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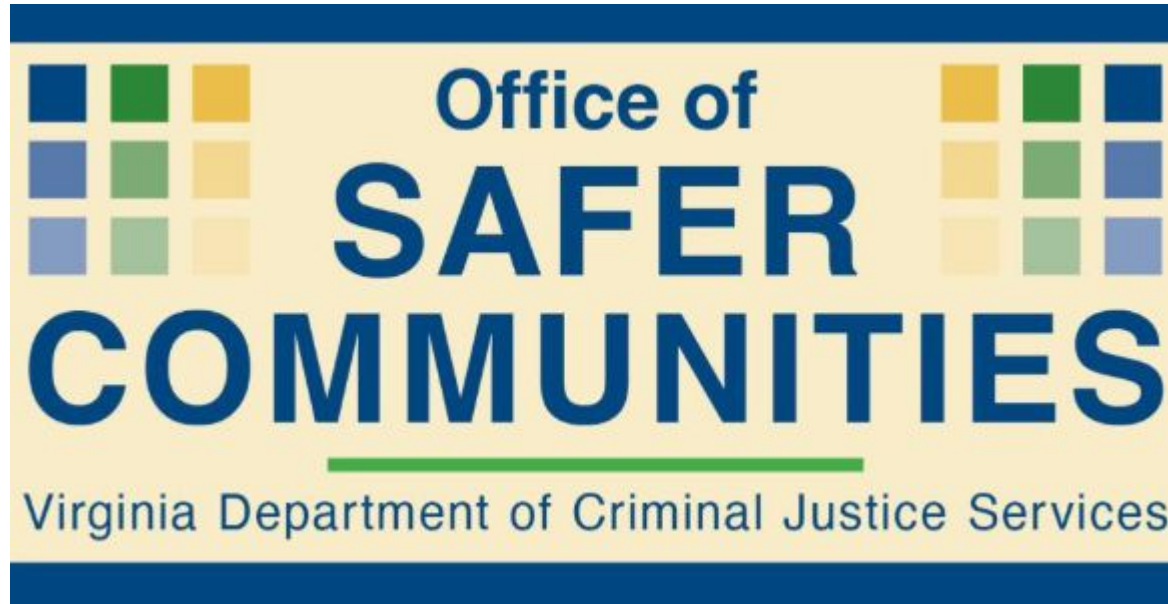
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CREATING A ONE PAGER

Tips for Grantees

Developed for 'The Department of Criminal Justice Services'

Office of Safer Communities



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TRAINING OBJECTIVES

Ensuring grantees have the knowledge and skills necessary to create One Pagers to concisely communicate efforts of interest.

By the end of this training, you will...

- Learn details about One Pagers
- Determine when to use One Pagers
- Learn tips & best practices for creating One Pagers
- Explore resources related to creating effective One Pagers



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WHAT IS A 1-PAGER?

A 1-pager is a concise, visually engaging summary that communicates

- A format is easy to share and understand
- Designed to inform, persuade, and/or inspire action
- Designed to communicate specific information based on the intended purpose



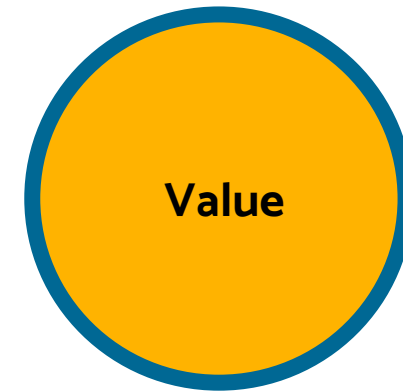
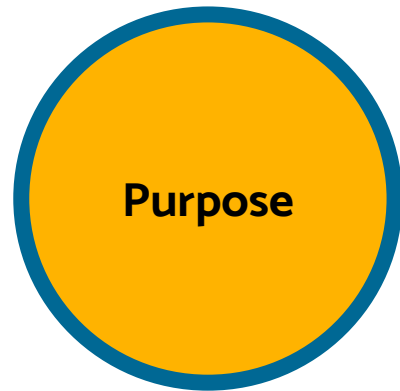
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WHAT IS A 1-PAGER?

The key elements of your programs:



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WHEN TO USE A ONE PAGER

Use a 1-pager when you need to quickly and clearly communicate your program's goal.

- Legislative Visits
- Stakeholder Meetings
- Conferences
- Fundraising Events or Donor Meetings
- Community Presentations
- Media or Public Engagement



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HOW TO CREATE A ONE PAGER

Step 1: Ask! Start by examining your goals and objectives.

Who is your audience?

What is your purpose?

What action do you want the reader to take?

How will the one pager be shared?



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HOW TO CREATE A ONE PAGER

Step 2: Identify, choose, and organize the most relevant information needed.

If your goal is to...	Then highlight...
Secure funding	Budget needs, ROI, success stories
Build community awareness	Mission, services offered, population served
Engage policymakers	Impact, policy asks, partnerships
Recruit collaborators	Gaps to fill, partnership opportunities

- Always report your outcomes clearly
- Use key metrics, trends, and visual data to support and strengthen your message

HOW TO CREATE A ONE PAGER

Step 3: Plan and outline your content

1. Choose a Medium or format for your onepager
2. Choose an attractive, clear, and accessible layout
3. Start with a strong header
4. Provide organizational and/or programmatic background
5. State your goal or mission
6. Highlight your impact (supported by data)
7. Enhance with visuals (ex. graphs, pictures, call outs)



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ON MEDIUMS

Your **audience and purpose** often determine the most effective medium.

You may have several version of the same information

What Should You Consider?

- Where and how your audience receives information
- Accessibility and readability across platforms
- Budget and printing limitations
- Ability to update or revise content

Printed Materials

- Flyers or handouts
- Posters or display boards
- Conference or event materials

Digital Distribution

- PDF attachments
- Website downloads
- Email newsletters

Social Media & Online Sharing

- Shareable graphics
- Shortened or adapted visual versions
- Organization websites or social platforms



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HOW TO CREATE A ONE PAGER

Step 4: Plan and execute your creative elements

1. Maintain a cohesive and consistent theme
2. High quality, relevant photos
3. Font size and color choice
4. Quotes from clients, partners, or stakeholders
5. Clear data visualizations highlighting relevant information
6. Website links or QR codes
7. Documented references or sources
8. Contact information



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TIPS FOR ONE PAGERS

- Be clear and concise
 - Avoid jargon or complex concepts
 - Use bullet points where helpful
 - Write for a busy reader who scans
- Stay on brand
 - Use consistent fonts, color schemes, and logos
- Highlight key information
 - Use bold headers or callout boxes for critical points like outcomes, testimonials, or key takeaways
- Aim for skimability



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Real World Example 1



The American Professional Society on the Abuse of Children™

Strengthening Practice Through Knowledge

apsac.org @The_APSAC

In partnership with



nyfounding.org @TheNYFounding

CHILDREN & EXPOSURE TO VIOLENCE

How we can ignite change in our communities:

BY THE NUMBERS: CHILDREN & EXPOSURE TO VIOLENCE

An estimated

3 Million Children

witness a shooting each year. (1)



A study of 7-year-olds in an urban neighborhood found that: (2)

75%

had heard gunshots

61%

worried some or a lot of the time that they might get killed or die.

18%

had seen a dead body

Race & Exposure: Children in communities of color are exposed to violence at an alarmingly high rate compared to white children.

In Chicago, Hispanic children had a 74% greater likelihood of being exposed to violence, and Black children had a 122% greater chance (3)

EXPOSURE TO VIOLENCE: THE IMPACT ON KIDS

Children who have witnessed community gun violence or faced other potentially traumatic events have been found to:



Receive Lower Grades in School (4)



Have More School Absences (4)



Engage in criminal behavior as adolescents (5)



Abuse drugs(6)




Suffer from Impaired Cognitive and Social Development, Depression, and PTSD (6)




Experience Unintended Pregnancy (6)

WHY GUN LEGISLATION MATTERS



States with strong gun laws have lower rates of gun deaths. (7)




Of the 10 states with the strongest gun laws, 7 have the lowest rates of gun deaths. All seven have background checks for all gun purchases. (8)

BACKGROUND CHECKS...

Keep guns out of the hands of dangerous people.

Reduce domestic violence homicides.




Since taking effect in 1994, Brady background checks have stopped more than


3 million gun sales


to prohibited purchasers including felons, domestic abusers, and other dangerous individuals. (8)

In states that require a background check for every handgun sale, **38%** fewer women are shot to death by intimate partners. (9)

CONCEAL CARRY & RIGHT TO CARRY (RTC) FACTS







RTC laws were associated with a **10% higher murder rate** 10 years following the adoption of RTC laws. (10)

"Right to carry" (RTC) states, or those that loosen restrictions on conceal carry permits saw **violent crime rates increase** each additional year RTC laws were in place. (10)

TAKE ACTION!

The American Academy of Pediatrics is urging lawmakers to advance policies to protect children, families & communities from gun violence by calling on lawmakers to:

- Enact universal background check legislation to ensure that those who are most likely to perpetrate gun violence cannot purchase guns.
- Enact comprehensive extreme risk protection orders legislation, which allows family members or law enforcement to petition a judge to temporarily remove firearms from a person deemed at risk of harming themselves or others.
- Fund gun violence prevention research at \$60 million, with \$35 million for the U.S. Centers for Disease Control and Prevention and \$25 million for the National Institutes of Health.

apsac.org

REFERENCES

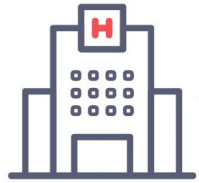
(1) Estimate by Everytown Research & Policy based on Prevalence of childhood exposure to violence, crime, and abuse: National Survey of Children's Exposure to Violence. JAMA Pediatrics. 2015.
 (2) Exposure to violence: psychological and academic correlates in child witnesses. Archives of Pediatrics and Adolescent Medicine, 2001.
 (3) The Impact of Gun Violence on Children and Teens, Everytown Research & Policy, May, 2019.
 (4) Exposure to violence: psychological and academic correlates in child witnesses. Archives of Pediatrics and Adolescent Medicine. 2001; Community violence exposure and children's academic functioning. Journal of Educational Psychology, 2003.
 (5) Children's Exposure to Violence and the Intersection Between Delinquency and Victimization. Juvenile Justice Bulletin, U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention, Oct 2013
 (6) Adverse Childhood Experiences. Psychology Today, www.psychologytoday.com/us/basics/adverse-childhood-experiences.
 (7) Giffords Law Center to Prevent Gun Violence, 2016 Gun Law State Scorecard.
 (8) Brady Campaign to Prevent Gun Violence, Background Checks
 (9) Gun Laws and Violence Against Women, Mayors Against Illegal Guns using data from U.S. Department of Justice, Federal Bureau of Investigation, Supplementary Homicide Reports, 2010
 (10) States with weak concealed carry permit requirements have higher rates of violent crime. States that loosened restrictions on concealed carry permits, so-called "right to carry" (RTC) states, saw violent crime rates increase each additional year RTC laws were in place. According to a recent academic study, after controlling for changes in incarceration rates and the number of police per capita, RTC laws were associated with a 10% higher murder rate 10 years following the adoption of RTC laws. (Concealed Carry of Firearms: Facts vs. Fiction, Johns Hopkins Bloomberg School of Public Health, Nov 2017.

Real World Example: BRIEF AND CONSISTENT THEME

SUPPORT GUN VIOLENCE PREVENTION RESEARCH

Since 2019, Congress has provided **\$25 million annually shared evenly between CDC and NIH for research to reduce injuries and deaths from guns.** Continuing this bipartisan funding is critical.

BIPARTISAN INVESTMENTS ARE YIELDING RESULTS



Supporting timely emergency department data on firearm injuries to inform local law enforcement and public health responses.



Analyzing the Crisis Text Line before and after the Robb Elementary School shooting in Uvalde, TX to understand response and community impacts.



Working with U.S. Army family members to improve secure storage and reduce suicide risk among veterans.

RESEARCH CAN PREVENT INJURIES AND DEATHS

46,723

people died in the U.S. from firearm related injuries in 2023.

Firearms are the **leading cause of death for children and teenagers** in the U.S.

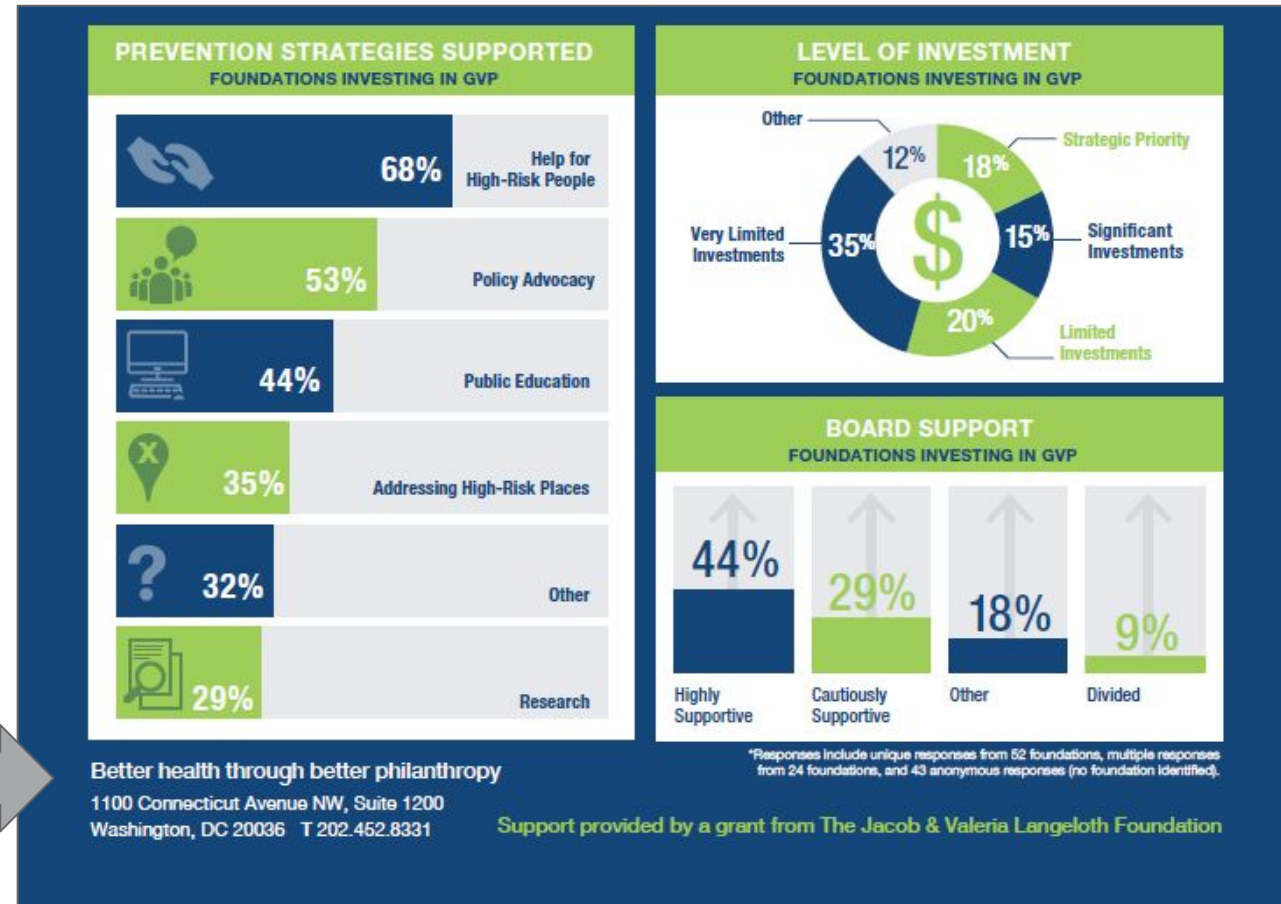
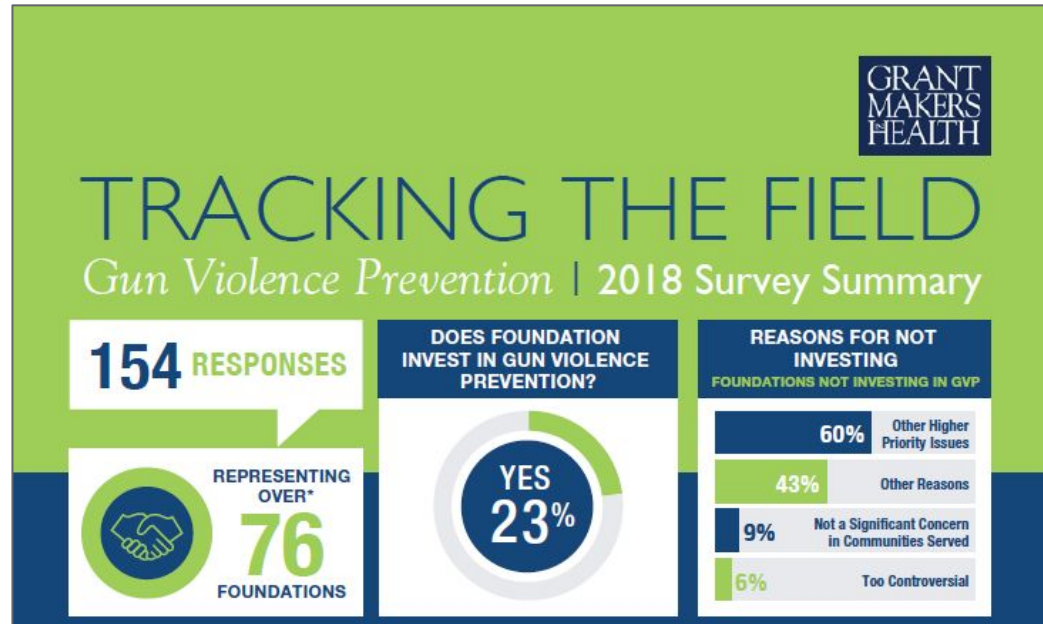


More than half of U.S. firearm deaths are due to suicide. For veterans, it is **73.5%**.

In FY25, 430+ medical, public health, and research organizations have called on Congress to continue and grow these bipartisan investments.

Sources:
 1. CDC – "Funded Surveillance" www.cdc.gov/violenceprevention/firearms/funded-surveillance.html
 2. JAMA Publications – "The Use of Crisis Services Following the Mass School Shooting in Uvalde, Texas: Quasi-Experimental Event Study" <https://pubmed.ncbi.nlm.nih.gov/39461447/>
 3. PubMed – "Gun Ownership for Safety/Protection and Unsecured Firearm Storage Practices: Suicide Risk and Prevention Among U.S. Army Servicemembers" <https://pubmed.ncbi.nlm.nih.gov/39461447/>
 4. Pediatrics – "Trends and Disparities in Firearm Deaths Among Children" doi.org/10.1542/peds.2023-061296 OR "Mapping Injury, Overdose, and Violence Dashboard" <https://www.cdc.gov/injury-violence-data/data-vis/index.html>
 5. The New England Journal of Medicine – "Current Causes of Death in Children and Adolescents in the United States" [www.nejm.org/doi/full/10.1056/NEJM2201761](https://doi.org/10.1056/NEJM2201761)
 6. U.S. Secret Service National Threat Assessment Center – "U.S. Secret Service Protecting America's Schools" www.secretservice.gov/sites/default/files/2020-04/Protecting_Americas_Schools.pdf
 For more information, contact: Ella Mathews, emathews@aap.org, American Academy of Pediatrics

Real World Example: CLEAR PURPOSE & CALL TO ACTION



COMMON PITFALLS

A GUN VIOLENCE PREVENTION AGENDA FOR SEATTLE

IMPROVED IMPLEMENTATION OF PROTECTION ORDERS:

Despite strong state law allowing removal of firearms from individuals who are subject to many types of protection orders, many protection orders requiring surrender are either not served or fail to result in those firearms being surrendered. Since 2015, the City of Seattle has been a key player in multi-jurisdictional efforts to improve this situation. As a result, in 2017, Seattle is on track to recover many times more firearms than were recovered in all of 2016 [1]. The Seattle City Council approved hundreds of thousands of dollars for new positions in 2017. This year, leaders in Seattle city government are requesting numerous new positions for firearm surrender enforcement for 2018 and beyond. Candidates and elected officials should proactively support these investments to ensure they are fully funded in the final 2018 City Budget. They should also actively support process improvements in pattern forms, technology resources, and efforts to strengthen coordination between agencies to effect appropriate surrender of firearms.

REPORTING OF LOST AND STOLEN FIREARMS:

Between 2012 and 2015, an estimated 33,164 firearms were stolen from individual gun owners in Washington State. This figure represents 99% of all firearms stolen in Washington State during that time [2]. Yet neither Washington State or federal law require individual firearms owners to report when a firearm is lost or stolen. In 2015, Seattle became the first city to pass an ordinance requiring individual owners to report lost and stolen firearms, closing a gap in law that contributes to the availability of crime guns and makes it harder to return recovered firearms to their owners. Seattle should improve implementation of this ordinance by establishing clear procedures at the Seattle Police Department for receiving, recording, and acting upon public reports, and making public data available about the number of such reports each year. Additionally, policymakers should identify ways to improve awareness of, and compliance with, this city law.

PUBLIC HEALTH AND RESEARCH INVESTMENTS:

Gun violence is a public health challenge, but too often, public health solutions are not considered in reducing gun violence. The absence of research into the gun violence by the federal Centers for Disease Control (CDC) also undermines efforts to reduce gun violence. In 2012, Seattle became the first city in the nation to dedicate specific funding for gun violence research, and expanded its commitment by passing a firearm and ammunition tax in 2015. The research undertaken at Seattle's Harborview Injury Prevention Research Center (HIPRC) has shown that individuals admitted for gunshot wounds are vastly more likely to be rehospitalized, rearrested, or killed [3]. Seattle should continue to expand the resources dedicated towards this cutting-edge research, and plan to implement recommendations made by the Harborview Helping Individuals with Firearm Injuries (HIFI) study expected to be available in 2018.

[1] Seattle City Councilmember Sally Bayshaw, "Success! New Firearm Surrender Laws are Working", May 8, 2017

[2] Center for American Progress (2017, August), *Stolen Guns in America: A State by State Analysis*, by Chelsea Parsons and Eugene Weigand Vargas.

[3] Association of Schools & Programs of Public Health, "Washington Study Finds Gunshot Victims at High Risk for Future Hospitalization, Crime", February 25, 2015

BEST PRACTICES

- Ensure accessibility for individuals with visual impairments
- Consider your audience and their comprehension level
- Select the most effective medium and sharing format
- Consider creating different versions for different audiences or platforms
- Ensure content and design translate well across platforms
- Remember one-pagers do not always have to be limited to one page
- Include references or additional resources to strengthen credibility
- Seek feedback from intended audiences
- Proofread and review for clarity and accuracy



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TOOLS FOR ONE PAGERS

- Word or Google doc
 - Best for straightforward layouts
 - Easy to use for drafting and collaboration
- Canva
 - Excellent for visual design with drag-and-drop features
 - Offers a variety of time-saving templates
 - Helps create polished, visually engaging 1-pagers
- Piktochart
 - Great, easy to use templates
 - Smooth integration of data








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RESOURCES

Design & Visual Tools

-  **Canva** – Graphic design tool with templates, layout options, and built-in accessibility features (e.g., contrast checker, alt-text) [Canva design platform](#)
-  **Piktochart** – Create infographics and visual reports easily (infographic & report templates) [Piktochart visual design tool](#)
-  **Venngage** – Accessible infographic creator with contrast checking and screen-reader-friendly features [Venngage accessible infographic creator](#)
-  **The Noun Project**–Large library of icons and symbols that can be used to enhance infographics, presentations, and reports with clear, visual communication elements. [The NounProject](#)
-  **Adobe Stock**– Stock library offering high-quality photos, graphics, templates, and design assets for use in infographics, reports, and other visual materials. [10M Free Icons & Stock Photos | SVG & PNG | Download Today](#)

Accessibility & Inclusive Design

-  **Web Content Accessibility Guidelines (WCAG)** – International standards for accessible design (color, contrast, text alternatives) [Web Content Accessibility Guidelines \(WCAG\) 2.1](#)







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RESOURCES

Data

-  **Data.gov** – Centralized U.S. government database providing free public datasets on topics such as public safety, health, transportation, and demographics that can be used to support reports, infographics, and policy analysis. [Data.gov](#)
-  **Notebooklm** – is an AI-powered research and note-taking tool by Google that helps users organize, summarize, and generate insights from their documents and sources [NotebookLM](#)
-  **Virginia Crime Statistic** – The Virginia Open Data Portal provides free, public access to crime and public safety data across Virginia, including trends, arrests, and locality-level statistics for research and policy analysis. [Virginia Crime Statistics](#)
-  **Virginia Open Data Portal** – The Virginia Open Data Portal provides free public access to thousands of datasets from Virginia agencies, allowing users to explore, download, and visualize data on topics like public safety, health, transportation, and demographics. [Welcome - Virginia Open Data Portal](#)



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JOIN US FOR MORE TRAINING!

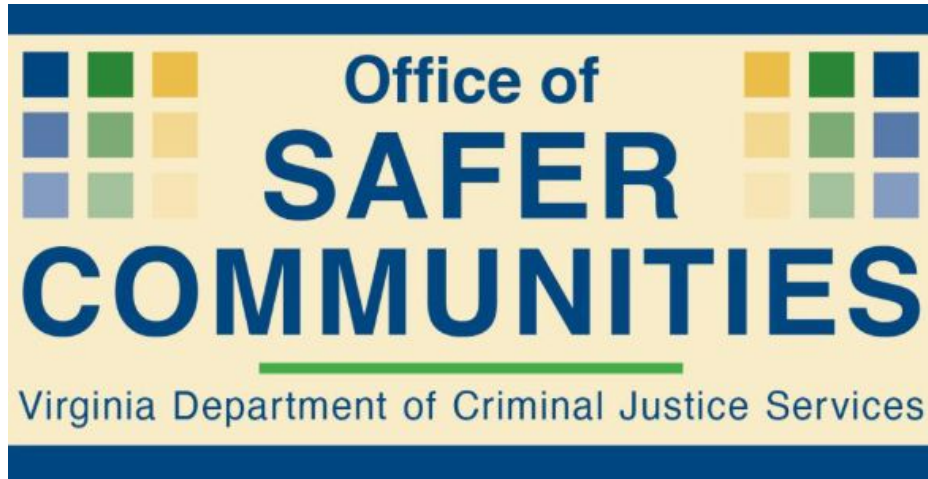
- February 24: Visualizing Data – Learn techniques for turning data into visuals that tell a story
- March 3: Prevention Evaluation Techniques – Learn about methods for assessing program effectiveness
- March 10: Using Data for Growth and Sustainability – Learn about leveraging insights to strengthen and sustain your initiatives



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THANK YOU!



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CREATING ONE PAGERS: EXERCISE

One Pager Planning Worksheet	
Action Steps	Questions to Consider
Step 1: Ask!	<ul style="list-style-type: none">• Audience?• Purpose?• How will it be shared?• Message?
Step 2: Identify Information	<ul style="list-style-type: none">• Financial?• SMART goals?
Step 3: Plan Content	<ul style="list-style-type: none">• Title• Relevant info• Data elements
Step 4: Get Creative	<ul style="list-style-type: none">• Theme• Branding• Font/Color



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