### Scoring Key (1 = lowest, 5 = highest score)

<table>
<thead>
<tr>
<th>ID</th>
<th>Assessment criteria</th>
<th>Scoring criteria</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Lead</strong></td>
<td>The lead (first sentence) of the story fails to convey the essential findings of the data.</td>
<td>The lead clearly states what is newsworthy and surprising about the findings.</td>
</tr>
<tr>
<td>Example of lead</td>
<td>Child malnutrition is a problem in Pakistan</td>
<td>Child malnutrition is a bigger problem in some parts of Pakistan than others</td>
<td>Donor funded feeding program fails to reduce child malnutrition deaths in poor parts of Pakistan.</td>
</tr>
<tr>
<td>2</td>
<td><strong>Data Context (nut graph)</strong></td>
<td>Story provides no background information to enable audience to understand importance and source of new developments described.</td>
<td>Story provides background information to explain context of findings, the source of the data, the importance of what is being measured and its potential impact.</td>
</tr>
<tr>
<td>2</td>
<td>Example of context</td>
<td>According to official data, child malnutrition is a major health challenge in Pakistan.</td>
<td>Demographic Health Survey data was provided by the World Bank and Pakistan Ministry of Health and included child deaths attributed to malnutrition over the last 10 years.</td>
</tr>
<tr>
<td>2</td>
<td>Accessibility: numbers expressed in ratios, rates or fractions</td>
<td>Story does not simplify any numbers, leaving large figures unrounded and percentages as they were found in the analysis.</td>
<td>Uses at least three simplifying techniques: rounding (rounding to a whole or easily understandable number) rates (how many people out of a total group are affected), ratios (how many people in one group are affected compared to how many in another group) and explains why the number matters. At least half the numbers in the story are simplified.</td>
</tr>
<tr>
<td>3</td>
<td>Example: Accessibility</td>
<td>40.2% of children under five are underweight. 46.7% of children are stunted. 6.5% of children under five also wasted.</td>
<td>Uses at least one simplifying technique: rounding (rounding to a whole or easily understandable number) rates (how many people out of a total group are affected), ratios (how many people in one group are affected compared to how many in another group) and explains why the number matters. Fewer than half the numbers in the story are simplified.</td>
</tr>
<tr>
<td>4</td>
<td><strong>Data comparison among groups</strong></td>
<td>The story does not provide data for different groups.</td>
<td>The story uses data analysis to explain the interplay among at least three datasets and their impact on the topic being covered.</td>
</tr>
</tbody>
</table>

### Short-form data story 500-1000 words

**Story**

Child malnutrition is a problem in Pakistan. Child malnutrition is a bigger problem in some parts of Pakistan than others. Child malnutrition kills children in the poorest, driest regions of Pakistan. Child malnutrition kills children in the poorest, driest regions of Pakistan despite donor funded feeding program.

**Data**

Demographic Health Survey data was provided by the World Bank and Pakistan Ministry of Health and included child deaths attributed to malnutrition over the last 10 years. Donor data to measure the influence of feeding programs in combating child malnutrition rates was provided by the Organization for Economic Co-operation and Development’s statistical database. This data shows that child deaths in the poorest areas of Pakistan continue to decline slowly despite a pledge by donors to cut the overall child death rate due to malnutrition by half in five years.

**Accessibility**

According to official data, child malnutrition is a major health challenge in Pakistan. Data was provided by the World Bank and Pakistan Ministry of Health.

Demographic Health Survey data was provided by the World Bank and Pakistan Ministry of Health and included child deaths attributed to malnutrition over the last 10 years. Demographic Health Survey data was provided by the World Bank and Pakistan Ministry of Health and included child deaths attributed to malnutrition over the last 10 years.

Demographic Health Survey data was provided by the World Bank and Pakistan Ministry of Health.

**Examples of context**

According to official data, child malnutrition is a major health challenge in Pakistan. Data was provided by the World Bank and Pakistan Ministry of Health.

Demographic Health Survey data was provided by the World Bank and Pakistan Ministry of Health and included child deaths attributed to malnutrition over the last 10 years. Demographic Health Survey data was provided by the World Bank and Pakistan Ministry of Health and included child deaths attributed to malnutrition over the last 10 years.

**Comments**

The lead mentions some aspect of data findings but doesn’t convey the importance. The lead conveys the basic findings. The lead clearly states what is newsworthy and surprising and how it impacts people’s lives.

The lead expresses what is newsworthy and surprising and how it impacts people’s lives. The lead conveys the basic findings.

The lead (first sentence) of the story fails to convey the essential findings of the data. The lead clearly states what is newsworthy and surprising about the findings.

The story fully explains the background of findings and data, complete source of data, sketch of relevant history or technical background, clearly setting data findings described in context and stating why new findings are significant.

The story uses data analysis to explain the interplay among at least three datasets and their impact on the topic being covered.
Countries with more educated girls, such as Sri Lanka and India have more employed women while women in Pakistan and Afghanistan have low rates of women's employment. Girls' access to healthcare and basic education is associated with higher levels of employment and financial stability among women in South Asia.

Example: data comparisons
Rates of education and employment among women in South Asia are low. Women in Sri Lanka and India have high rates of girls' education while women in Pakistan and Afghanistan have low rates of girls' education. Women in Sri Lanka and India have medium rates of employment while women in Pakistan and Afghanistan have low rates of employment.

5 Evolution of the issues over time
The story makes no attempt to explain why this is a new or old issue or why anecdotal evidence is used.

The story uses data to compare findings in at least two points of time.

The story includes data to explain the general evolution of the issue.

The story includes data to explore how the issue has evolved for different groups over time.

Example: Evolution
Maternal mortality is high in Pakistan. Maternal mortality has declined in Pakistan over the last 10 years. While maternal mortality has declined in Pakistan over the last five years, it has decreased faster in the majority of South Asia countries because many Pakistani women in rural areas continue to die during childbirth.

While maternal mortality has declined in Pakistan over the last five years, it has decreased faster in the majority of South Asia countries because many Pakistani women in rural areas continue to die during childbirth. National funding for rural healthcare centres is currently being debated in Parliament.

Example: data comparisons

Rates of employment among women in South Asia have been low. Women in Sri Lanka and India have high rates of girls' education and low rates of employment for women. Girls in Sri Lanka and India have high rates of education and high rates of employment among women.

Countries with more educated girls, such as Sri Lanka and India have more employed women while countries with low rates of girls' education, such as Pakistan and Afghanistan, have low rates of women's employment. Girls' access to healthcare and basic education is associated with higher levels of employment and financial stability among women in South Asia.

Example: data comparisons

Rates of education and employment among women in South Asia are low. Women in Sri Lanka and India have high rates of girls' education while women in Pakistan and Afghanistan have low rates of girls' education. Women in Sri Lanka and India have high rates of employment and high rates of education among women.

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Countries with more educated girls, such as Sri Lanka and India have more employed women while women in Pakistan and Afghanistan, have low rates of women's employment. Girls' access to healthcare and basic education is associated with higher levels of employment and financial stability among women in South Asia.
### Data analysis of issue and impact: the consequences among different populations

<table>
<thead>
<tr>
<th>Example: impact</th>
<th>Lack of birth control access among over half of women in Pakistan result in an uncontrolled fertility rate for women. If birth control use is low, women have more children than they planned for.</th>
</tr>
</thead>
</table>

### Cause analysis: use of data to explain the causes of the issue.

<table>
<thead>
<tr>
<th>Example: causes</th>
<th>Access and attitudes may contribute to low use of contraceptives. For women who have decided not to use contraceptives, three in 10 want to become pregnant, two in 10 women avoid contraceptives because they are scared of its side effects and almost as many believe they don't work.</th>
</tr>
</thead>
</table>

### Solution analysis: use of data to explore potential solutions to the issue.

<table>
<thead>
<tr>
<th>Example: solution</th>
<th>Pakistan faces major challenges in increasing the use of contraceptives. Data from other countries suggest education campaigns could increase use of contraceptives. Data from a recent family planning campaign suggests that young, recently married couples are the most receptive towards economic arguments for using contraceptives and that parents of young couples are most persuaded by health arguments.</th>
</tr>
</thead>
</table>

### Data-driven interviews

| Data findings are not mentioned in any of the interviews. Data findings are not mentioned but those interviewed don't provide explanations of the findings. Data findings are explained by experts in the topic. Data findings on general trends, causes and solutions are explained by experts. |
| --- | --- |
A reproductive expert says that women in Pakistan are reluctant to use contraceptives and data shows fewer than half of women use them.

A reproductive expert who has worked with thousands of women said that women fear that if they have fewer children, their families will be regarded as failures, which is why this is still the top reason for women refusing contraceptives.

A reproductive expert explains that while a pilot to make contraceptives more available in clinics failed, an education program on family planning led to a 20% increase in contraceptive use among participating women.

A reproductive expert explains that while a pilot to make contraceptives more available in clinics failed, an education program on family planning led to a 20% increase in contraceptive use among participating women and the program will be expanded according to the highly successful Sri Lanka model to incorporate the education of young women.