

What is an INFOGRAPHIC?

Infographics are visual representations of information, data, or knowledge. Infographics can be used to present complex concepts quickly and clearly to the general population.

Using Infographics as a Communication Tool

They:

- **Are an easy way to present and understand complicated concepts**
- **Dynamically combine words and pictures in ways that are visually appealing**
- **Are able to stand alone**
- **Help to reveal and communicate new information**
- **Are universally understood**

A GRAPHIC VISUAL REPRESENTATION OF



INFORMATION



DATA



KNOWLEDGE

**Intended to present complex
information quickly and clearly.**

**Simply put, an
infographic is...**

DATA



SORTED

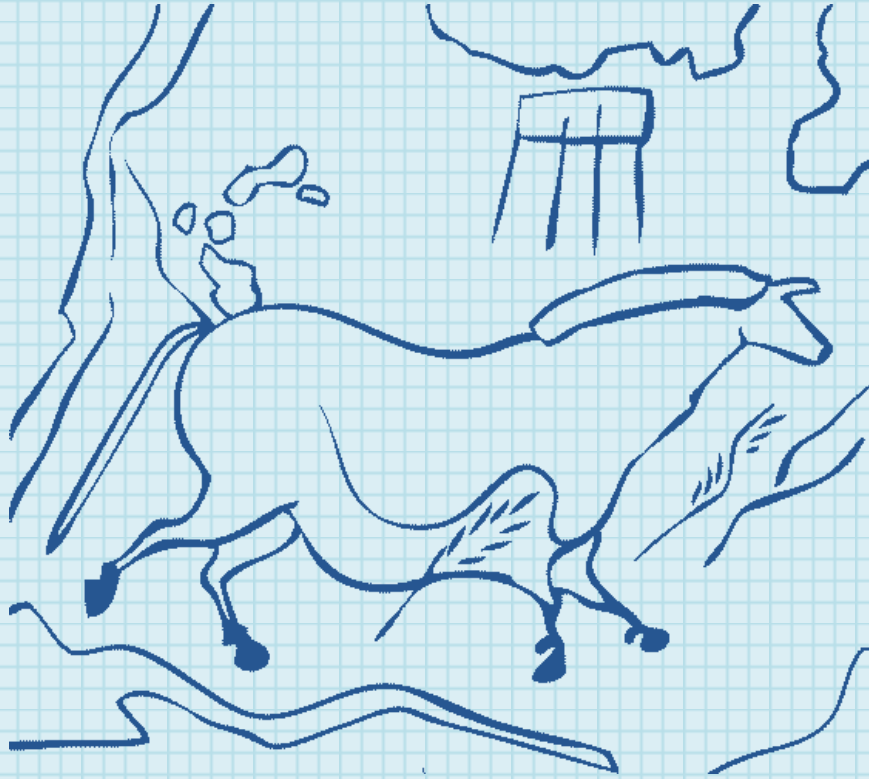


ARRANGED



PRESENTED
VISUALLY





We realized a long time ago that **IMAGES are an effective way to communicate.**

We have used imagery to communicate for centuries.

Infographics first appeared in newspapers, but are now much more common and widely used.



LIVESTRONG BAND

Years before there were cool, the Livestrong foundation sponsors cultural activities related to bike awareness and values teamwork and the public about health and fitness during cancer awareness efforts.

THE ANATOMY OF A RACER AND HIS RACE

Graphics by Willard Wain, Steve Gaudin
Text by Dennis DeSantis, James Lee

THE BODY
Professional cyclists like Lance Armstrong burn 6,000 to 6,500 calories during a flat stage and more than 8,000 calories during a mountain stage. Studies say the average human burns between 1,000 and 2,500 calories per day. All that energy has to come from somewhere. Much during the Tour is stored and nourishing. Breakfast consists of eggs, pasta, rice, bread, yogurt, cereals. During the race, lunch is limited to the others in bags called moussettes. They contain high-carb items like sandwiches filled with honey and banana slices, cakes, energy bars, energy gels and water or sports drinks. After a day, team members snack on cereal and high-protein foods. Dinner consists of meats, pasta, rice, salad, bread and dessert.

Diet Testing: The International Cycling Union (UCI) accepts the World Anti-Doping Agency code and incorporates it into its regulations. As a result, every cyclist is tested for banned drugs before the race. Daily urine tests are given to the race leader and stage winner and a random sampling of all top riders in the race.

THE EQUIPMENT
Armstrong uses two specially designed Trek bikes for the Tour. One is for the individual and team time trials; the other is used for the road and mountain stages.

2006 Trek T7X: Unlike the bike that Armstrong and the other riders will ride in the Tour (Trek 510), designed to be as lightweight and aerodynamic as possible. The model has a 100mm wheel base with stability and another air flow. The frame tubes, seat and front and rear fenders have aerodynamic wing-like air resistance, and the handlebars have the same effect while being the stiffer like a lower more efficient position.



TEAM KIT
The team jersey, shorts and bibs are made of moisture-wicking fabric that wicks perspiration away from the skin. Other items are socks, shoes, goggles, caps. Thermal underwear, jackets and shorts, gloves and shoes. And they're all covered with the Tour's Livestrong logo.

STOMACH
Nutritionists are responsible for bringing Armstrong food during the race. Without it, his body would starve of glucose. The short term supply of carbohydrates stored in muscles.

MUSCLES/BOONES
A protein of mitochondria, fats and produces the necessary burning calories to participate in intensive physical activity. It enables a race effort of the protein burning energy. The amount of protein in the body depends on the amount of muscle mass. The body's amino acid production is to be an additional source.

High legs: Usually long, it allows Armstrong to apply more force to the pedals.

SEAT
The saddle between the seat of the rider and the seat post. The seat is made of a combination of foam and carbon fiber. The seat is made of a combination of foam and carbon fiber. The seat is made of a combination of foam and carbon fiber.

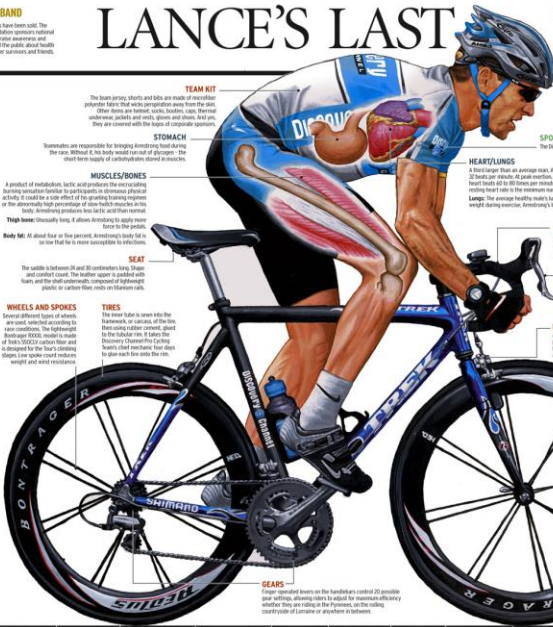
WHEELS AND SPOKES
Several different types of wheels are used, including aerodynamic and non-aerodynamic. The aerodynamic wheels are made of carbon fiber and are designed for the Tour. The non-aerodynamic wheels are made of aluminum and are used for the Tour. The aerodynamic wheels are made of carbon fiber and are designed for the Tour. The non-aerodynamic wheels are made of aluminum and are used for the Tour.

TIRES
The wheels have a 28mm wide tire. The tires are made of a combination of foam and carbon fiber. The tires are made of a combination of foam and carbon fiber. The tires are made of a combination of foam and carbon fiber.

FRAMES
The frame is made of a combination of foam and carbon fiber. The frame is made of a combination of foam and carbon fiber. The frame is made of a combination of foam and carbon fiber.

PEARS
Rear spindled levers on the handlebars control 20 possible gear shifts. Armstrong is used for maximum efficiency. Whether this is done by the rider, or the riding coach or a computer or another device.

LANCE'S LAST TOUR



HELMET
Armstrong uses a special polycarbonate helmet with a carbon fiber shell and a carbon fiber face. The helmet is made of a combination of foam and carbon fiber. The helmet is made of a combination of foam and carbon fiber.

SPONSOR
The Discovery Channel is the target of Armstrong's sponsors.

HEART/LUNGS
A 100-mile race is an average race. Armstrong has had a training plan of an additional 200 miles per week. Armstrong has had a training plan of an additional 200 miles per week. Armstrong has had a training plan of an additional 200 miles per week.

FRAME: HANDLEBARS
The handlebars are made of a combination of foam and carbon fiber. The handlebars are made of a combination of foam and carbon fiber. The handlebars are made of a combination of foam and carbon fiber.

Water Bottle: When one has a 500-ml bottle through dehydration while racing in a Tour de France time trial, an Armstrong did during a heat wave in 2003, the importance of this item becomes clear.

Bottle Caps: Easy to operate, they cap a 500-ml bottle on the handlebars. The caps are made of a combination of foam and carbon fiber. The caps are made of a combination of foam and carbon fiber.

Sunglasses: Cycling sunglasses keep the glare out of Armstrong's eyes.

Earplugs: Armstrong, like most riders, communicates with the team manager via two-way radio.

THE SPONSORS
Discovery Channel (TV Network)
AMD (Microprocessors development technology)
A&P Fitness (Fitness centers)
Berry Flour (Laminated flour)
Trek (Bicycles)
Nike (Shoes and clothing)
PowerBar (Performance nutrition products)
Selle Italia (Saddle)
Bassal (Nutrition products)
Shimano (Bicycle components)
Columbus (Customers and heart rate monitors)
Cassini (Rider)
Giro (Cycling helmets)
Mudhoney (Tires)
Cannondale (Performance handling center)
Montopacer (Banks and companies)
Park Tool (Bike tools)
Selle Italia (Cycling bags)
Selle Italia (Cycling bags)
Maxxis (Tire products)
Maxxis (Tire products)

THE EQUIPMENT (continued)
2006 Trek Madone SLX (left): This is the bike Armstrong will use in the road and mountain stages. Adapted from last year's Madone SLX, the prototype is lighter and stiffer. At 7 kilograms (15.4), it meets International Cycling Union (UCI) regulations and is taken to what Armstrong needs in a climbing bike. Strength, lightweight characteristics and responsiveness.

Frame weight: UCI regulations dictate that the weight of the frame cannot be less than 6.8 kilograms (14.99 pounds). Bikes that are underweight can be subjected to adding heavier components, like an extra bottle cage.

Water Bottle: When one has a 500-ml bottle through dehydration while racing in a Tour de France time trial, an Armstrong did during a heat wave in 2003, the importance of this item becomes clear.

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Maxxis (Tire products)
Maxxis (Tire products)

TOUR DISCOVERY
James Stewart - Team manager

Team	Discovery Channel	Discovery Channel	Discovery Channel
Leona Anderson	11	11	11
John Armbrist	12	12	12
Maureen Brathwaite	13	13	13
George Brathwaite	14	14	14
Bertrand Bonin	15	15	15
Paul Fournier	16	16	16
Yvesy Pappalardo	17	17	17
Paul Swartzell	18	18	18

THE CHALLENGERS
Jan Baes (USA), Team CSC (Denmark)
Boris Beke (USA), Team CSC (Denmark)
Santiago Botto (Colombia), Phonix (Colombia)
Boris Beke (USA), Team CSC (Denmark)
Santiago Botto (Colombia), Phonix (Colombia)
Boris Beke (USA), Team CSC (Denmark)
Santiago Botto (Colombia), Phonix (Colombia)

Five Ladies (USA), Phonix (Colombia)
Boris Beke (USA), Team CSC (Denmark)
Santiago Botto (Colombia), Phonix (Colombia)
Boris Beke (USA), Team CSC (Denmark)
Santiago Botto (Colombia), Phonix (Colombia)

Leif Laursen (USA), Continental (Germany)
Boris Beke (USA), Team CSC (Denmark)
Santiago Botto (Colombia), Phonix (Colombia)
Boris Beke (USA), Team CSC (Denmark)
Santiago Botto (Colombia), Phonix (Colombia)

Jan Olsson (USA), Mobile (Germany)
Boris Beke (USA), Team CSC (Denmark)
Santiago Botto (Colombia), Phonix (Colombia)
Boris Beke (USA), Team CSC (Denmark)
Santiago Botto (Colombia), Phonix (Colombia)

Armande Wehrhahn (USA), Phonix (Colombia)
Boris Beke (USA), Team CSC (Denmark)
Santiago Botto (Colombia), Phonix (Colombia)
Boris Beke (USA), Team CSC (Denmark)
Santiago Botto (Colombia), Phonix (Colombia)

ABOUT THE TOUR DE FRANCE

The Tour de France began in 1903, and it's now the most prestigious cycling race in the world. It's a 21-day race, covering more than 10,000 miles. The race is held in France, and it's the most prestigious cycling race in the world. It's a 21-day race, covering more than 10,000 miles. The race is held in France, and it's the most prestigious cycling race in the world.

JERSEY COLORS
Yellow - Race leader
Green - Best climber
Red - Best time trialist
White - Best young rider
Black - Best team

STAGE 1

Paris to Paris, 119 miles

STAGE 2 Sunday, July 2
Paris to Paris, 119 miles

STAGE 3 Monday, July 3
Paris to Paris, 119 miles

STAGE 4 Tuesday, July 4
Paris to Paris, 119 miles

STAGE 5 Wednesday, July 5
Paris to Paris, 119 miles

STAGE 6

Paris to Paris, 119 miles

STAGE 7 Sunday, July 7
Paris to Paris, 119 miles

STAGE 8 Monday, July 8
Paris to Paris, 119 miles

STAGE 9 Tuesday, July 9
Paris to Paris, 119 miles

STAGE 10 Wednesday, July 10
Paris to Paris, 119 miles

STAGE 11

Paris to Paris, 119 miles

STAGE 12 Sunday, July 12
Paris to Paris, 119 miles

STAGE 13 Monday, July 13
Paris to Paris, 119 miles

STAGE 14 Tuesday, July 14
Paris to Paris, 119 miles

STAGE 15 Wednesday, July 15
Paris to Paris, 119 miles

STAGE 16

Paris to Paris, 119 miles

STAGE 17 Sunday, July 17
Paris to Paris, 119 miles

STAGE 18 Monday, July 18
Paris to Paris, 119 miles

STAGE 19 Tuesday, July 19
Paris to Paris, 119 miles

STAGE 20 Wednesday, July 20
Paris to Paris, 119 miles

STAGE 21

Paris to Paris, 119 miles

STAGE 22 Sunday, July 22
Paris to Paris, 119 miles

STAGE 23 Monday, July 23
Paris to Paris, 119 miles

STAGE 24 Tuesday, July 24
Paris to Paris, 119 miles

STAGE 25 Wednesday, July 25
Paris to Paris, 119 miles

TV SCHEDULE AND WEB SITES
Discovery Channel (TV Network)
AMD (Microprocessors development technology)
A&P Fitness (Fitness centers)
Berry Flour (Laminated flour)
Trek (Bicycles)
Nike (Shoes and clothing)
PowerBar (Performance nutrition products)
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Why do infographics work?



We are swimming in a world of data and information wherever we go - be it marketing, social media, or health recommendations, etc.

It's hard enough trying to process this information, let alone competing to have your data seen in this vast ocean.

We need ways to effectively communicate vast amounts of information. Infographics are an excellent way to help with this.

A picture is worth 1,000 words.

Try fitting that into a 140 character limit.

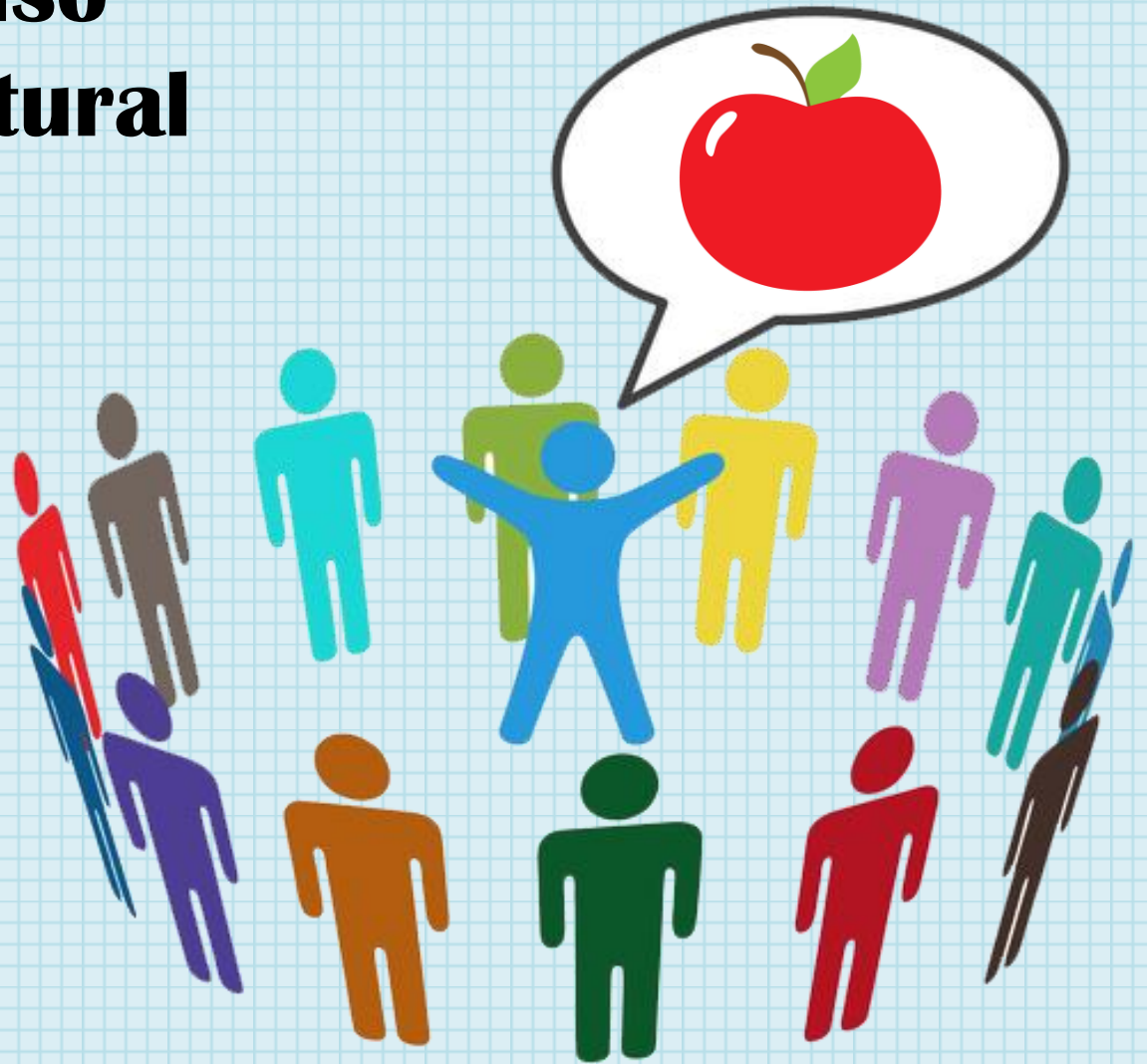


We understand pictures easier than words.

Infographics are easy to share on social media.



Visuals can also
overcome cultural
and language
barriers.



thirteen reasons



Why your Brain Craves Infographics

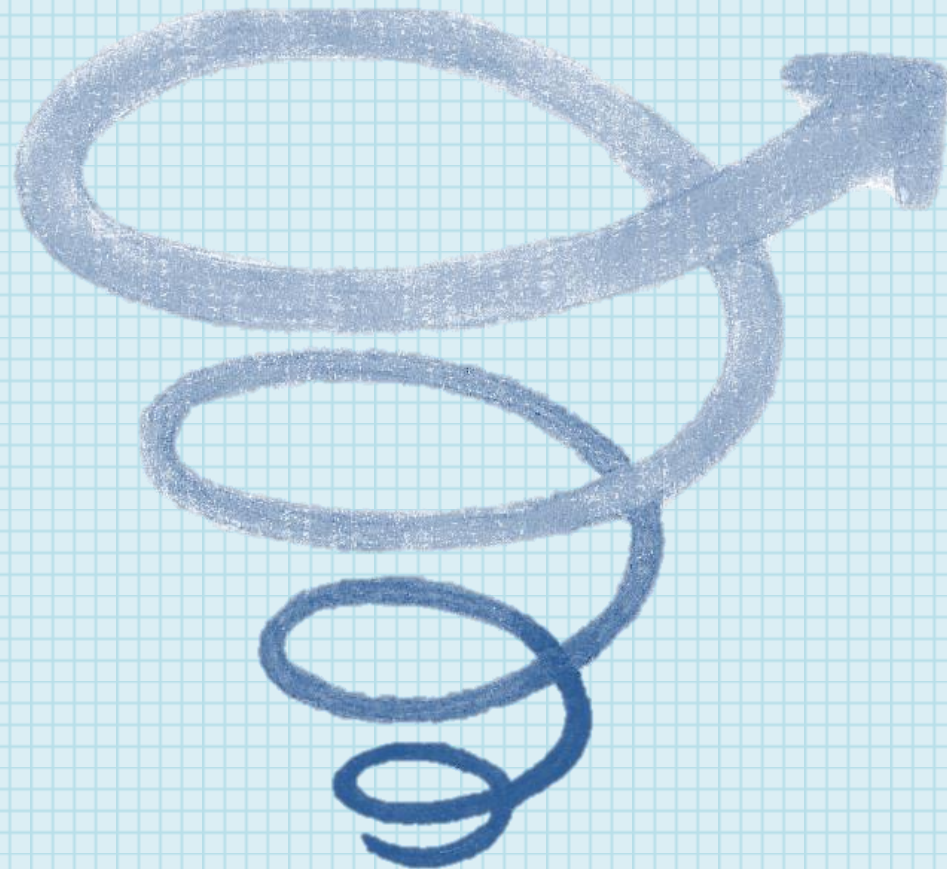
Infographics are everywhere

**Follow this link to view this infographic:
<http://neomam.com/interactive/13reasons/>**

Creating Your Own Infographics

- 1. Decide what information, data, &/or knowledge you want to share**
- 2. Research infographics related to your topic & note the design elements used**
- 3. Get your own ideas on paper & begin brainstorming concepts**
- 4. Start designing!**

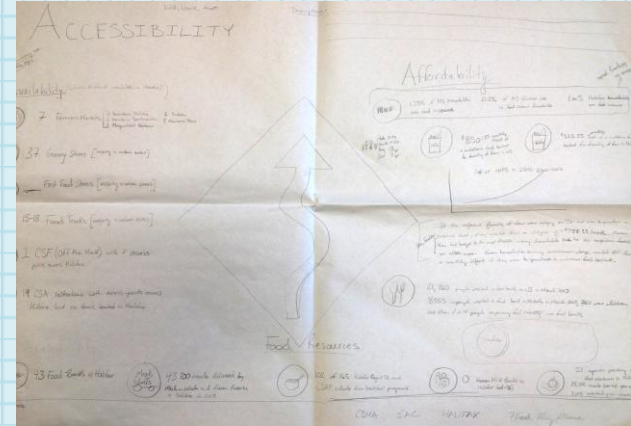
**Remember your first idea is just a
starting point**



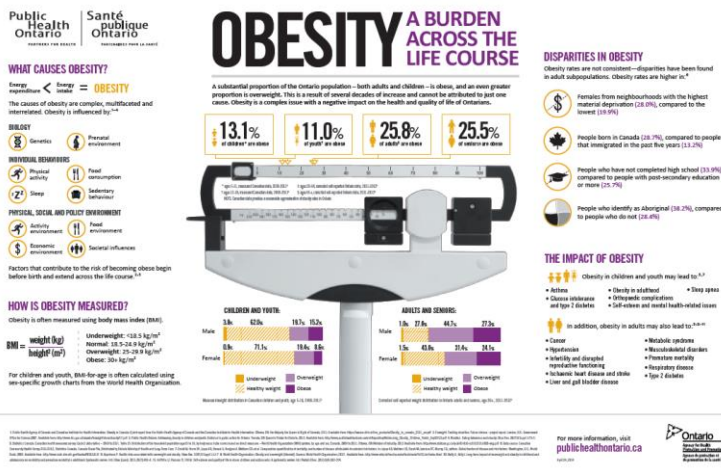
The Evolution of an Infographic

For example: Halifax Food Counts

First draft



Second draft



ACCESSIBILITY

Affordable, healthy, and culturally appropriate food needs to be physically and monetarily accessible to citizens. The accessibility of food is directly related to income and/or access to resources to produce food. The price, availability of sustainably produced food supply, and the protection and promotion of breastfeeding are also related to accessibility.

Availability

- 7 Farmers Markets (3 downtown Halifax; 1 Downtown Dartmouth; 1 Musquodoboit Harbour; 1 Tantallon; 1 Hammonds Plains)
- 37 Grocery Stores (majority in urban areas)
- Fast Food Stores (majority in urban areas)
- 15-18 Food Trucks (majority in urban areas)
- 1 Community Supported Fishery (Off the Hook) with 7 access points across Halifax
- 19 Community Supported Agriculture initiatives with access points across Halifax, but no farms located in Halifax

Affordability

\$850.59 is the monthly cost of a nutritious food basket for a family of 4 in Nova Scotia

\$823.35 is the monthly cost of a nutritious food basket for a family of 4 in Halifax

Reference family of 4 = Male (31-50 years); Female (31-50 years); Boy (13 years); Girl (7 years)

Cost of NFRB in CDHA 2002-2012

21 760 people used a food bank in March 2013 in Nova Scotia

8556 people used a food bank in March 2013 in Halifax; 2660 were children

Less than 1 in 4 people experiencing food insecurity use food banks

Food Resources

- 43 Food Banks in Halifax
- 102 of 165 HRSB & CSAP Schools have breakfast programs
- 43 700 meals delivered by Meals on Wheels and Frozen Favorites in Halifax in 2013
- 0 Human Milk Banks in Halifax (& Nova Scotia)
- 51 agencies providing charitable food assistance in Halifax
- 25 154 meals served per month
- 7 013 individuals given groceries per month

References

CDHA EAC HALIFAX Halifax Food Policy Alliance

Starting points

Third draft

How we acquire our food

ACCESSIBILITY

What makes food accessible?

Affordable, healthy, and culturally appropriate food needs to be physically and monetarily accessible to all citizens. The accessibility of food is directly related to income and/or access to resources to produce food. The price, availability of sustainably produced food supply, and the protection and promotion of breastfeeding are also related to accessibility.

What determines accessibility in our region?

The availability, affordability, and food resources that exist in Halifax Municipality.

7 farmers' markets	FARMERS' MARKETS <i>of Nova Scotia</i>	37 grocery stores
~16 food trucks	fast food stores	19 community supported agriculture initiatives
1 community supported fishery initiative	51 agencies providing Charitable Food Assistance in Halifax	0 human milk banks in Halifax Municipality or in Nova Scotia
62% of public schools have Breakfast Programs	43,700 meals delivered by Meals on Wheels and Frozen Favorites in 2013	43 food banks
feed nova scotia	RESTAURANTS	

Only 1 in 4 people who are food insecure access food banks.

In March 2013, 21,760 people in Nova Scotia used a food bank. 8,555 of them were in Halifax and 2,660 were children.

How much does a nutritious diet cost?

In 2012, it would cost a family of four \$823.35 per month to purchase a nutritious food basket in Halifax and an average \$939.59 per month in Nova Scotia as a whole.

How affordable is a nutritious food basket for a family of four on income assistance in Nova Scotia?

If this family of 4 were relying on income assistance and were to buy a nutritious diet, they would face a deficit of \$758.33 per month.

People living in these circumstances will often look to the food banks to meet their other needs such as utilities and shelter.

Final

ACCESSIBILITY

How we acquire our food.

What makes food accessible?

Affordable, healthy, and culturally appropriate food needs to be physically available and affordable to all citizens. The accessibility of food is directly related to income and/or access to resources to produce food. The price, availability of a sustainably produced food supply, and the protection and promotion of breastfeeding are also related to accessibility.

What determines accessibility in our region?

The availability, affordability, and types of food resources that exist in the Halifax municipality.

How affordable is nutritious food in Nova Scotia?

Many households in Nova Scotia, particularly those relying on income assistance, old age pension plans, and even minimum wage, are unable to afford a nutritious diet.

If a family of four relying on income assistance were to purchase a nutritious food basket for a month, they would face a deficit of \$758.33.*

Where can food be accessed in the Halifax municipality?

9 farmers' markets & growing!	37 grocery stores
15-18 food trucks	227 fast food stores
19 community supported agriculture initiatives & growing	1 community supported fishery initiative (350 customers)
3 of 5 (62%) public schools have a breakfast program	43,700 meals delivered by Meals on Wheels & Frozen Favourites
51 agencies providing charitable food assistance in Halifax, Dartmouth & Bedford alone	43 Feed Nova Scotia food banks

Only 1 in 4 people who are food insecure access food banks.

In March 2013, 8,555 people used a food bank in Halifax, 31% of whom were children.

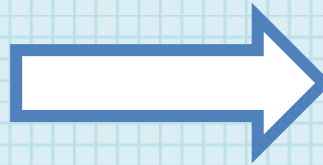
How much does a nutritious diet cost?

In 2012, it would cost a family of four \$823.35 per month to purchase a nutritious food basket in Halifax. Although food prices have risen over time so have shelter and utility costs, which only put further strain on the flexible food budget.

ACCESSIBILITY

For further information and sources download a copy of the Halifax Food Assessment at: www.cdha.nshealth.ca/public-health/halifax-food-assessment

Capital Health Public Health Services



Test.



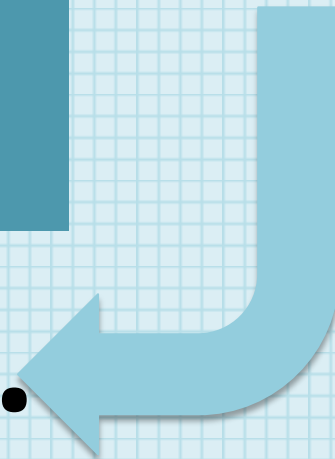
Evolve.



Iterate.



Change.



Let's begin



Piktochart

make information beautiful

www.piktochart.com

There are many web-based programs that you can use to create infographics. You can use PowerPoint to create an infographic; however, many other programs are simple to use and offer free versions. Piktochart and Visual.ly are both quite user friendly and are available in free or pro (paid) versions.

Go to www.piktochart.com to login or sign up.

A basic version is available for free or there is a pro version available for a fee. Nonprofits can apply for a license at a reduced rate.



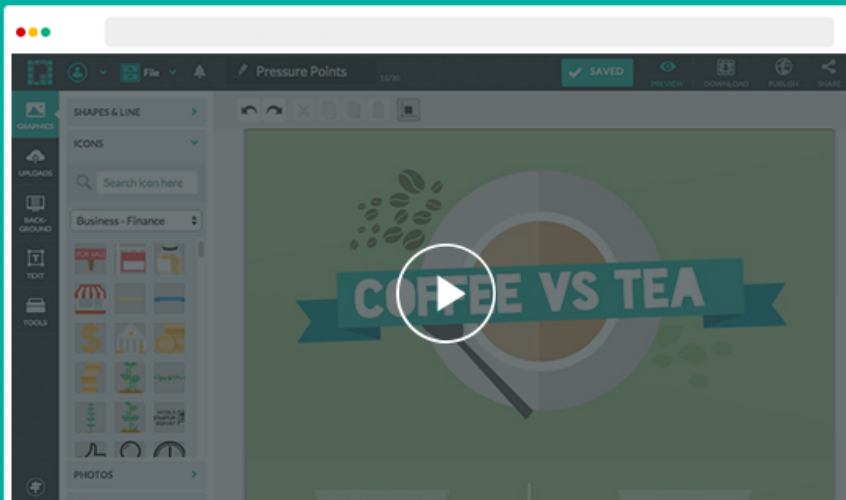
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Select the infographic format you would like to use.



Infographic

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[Read more.](#)



Report



Banner



Presentation



There are many many more to choose from...

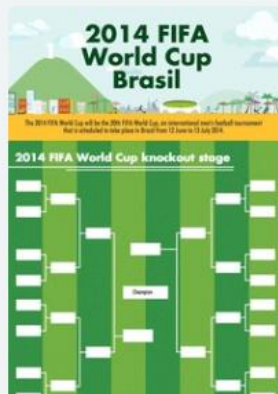
Free Themes



Chinese New Year



World Startup Report



World Cup 2014



Coffee Vs Tea



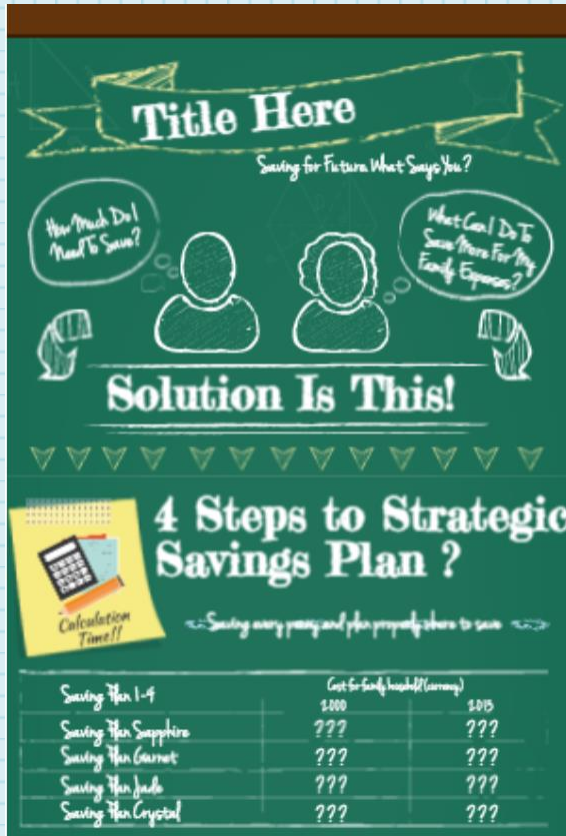
The Startup Way



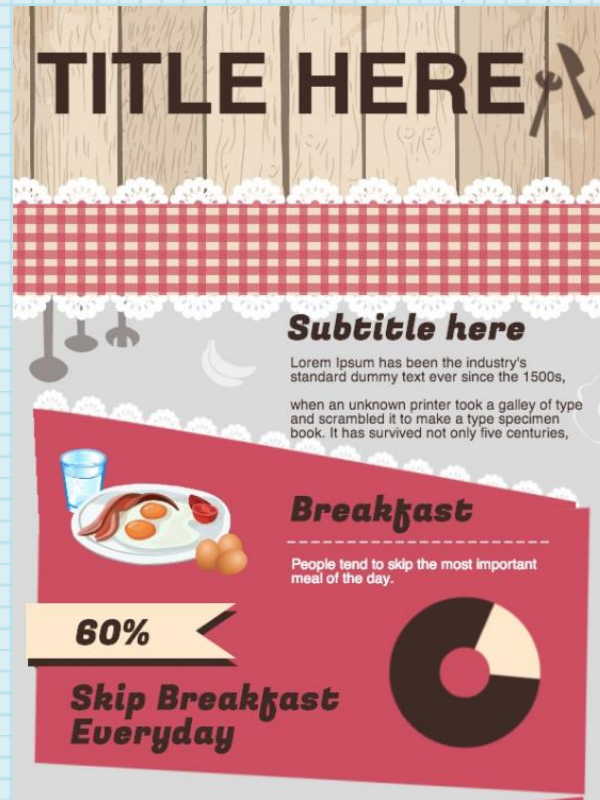
SXSW

Your infographic could look like...

This or...



This or...



This, etc.



The possibilities are endless!

Choose a theme to start creating your infographic.

Many themes provide you with a template to enter and organize your information.

The screenshot displays the user interface of an infographic creation tool. At the top, a dark navigation bar includes a profile icon for 'foodarc', a 'File' menu, a notification bell with '2' alerts, the title 'Untitled Infographi' with a '20/30' indicator, a 'Last saved at 11:00 AM' timestamp, and a green 'SAVE' button with a checkmark.

On the left, a vertical sidebar contains several menu items: 'BACKGROUND COLOR', 'UPLOADS', 'BACK-GROUND', 'TEXT', 'STYLES', 'TOOLS', 'TOUR', and 'SUPPORT'. The 'BACK-GROUND' menu is currently selected, showing a 'BACKGROUND IMAGE' section with an 'Opacity' slider set to 100% and a grid of various background image thumbnails.

The main workspace shows a preview of a grey-themed infographic template. The top section features the text 'Double click the map to edit' and '40,500,000' next to a map of the United States where the state of Mississippi is highlighted in pink. Below the map is a text box explaining that icons have one flat color while images can contain more than one color tone, textures, and gradients. A large orange banner in the center contains the text 'YOUR TITLE HERE'. Below the banner, the text 'COPY . CUT . PASTE . EDIT . DRAG . DELETE' is displayed in blue. The bottom section is divided into three columns: a red arrow pointing up with the number '20' and the text 'going up'; a group of 20 small grey human icons with the text 'user friendly' in orange; and a house icon above a carousel icon.

At the very bottom of the template, the text 'your subtitles here' is visible.

Tips for Creating Effective Visuals

1. Use images more often than words to portray your information.

For example, the images surrounding the central blue circle represent the items of interest that were looked at through the ACT for CFS food security research released in November 2014.



2. Alternating Font Sizes

Where can food be accessed in the Halifax municipality?

9

farmers'
markets &
growing!



37

grocery stores

15-18



food trucks



227

fast food stores

There are times when we have a staggering amount of information that we can't present with an image-heavy infographic. These times call for styles of design that focus more on the fonts and how they can give your infographic a professional look without the clutter of too many images.

Use alternating font sizes to accentuate the data that you want to be seen.

3. Limit to 4 Colours

When creating an infographic, you should start by determining what color scheme you would like to use. A four color setup gives you plenty of creative freedom to work with. More than that can look a bit chaotic.

For example, this infographic uses 2 shades of blue, a green, and a pink to create contrast between areas.

KNOWLEDGE & AGENCY

How we learn about and apply our knowledge of the food system.

What is knowledge and agency?

Knowledge and agency is a situation where citizens have the opportunity to increase awareness, familiarity, and understanding of food and the food system. This includes where, how, and by whom food is produced and distributed. Agency enables citizens to act upon this knowledge in order to enhance personal and community food security and health. Communities are strengthened and citizens empowered through the connections made when we celebrate and share food.

Acquiring food knowledge and skills is a determinant of food security; however, knowing what foods to eat and healthy ways to prepare them requires environments and resources that enable people to apply their skills and knowledge.



What resources exist in our region?



A number of educational, commercial, and academic food training programs exist across the Halifax municipality.

4. Use icons to demonstrate the data that you are referring to.

Resources in our communities



25% of public schools in the Halifax municipality have a school garden.



74% of junior and senior public high schools offer food skill development programs.

For example, 1 of 4 highlighted potted plants demonstrate the 25% of public schools in the Halifax Municipality that have a school garden.

Or 3 of 4 highlighted school houses represent the 74% of junior and senior public high schools that offer a food skill development program.

Sufficiency

Ensures every resident has enough appropriate food to meet their nutritional needs & for a healthy, active life.



Almost 1 in 5 (20%) Halifax households are food insecure.

1 of the 5 highlighted houses represents that almost 20% of household in Halifax are food insecure. The apple in the shaded households also represents that the 4 of 5 households that are shaded are food secure.



Only 2 of 5 (38.2%) Halifax residents over the age of 12 reported meeting their daily fruits & vegetables requirements of 5 or more per day.

Households earning less than \$20,000 per year were most likely to consume fewer than 5 fruits & vegetables per day.

The 2 of 5 people that are highlighted represent Halifax residents over the age of 12 that reported meeting their daily fruit and vegetable requirements.

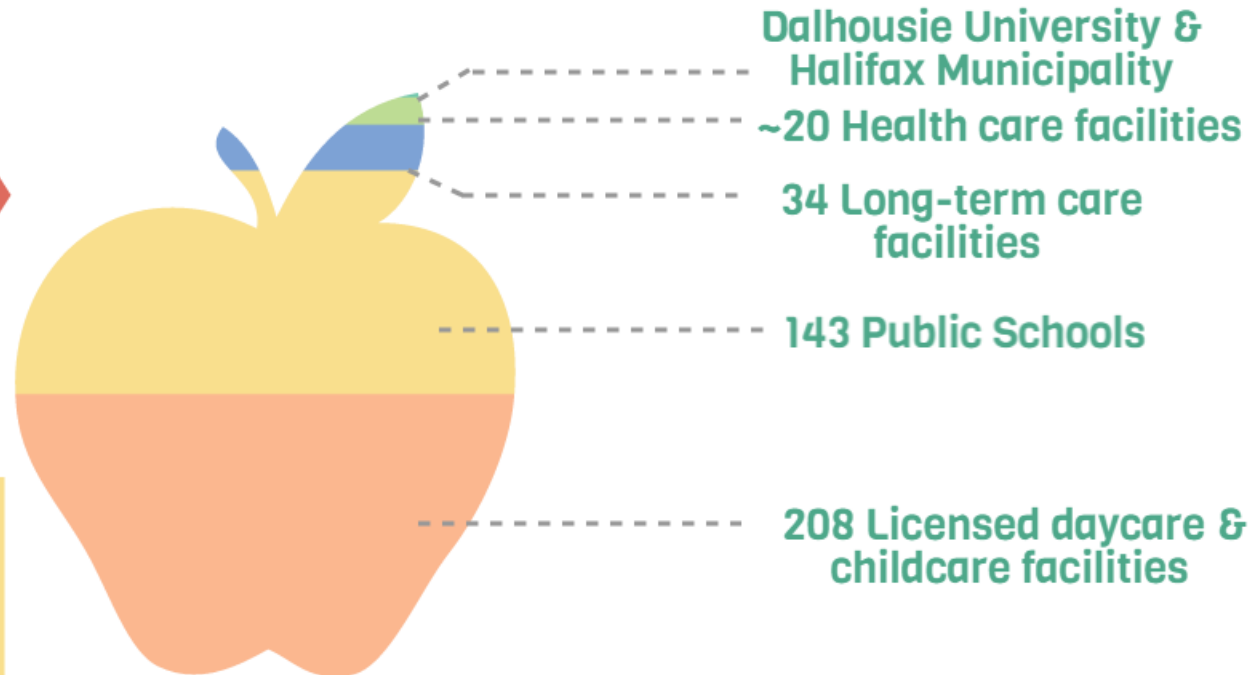
5. Use an related object to your information to represent data as a graph.

Food Policy

Our shared role & responsibility for creating supportive environments.

Several institutions and organizations across the Halifax municipality were identified as having policies with community food security components.

For example, Dalhousie University devotes ~30% of its annual food budget (~\$ 960,000) to purchasing local food.



For example, the apple is used to offer graphic representation of the institutions and organizations across Halifax Municipality as having policies with community food security components.

Please visit

www.makefoodmatter.ca

for more information.

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