data Walk

There are a few key ingredients you will need to prepare for the day of the data walk.

Ingredients you will need:

Numbered Poster Stations: Use a sticky note or a sign to assign each poster a number to easily guide your audience from one poster to the next.

Group Assignment: Assemble groups of 5-8 people, ideally community leaders who don't work together or who are in different networks. We recommend doing this in advance based on the registration list if possible. Printed name tags can be a great way to assign a starting poster station.

Facilitator to Set Tone & Guide: Identify someone to kick off the event, explain the direction of how participants will move around the room and provide guiding questions that participants will think about when reviewing the data.

5-8-Minute Cycles with Group: The facilitator will keep time to ensure participants transition from poster to poster to interact with each data point. At each station, participants should focus on the core questions of, "What surprises you about this data?" and "What do you want to learn more about?"

Reflection and Action Steps: Participants will have had some discussion in their smaller groups at each poster; however, it is important to bring participants back to the whole group to reflect on what they learned and what surprised them. Offer concrete next steps for how participants can get involved with Hunger Free Kansas and efforts to address hunger and food insecurity in your community. Consider inspirational messages to help participants feel motivated to take action.



Consider providing participants handouts with space to jot down notes and ideas. As a facilitator, remember to provide attendees with a call to action. What are concrete ways that they can take action and stay engaged following the event?

Facilitator's Guide


Outline the flow of your data walk so all planning team members know their roles. This may look different depending on the data walk format selected. In general, data walks often follow the structure outlined below:

- Introduction of facilitator and why the event is occurring
- What to expect from the data walk experience and instructions
- Transition to small groups and repeat instructions
- 5–8 minutes at each poster with some buffer time to travel between stations
- A short break
- Large group reflection
- Facilitator wrap up and final call to action

For the planning team's facilitator's guide, plan to provide roles and times for set up and clean up as well. Here is a template you can use to draft your guide:

Facilitator's Guide			
Time	Agenda Item	Details or Facilitator Talking Points	Person Assigned
	Event Set Up		
	Event Clean Up		

Facilitation Tips



Make space for interpretation

It is important to let participants interpret the data on their own, and to only have a facilitator remind small groups about the core questions (not to lead the interpretation).




Form diverse peer groups

Form peer groups for the small group discussions with diverse perspectives. When assigning people to groups, think through who is in the room and what conversations would help achieve the goal of the data walk. Are there people who may feel less inclined to share their thoughts if they are in a group with a certain individual? Consider the dynamics within each group. Remember, creating space for different opinions is healthy.



Tell community stories

Think about different tools (artwork, videos, etc.) you can use to reinforce the story of the community at the beginning, throughout and at the end of the data walk.



Lean into challenging conversations

Be curious and initiate conversations about why someone has an interpretation that is different from yours.



Checkpoint:

When you complete this step, you should have:

- ✓ Successfully hosted a Hunger Free Kansas Data Walk in your community
- ✓ Energized a group of key leaders around hunger and food insecurity in your community

Now that you've completed the event, it's time to leverage your momentum.



Reflecting and Identifying Next Steps

First, celebrate as a planning team! Organizing an event is no easy task. Congratulations on your excellent efforts.

Next, meet as a planning team to discuss your reflections from the event and identify next steps.

Reflection

<p>What surprised you – pleasantly or otherwise?</p>	
<p>Was your goal achieved? If not, what still needs to happen?</p> <p>Refer to Step 4 where the planning team determined how you would know you were successful.</p>	
<p>Where does there seem to be the most interest in engagement from attendees?</p>	

<p>What actions are needed to continue our momentum?</p>	
<p>If you are thinking about doing another data walk, what would you do the same next time and what would you do differently?</p>	
<p>Other/Miscellaneous</p>	

Once you identify the actions needed to continue the momentum, assign a lead for any follow-ups that are needed. In addition to any follow-ups that further the planning team’s goal for the data walk, be sure to:

Return the Posters to Hunger Free Kansas: Remember to return your posters by the specified time. This ensures that the posters can be ready for the next group.

Send a Brief Thank You Email to Attendees: Thank attendees for their time and share observations. This is also a great time to remind them of calls to action. Consider including the calls to action in the form of a written commitment:

Your next step (choose one):

- Share _____ with _____
- Connect with _____

One small commitment:

In the next two weeks, I will:

Save this workbook.

Use it again anytime you would like to reflect on the action steps from the event or if you wish to plan a follow-up data walk event.

Questions or want further support?

If you have questions as you apply this workbook or want support thinking through your data walk, email us at datawalk@khi.org.

For more information about Hunger Free Kansas, visit hungerfreekansas.org.

We are here to support your work!





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