Basic Concepts of Data Analysis for Community Health Assessment
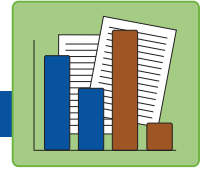
Module 4: Presenting Public Health Data
Best Practices Checklist

Basic Design Concepts

☐ Chart is legible when printed in black ink.

☐ Only one type face is used.

☐ No irrelevant data.

☐ No red/green combinations.

☐ No 3-D or perspective effects.

☐ Colored text and backgrounds have sufficient contrast.

☐ Colors emphasize data appropriately.

Tables

☐ Categories are sorted by size.

☐ Like items are clustered together.

☐ Row/column spacing is consistent.

☐ Extra information is placed in footer.

☐ Only necessary data is displayed.

☐ Same units are used for comparable data.

☐ Labels show exact values.

☐ No gridlines.

Charts

☐ Only necessary data is included.

☐ Same units are used for comparable data.

☐ Labels show exact values when necessary.

☐ No unnecessary gridlines.

Line Charts

☐ Only a few data lines are included.

☐ Intervals are consistent.

☐ Different color or pattern is used for each data line.

☐ Thin data lines are used where possible.

Bar Charts

☐ Bars/columns are labeled with the same kinds of terms.

☐ Column chart labels are short or text is rotated.

☐ Bar chart labels are right-aligned.

☐ Colors, shades, and patterns are used to distinguish categories.

☐ Grouped columns use darkest shading for the latest or most important data.

☐ Bar/column shading has enough contrast to distinguish categories from each other.

☐ No perspective or 3-D effects.

Pie Charts

☐ Slices are ordered large to small, starting at 12 o'clock.

☐ Small slices are combined into an "other" category.

☐ Slices are labeled and include their value.

☐ No perspective or 3-D effects.

☐ Colors, shades, and patterns are can be distinguished between adjacent slides.

Maps

☐ Colors, patterns, and shades are distinguishable.

☐ A legend or key is included.

☐ Different colors/patterns are used for different categories.