**BACKGROUND: Health, United States Report**

- Congressionally-mandated, annual report on national health trends
- Submitted by the Secretary of the Department of Health and Human Services to the President and Congress
- Includes data from government, private, and global sources
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**VISUALIZATION OBJECTIVES**

- Generate interest in the full Health, United States report beyond the annual publication date
- Showcase indicators of public health interest from the full report and provide updated data when possible
- Enhance accessibility of health data using more visual content to improve dissemination

**VISUALIZATION CHALLENGES**

- Create a succinct, attractive, and informative infographic without losing the statistical rigor of the full report
- Incorporate up-to-date estimates, data sources, technical notes, and description of trends in a compact space
- Optimize layout for dissemination on social media platforms

**VISUALIZATION RESULT: Health, United States Spotlight, Winter 2016**

- **Health, United States Spotlight**
  - Published quarterly, with a focus on 4 subject areas:
    - Selected Health Indicators (Winter)
    - Health Status & Determinants (Spring)
    - Health Care Expenditures & Payers (Summer)
    - Health Care Resources & Utilization (Fall)
- Designed to deliver complex information to a non-technical audience
- First Spotlight (on Selected Health Indicators) released on February 16, 2016; second Spotlight (on Health Status & Determinants) released June 15, 2016

**Infographic Features**

1. **About the Data** panel: Provides details about the data, including links to the data source, information about survey respondents, and technical notes
2. **Trends panel**: Illustrates trend changes, including statistically significant increases and decreases
3. **Data highlights**: Visualizes estimates and comparisons across sociodemographic groups
4. **Modular layout**: Enables readers to scan the graphic quickly, exploring data at their desired level of detail

**VISUALIZATION DISSEMINATION**

**Dissemination Channels**

- **Facebook**
- **Twitter**
- **Email**
- **NCHS website**

**Twitter Strategy**

- Use Hootsuite to post Tweets during high-traffic times (9am, 12pm, 5pm)
- Maximize the use of embedded images as often as possible
- Use embedded links to drive traffic to the Health, United States webpage
- Use hashtags often, and embed hashtags into Tweets to save characters

**Twitter Reach**

- Tweets about the Winter Spotlight received 2,882 impressions and 55 engagements during the first week of its release.
- Tweets with embedded images received, on average, more impressions and engagements.

**CONTACT**

Florence Lee, MPH

301-458-4694

kwu5@cdc.gov

@NCHStats

**VISUALIZATION FINDINGS**

**Process**

- Development, production, and review spanned six months
- Required coordination of efforts across the National Center for Health Statistics

**Product Effectiveness**

- On the day of publication, traffic to the Health, United States webpage increased 58.2% compared to the previous week and increased 43.4% compared to the previous year-to-date.

- Twitter Reach
  - Tweets about the Winter Spotlight received 2,882 impressions and 55 engagements during the first week of its release.
  - Tweets with embedded images received, on average, more impressions and engagements.

**Cross-promotion with @CDCgov increased impressions and engagements.**

**Average Impressions**

<table>
<thead>
<tr>
<th>With Image</th>
<th>Without Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>266.3</td>
<td>168.5</td>
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</table>

**Average Engagements**

<table>
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<tr>
<th>With Image</th>
<th>Without Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.5</td>
<td>2.2</td>
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