



#### **OVERVIEW**

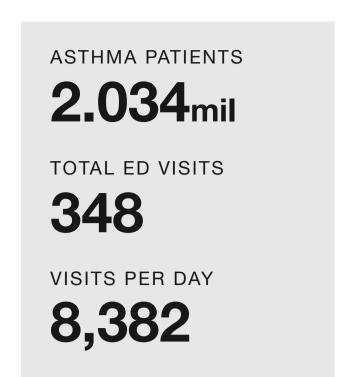
Data needs a story. A reason for exisitng. Start each indicator with a compelling indroduction to why it's important, how it's used, and how it relates to other data sets.

Overview

Asthma Emergency Department Visits

Asthma is a complicated disease and requires a multifaceted approach to reduce its burden on the people of California.

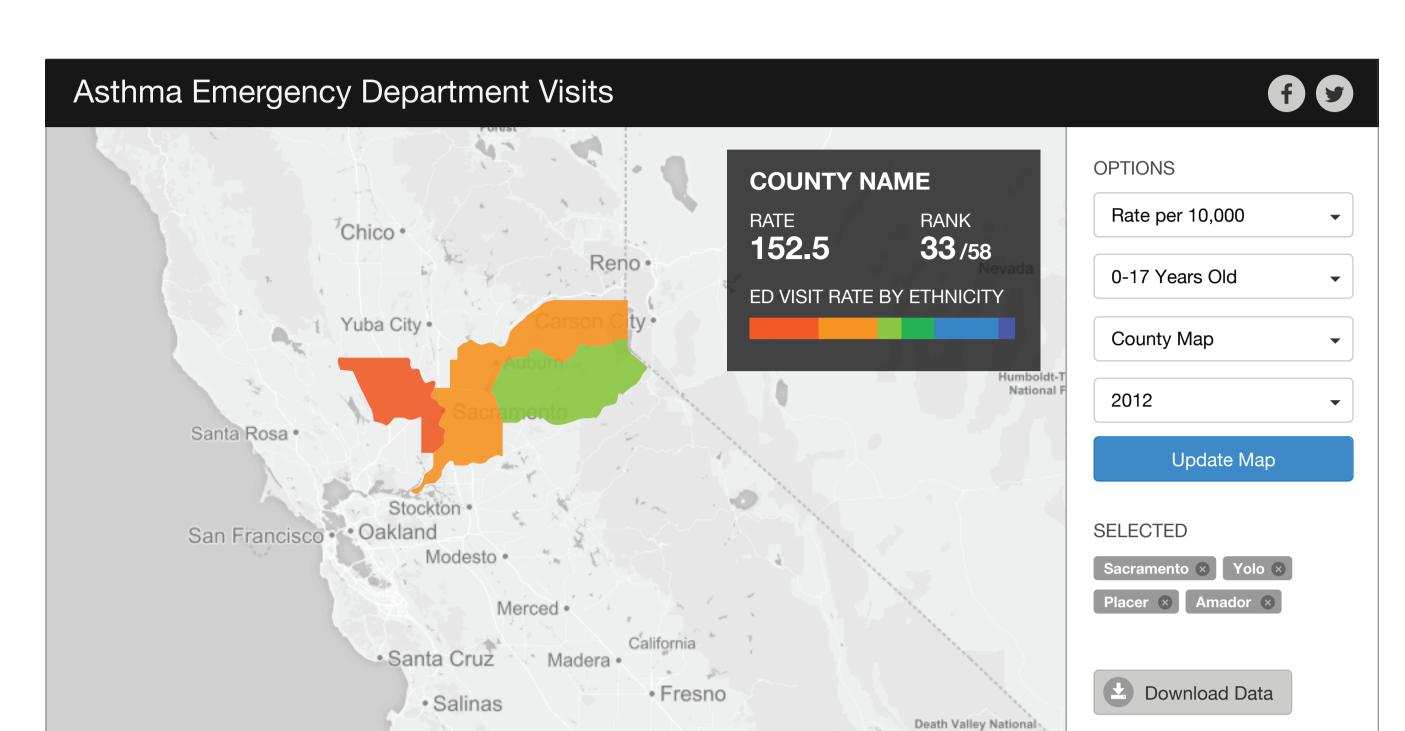
When I wrote the following pages, or rather the bulk of them, I lived alone, in the woods, a mile from any neighbor, in a house which I had built myself, on the shore of Walden Pond, in Concord, Massachusetts, and earned my living by the labor of my hands only. I lived there two years and two months. At present I am a sojourner in civilized life again.



#### **GEOGRAPHY**

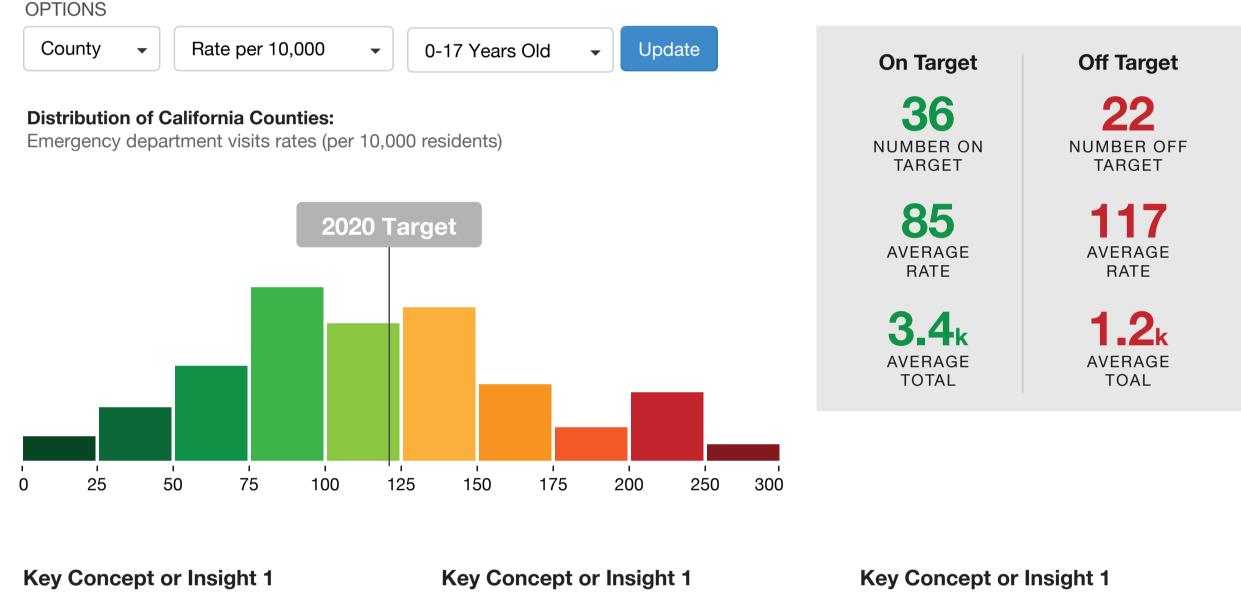
Continue to layer up the sotry. Visitors need to be guided through the data and what it all means. Start hight level and dive deeper into specific components.

Instructions for even simple tools are highly recommended. Users stop using when they get confused even for a moment. Tool tips next tot key elements help as well. use the filter controls below to update the map.



## **CONTEXT**

Geography is important for making the data personal and relateable, but it doesn't tell the full story. Start to zero in on where we are compared to where we need to be.



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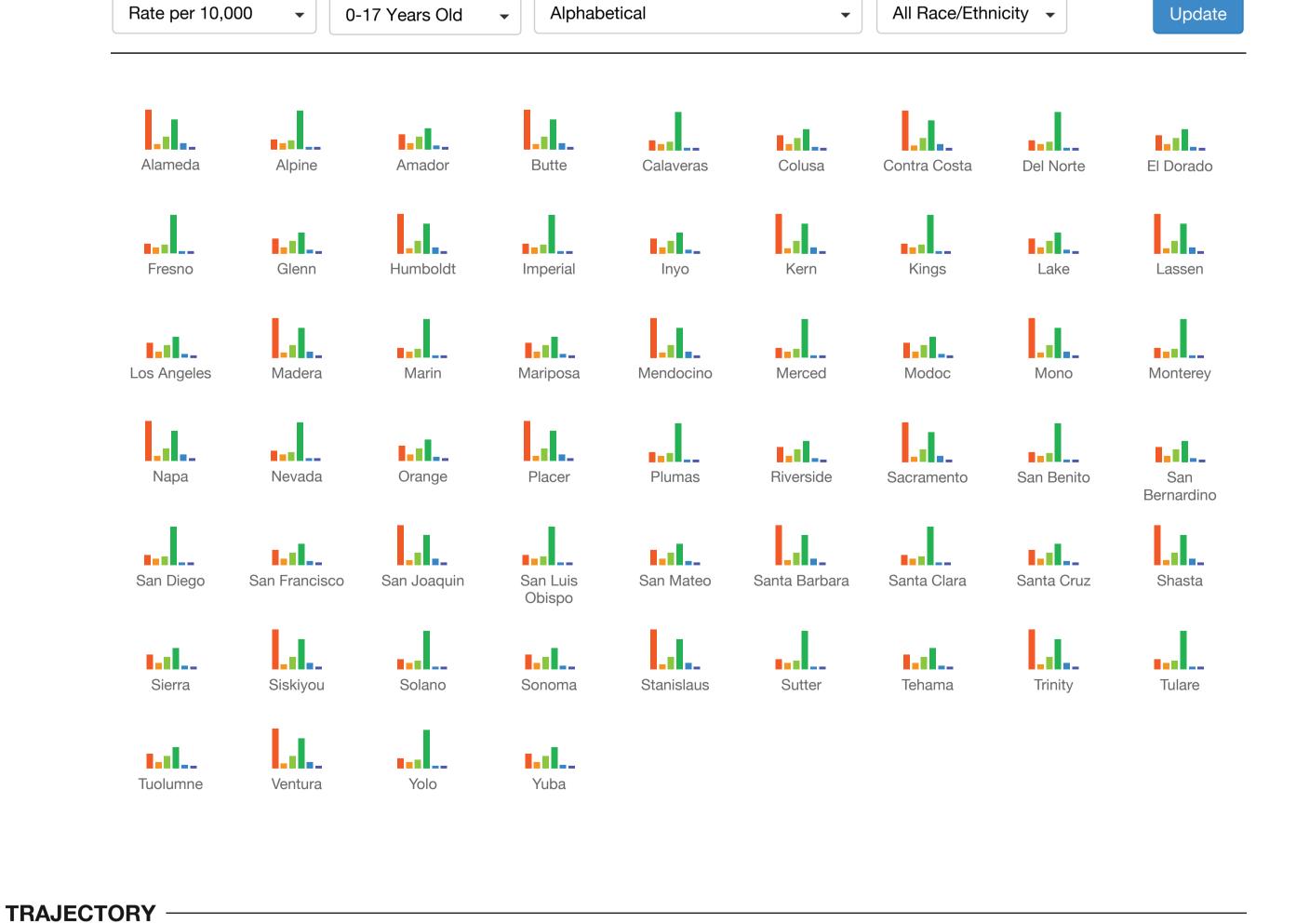
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# **DEMOGRAPHICS** With a baseline of what the data is and what it means for the work to be done, it

helps to make the data more personal by looking a who the data affects.

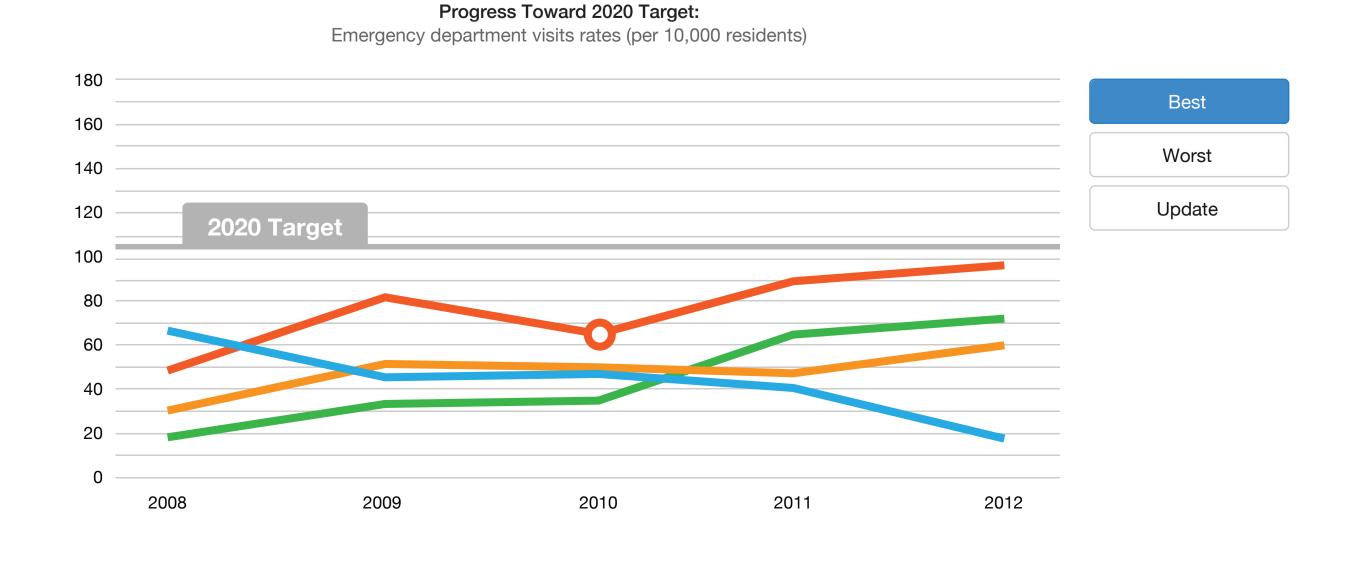
shows the rate of treatment by race/ethnic group. The layout makes it easy to compare. Further filtering and sorting allow the grid to be rearranged to find patterns in the data. **OPTIONS SORT BY** 

Small multiples are a highly valuable too for surfacing many different instances of the same data. Here, each county

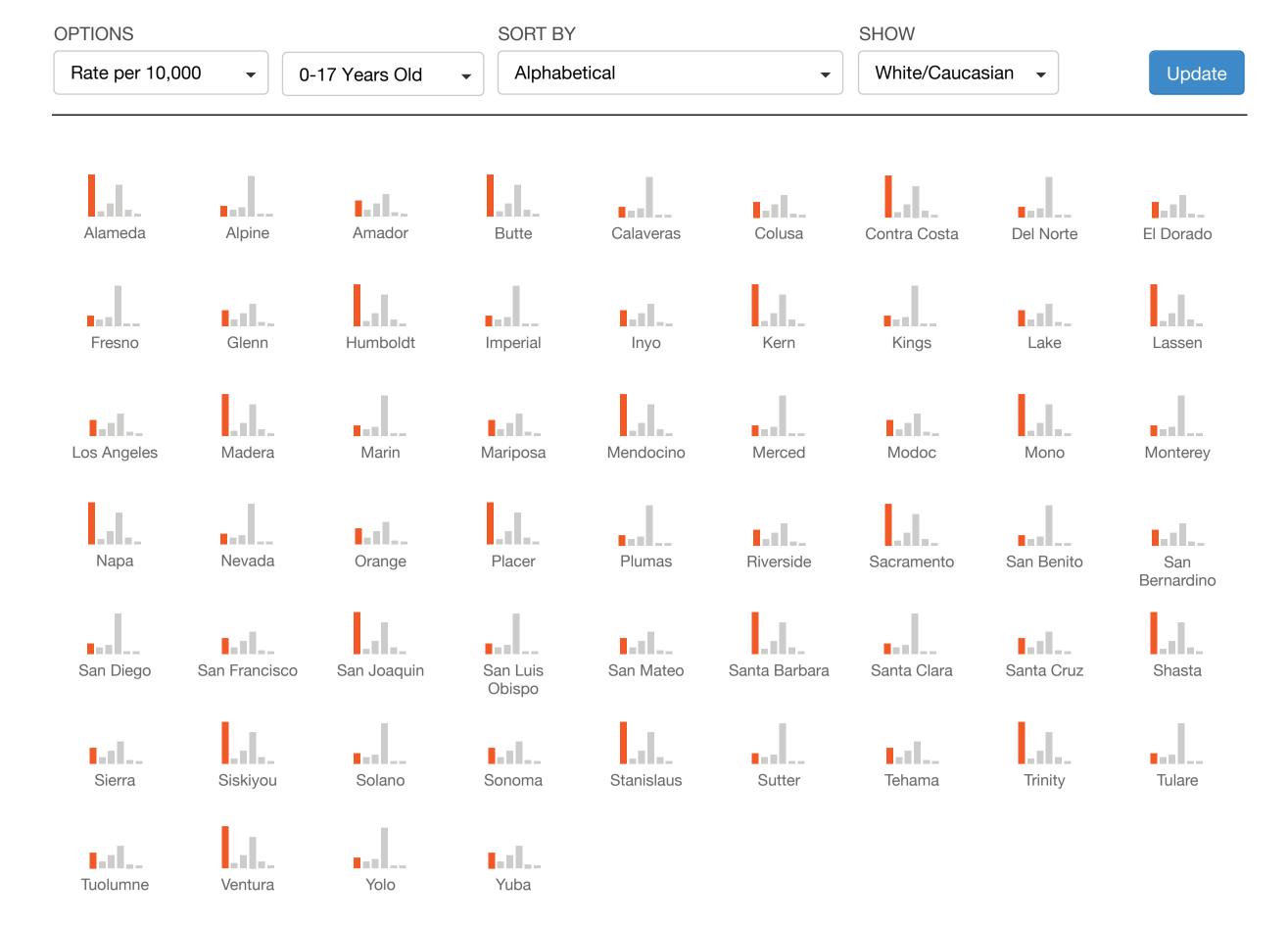


# Now that we understand where we are and the scale of the challenge, we need to

look at how we got here. Are we on the attack or retreating?

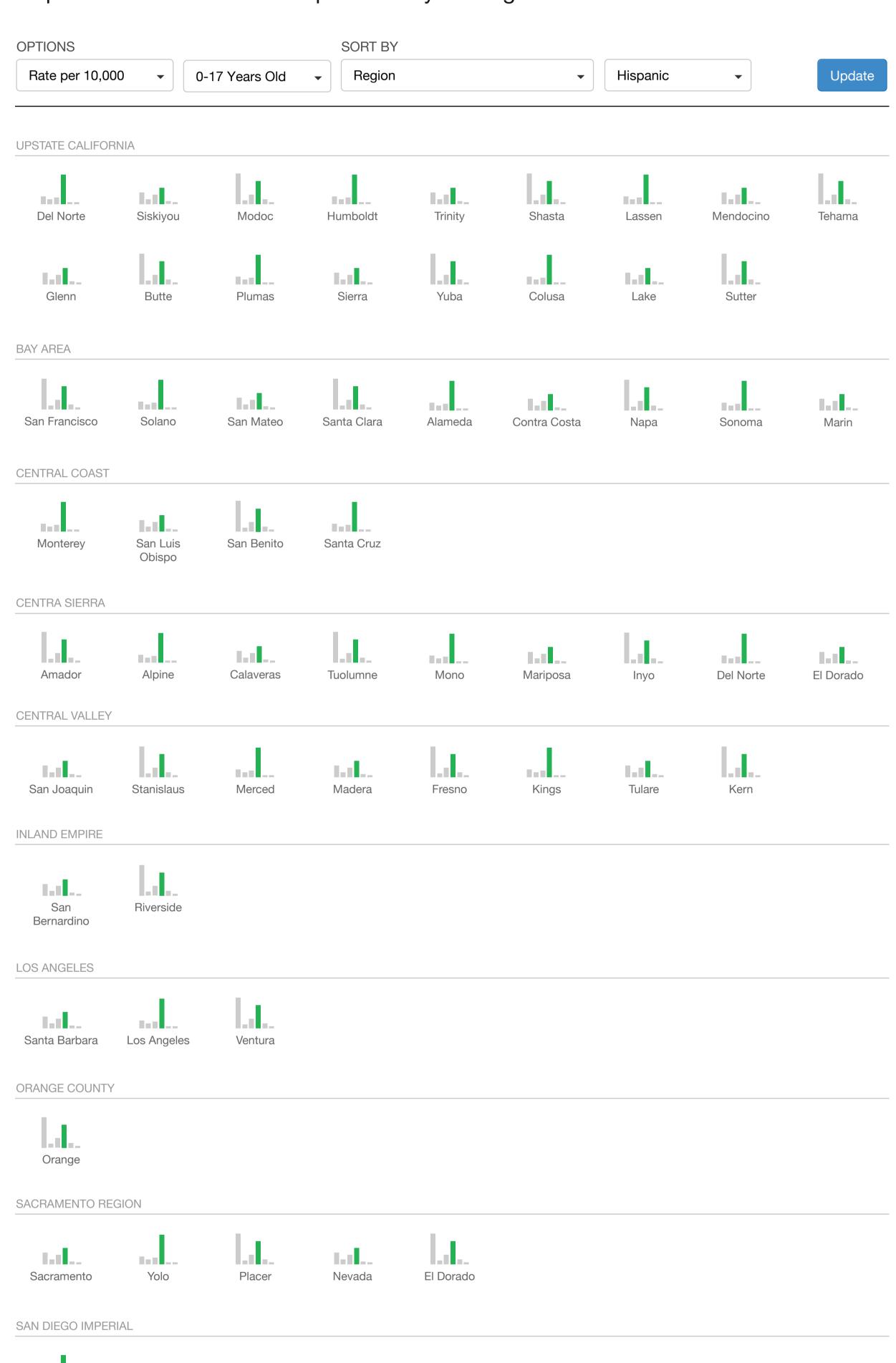


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latin.

San Diego

Imperial