Tips for Presenting Data to Partners

It is important that data is presented to partners in a way that makes sense to them and enables them to get the full picture of the chronic disease burden in the state.

Presenting Data to Partners	
Framing Data in Terms of the Public Health Approach	• Explain the public health approach before you review the data, emphasizing that program plans and decisions are driven by what the data show. • Go through the data together using a "population health lens." • Discuss how using a data-driven approach ensures that the most significant issues are identified and interventions are targeted to have the greatest effect on reducing the chronic disease problem in your state. • Create buy-in for using data to drive the planning process.
Select Data to Present Wisely	• When selecting which data to present, choose information that best answers your original questions and that you and your partners can use to take action. • Explain statistical or public health terms that may be unfamiliar to your audience, as well as where the information comes from, how conclusions are derived, and how information is used.
Know Your Audience	• Keep your partners' perspectives in mind when presenting data, particularly if it affects their ideas or projects. • Be prepared to address questions and concerns.

Tips for Visually Representing Data

Visual representations like graphs, charts, tables, and Geographic Information Systems (GIS) mapping help make data easier to understand and interpret. However, these visual elements must be used effectively in order to be helpful.

Visually Representing Data	
Choose the Best Format for Presenting the Data	• When choosing a format, consider the question you are trying to answer with the data and what data elements you want to emphasize • Make sure that the format you choose makes sense for what you are trying to show (e.g. distribution, comparison, relationship, trend) • Different formats may be necessary depending on the how the data is being presented (in-person presentation, written report, etc.)
Make Visual Elements Easy to Understand	• Provide each graphic element with context, such as: what is being measured, over what time period it is being measured, trends that are seen, and explanation of mitigating circumstances. • Use language that will be familiar to your audience and explain terms that will be unfamiliar • Keep charts and graphs free of decorative or ornamental elements that distract your audience from the data • Present data with an appropriate level of detail. Putting too much information into one chart is overwhelming. • Use color and contrast to your advantage.