

## DATA VISUALIZATION AND HEALTH EQUITY BEST PRACTICES CHECKLIST

This checklist is intended to be used by public health professionals to guide the development of data communication materials and 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 [BFHCommunications@la.gov](mailto:BFHCommunications@la.gov).

**Material Name:** Enter project title.

**Date:** Click to select date.

### General Data Visualization Checklist:

QUESTION	EXAMPLES & RESOURCES	YES	NO	N/A
Have you considered non-traditional data visualization techniques and/or stratifications? I.e. variables besides race (education, geography, walkability, access to resources etc.)	<ul style="list-style-type: none"> <li>A how-to guide to creating non-traditional graphs in Excel: <a href="#">Evergreen Data - Visualizing Data with Excel</a></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments: Click or tap here to enter notes.				

## General Data Visualization Checklist (continued):

QUESTION	EXAMPLES & RESOURCES	YES	NO	N/A
Have you used both quantitative and qualitative data to visualize your message?	<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="#">Evergreen Data - Qualitative Chart Chooser</a></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments: Click or tap here to enter notes.				
Have you kept your data visualization concise and direct?	<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:</i> <a href="#">Evergreen Data - Data Viz Checklist</a></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments: Click or tap here to enter notes.				
Have you made deliberate choices in the type of graph or chart to use based on recommended best practices?	<ul style="list-style-type: none"> <li>Consider whether you are showing trend data, points in time, parts of a whole, etc.</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments: Click or tap here to enter notes.				

## Data Checklist for Health 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>Tips from the Robert Wood Johnson Foundation:</i> <a href="#">Better Data for Better Health</a></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments: Click or tap here to enter notes.				
<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>	<ul style="list-style-type: none"> <li><i>How Dataviz Can Unintentionally Perpetuate Inequality:</i> <a href="#">Part 1 from Evergreen Data</a> <a href="#">Part 2 from Evergreen Data</a> <a href="#">Part 3 from Evergreen Data</a></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments: Click or tap here to enter notes.				

## Data Checklist for Health Equity (continued):

QUESTION	EXAMPLES & RESOURCES	YES	NO	N/A
<b>If you have chosen to include graphics or labels with your data, are your graphics or labels helping or deterring from the overall message? Are they feeding into stereotypes? Could your graphics or labels be interpreted as hurtful?</b>	<ul style="list-style-type: none"> <li><i>Example:</i> Using stock images of Black 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 Dataviz Can Unintentionally Perpetuate Inequality:</i> <a href="#">Part 3 from Evergreen Data</a></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments: Click or tap here to enter notes.				
<b>Have you included an introduction, summary or implications section with relevant take-home points, especially considering root causes of historic or systemic racism/inequality?</b>	<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>Using Health Indicator Data to Advance Health Equity</i> <a href="#">A Guide for Public Health Professionals</a></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments: Click or tap here to enter notes.				