

## DATA VISUALIZATION AND HEALTH EQUITY BEST PRACTICES CHECKLIST

This checklist can be used to guide the development of communication materials that include to assist with addressing equity related to race, gender, sexual orientation, ability etc. It should be used in conjunction with the Health Equity Communications Checklist if data are being presented or visualized. It is common public health practice to stratify health outcome data by race and/or other identifying factors to illustrate disparities between groups. However, an unintentional consequence is the blame placed on certain races, ages, or groups of people represented in these data. Data presentation has the power to either engage or alienate communities, as it can encourage audiences to focus on individual behaviors, as opposed to systematic issues. It is vital to display data in the most responsible, reflective and representative way. Our goal is to present data in a context that illuminates the social determinants of health and structural variables that contribute to the disparity in poor health outcomes. The focus of the data should be to highlight the root causes of systemic issues leading to health challenges. If you need additional assistance with any material presented in this checklist, contact your CIA, DAT or Heat DAT workgroup for consultation.

**Material Name/Description:**

**Date:**

### General Data Visualization Checklist:

QUESTION	EXAMPLES & RESOURCES	YES	NO	N/A
<p><b>Have you considered non-traditional data visualization techniques and/or stratifications? I.e. variables besides race (education, geography, walkability, access to resources etc.)</b></p>	<ul style="list-style-type: none"> <li>• <i>A how-to guide to creating non-traditional graphs in Excel:</i>  <a href="http://stephanieevergreen.com/how-to/">http://stephanieevergreen.com/how-to/</a></li> </ul>			
Comments:				
<p><b>Have you used both quantitative and qualitative data to visualize your message?</b></p>	<ul style="list-style-type: none"> <li>• <i>Example:</i> Qualitative data can add context or illuminate gaps in available quantitative data. Consider including survey comment data or focus group quotes to compliment quantitative data if appropriate and relevant.</li> <li>• <i>A guide to visualizing qualitative data:</i>  <a href="http://stephanieevergreen.com/qualitative-chart-chooser/">http://stephanieevergreen.com/qualitative-chart-chooser/</a></li> </ul>			
Comments:				

QUESTION	EXAMPLES & RESOURCES	YES	NO	N/A
<b>Have you kept your data visualization concise and direct?</b>	<ul style="list-style-type: none"> <li>• <i>General Guidelines:</i> <ul style="list-style-type: none"> <li>○ No 3-D charts or vertical lettering</li> <li>○ Strategic and consistent use of color</li> <li>○ Appropriate and limited labeling</li> <li>○ Included explanations for language used in data collection</li> <li>○ Accurate proportions for displaying relationships</li> </ul> </li> <li>• <i>Do's and don'ts of Data Visualization Checklist</i>  <a href="http://stephanieevergreen.com/updated-data-visualization-checklist/">http://stephanieevergreen.com/updated-data-visualization-checklist/</a> </li> </ul>			
Comments:				
<b>Have you made deliberate choices in the type of graph or chart to use based on recommended best practices?</b>	<ul style="list-style-type: none"> <li>• Consider whether you are showing trend data, points in time, parts of a whole, etc.</li> </ul>			
Comments:				

**Data Checklist for Equity:**

QUESTION	EXAMPLES & RESOURCES	YES	NO	N/A
<b>What is your message? Have you considered whether your data help or hinder the message you are trying to illustrate?</b>	<ul style="list-style-type: none"> <li>• <i>Example:</i> The desired equity outcome should drive your data, not the other way around. Provide data, maps and analysis to help users achieve the desired goal i.e. supporting safe sleep or preventing injury.</li> <li>• <a href="#">Powering Health Equity Action with Online Data Tools: 10 Design Principles</a></li> <li>• <i>Robert Wood Johnson Resources Better Data for Better Health:</i>  <a href="https://www.rwjf.org/en/library/collections/better-data-for-better-health.html">https://www.rwjf.org/en/library/collections/better-data-for-better-health.html</a> </li> </ul>			
Comments:				

QUESTION	EXAMPLES & RESOURCES	YES	NO	N/A
<p><b>Data visualization is an important part of ensuring data are presented to contextualize equity. Have you chosen your data visualization with this in mind?</b></p>	<ul style="list-style-type: none"> <li>• <i>How Dataviz Can Unintentionally Perpetuate Inequality: Parts 1 &amp; 2</i>  <a href="http://stephanieevergreen.com/dataviz-inequality_pt1/">http://stephanieevergreen.com/dataviz-inequality_pt1/</a>  <a href="http://stephanieevergreen.com/inequality-part-2/">http://stephanieevergreen.com/inequality-part-2/</a></li> </ul>			
<p>Comments:</p>				
<p><b>If you have chosen to include graphics with your data, are your graphics helping or deterring from the overall message? Are they feeding into stereotypes? Could your graphics or labels be interpreted as offensive?</b></p>	<ul style="list-style-type: none"> <li>• <i>Example:</i> Using stock images of African American babies next to negative data points. This may unintentionally perpetuate misconceptions. Consider using stock icons to illustrate topic themes instead. i.e. a breastfeeding woman or child swimming</li> <li>• <i>Example:</i> Consider whether labeling is pejorative i.e. “People with schizophrenia” rather than “schizophrenics” or “People experiencing domestic or interpersonal violence” rather than “victims or survivors”</li> <li>• <i>How we unintentionally perpetuate inequality</i>  <a href="http://stephanieevergreen.com/inequality-part-3/">http://stephanieevergreen.com/inequality-part-3/</a></li> </ul>			
<p>Comments:</p>				
<p><b>Have you included an introduction, summary or implications section with relevant take-home points, especially considering root causes of historic or systemic racism?</b></p>	<ul style="list-style-type: none"> <li>• Introductions set the stage for the points you would like to make or present relevant background information. An implications section answers the “So what?” question for the audience and directs them to why they should care.</li> <li>• <i>Applying Social Determinants of Health Indicator Data for Advancing Health Equity</i>  <a href="http://barhii.org/download/publications/barhii_sdoH_indicator_guide_v1.1.pdf">http://barhii.org/download/publications/barhii_sdoH_indicator_guide_v1.1.pdf</a></li> </ul>			
<p>Comments:</p>				