

PRESENTING PUBLIC HEALTH DATA EFFECTIVELY

A mini-workshop by Dr. Stephanie Evergreen

When communicating data, your job is to find the insight in the data and translate that point with a compelling picture of the evidence that supports it.

EVERGREEN PRINCIPLE

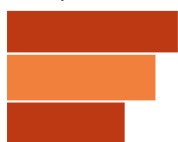
➡ Bottom Line Up Front

COMMON DATA QUESTIONS

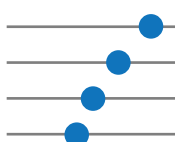
1 What's most/least?

Preattentive Attributes: Order & Color

Bar/Column



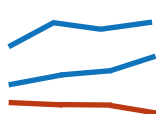
Dot Plot



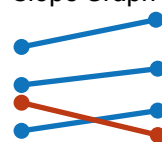
2 What's the trend?

Preattentive Attributes: Direction & Extra Mark

Line



Slope Graph



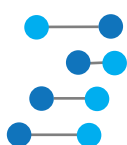
3 Is there a relationship?

Preattentive Attributes: Density & Space

Scatterplot



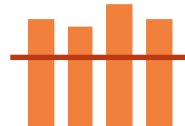
Dumbbell Dot



4 How do we compare to the goal?

Preattentive Attributes: Position & Extra Mark

Benchmark Line



Overlapping Bar



EVERGREEN PRINCIPLES

➡ Make the point pop. Use gray + an action color.

➡ People are meaning makers. They'll need history, comparisons, or context to interpret data.

➡ Leaders have the courage to tell people the insights they can see in the dataset.

BIG RED FLAGS

- Funky axes
- Bar charts not at zero
- Maps (sometimes)
- Pies & donuts (usually)
- Parts AND whole
- Red/Yellow/Green

To get this right, you have to become a data translator, who can recognize the insights in the data and state them in a way that your audience is going to get it.