



Visualizing *Health, United States*: Exploring the Use of Infographics to Enhance the Uptake of a Statistical Report

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**Associate Service Fellow, Analytic Studies Branch
Office of Analysis and Epidemiology**

Board of Scientific Counselors Meeting

September 6, 2017

VISUALIZATION OBJECTIVES



Broaden the audience of *Health, United States* using more visual content to improve dissemination

- Is it possible to create a product that is succinct and attractive without losing the statistical rigor of the full report? (Usefulness vs. readability)



Provide timely data updates for selected indicators of public health interest from the report



Generate interest in *Health, United States* beyond the annual publication date, using the visualization as a point-of-entry

- Can we increase reach with a more deliberate social media strategy, especially on Twitter?

Health, United States Spotlight

Selected Health Indicators

Winter 2016

ABOUT HEALTH, UNITED STATES

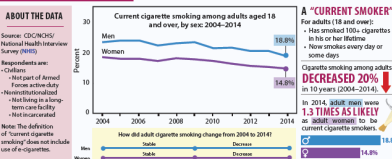
Health, United States is the annual report on health, produced by the National Center for Health Statistics and submitted by the Secretary of Health and Human Services to the President and Congress. The report uses data from government sources as well as private and global sources to present an overview of national health trends. This infographic features one health indicator from each of the reports four subject areas.

For more information, visit the Health, United States website at: <http://www.cdc.gov/nchs/hs.htm>.

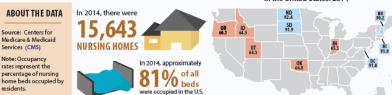
Four Subject Areas of Health, United States



CIGARETTE SMOKING



NURSING HOMES



Health, United States Spotlight

Health Status & Determinants

Spring 2016

ABOUT HEALTH, UNITED STATES

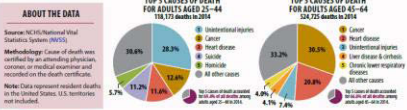
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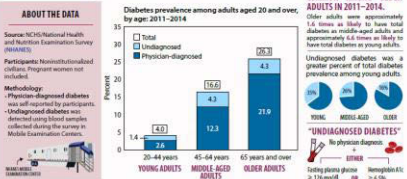
Four Subject Areas of Health, United States



CAUSES OF DEATH



DIABETES



Health, United States Spotlight

Health Care Expenditures & Payers

September 2016

ABOUT HEALTH, UNITED STATES

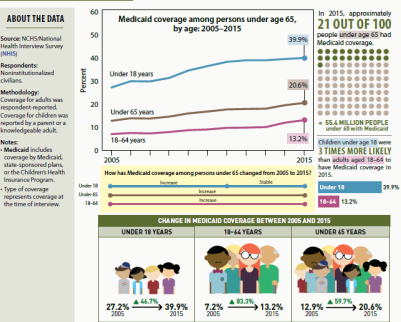
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Four Subject Areas of Health, United States



MEDICAID COVERAGE



Health, United States Spotlight

Health Care Utilization & Resources

April 2017

ABOUT HEALTH, UNITED STATES

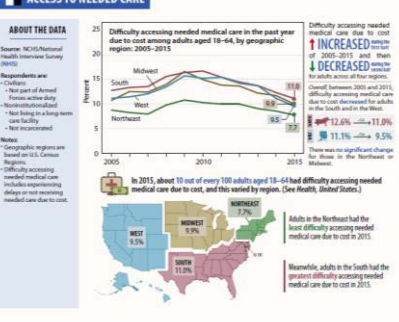
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Four Subject Areas of Health, United States



ACCESS TO NEEDED CARE



Selected Health Indicators

Health Status & Determinants

Health Care Expenditures & Payers

Health Care Utilization & Resources

February 2016

June 2016

September 2016

April 2017

HEALTH, UNITED STATES SPOTLIGHT

VISUALIZATION RESULTS: Infographic features



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Four Subject Areas of Health, United States



CIGARETTE SMOKING

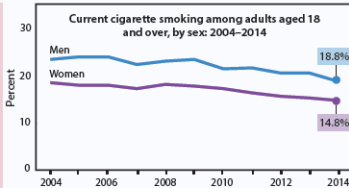
ABOUT THE DATA

Source: CDC/NCHS/ National Health Interview Survey (NHIS)

Respondents are:

- Civilians
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- Noninstitutionalized
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- Not incarcerated

Note: The definition of "current cigarette smoking" does not include use of e-cigarettes.



A "CURRENT SMOKER"

- For adults (18 and over):
- Has smoked 100+ cigarettes in his or her lifetime
 - Now smokes every day or some days

Cigarette smoking among adults **DECREASED 20%** in 10 years (2004–2014).

In 2014, adult men were **1.3 TIMES AS LIKELY** as adult women to be current cigarette smokers.



CIGARETTE SMOKING

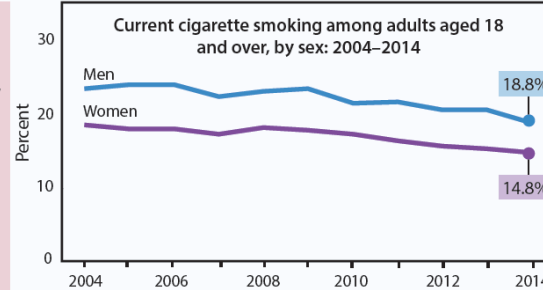
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How did adult cigarette smoking change from 2004 to 2014?



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NURSING HOMES

ABOUT THE DATA

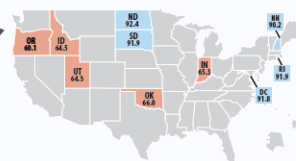
Source: Centers for Medicare & Medicaid Services (CMS)

Note: Occupancy rates represent the percentage of nursing home beds occupied by residents.

In 2014, there were **15,643** NURSING HOMES

In 2014, approximately **81%** of all beds were occupied in the U.S.

Five highest and five lowest occupancy rates in the United States: 2014



VISUALIZATION RESULTS: Infographicic features

Health, United States Spotlight
Selected Health Indicators
Winter 2016

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- Health care resources
- Utilization of health resources
- Health care expenditures & payers

CIGARETTE SMOKING

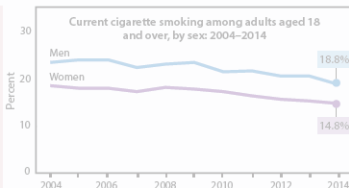
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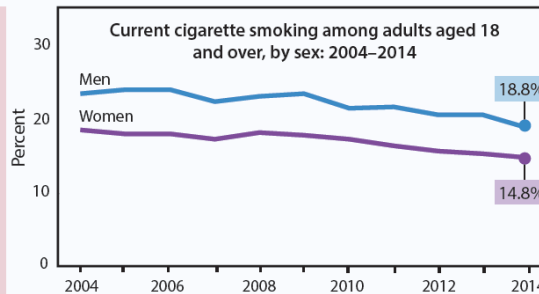
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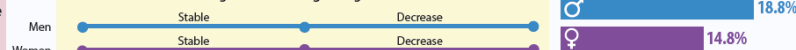
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About the Data Panel

- Links to the data source
- Provides information from the appendices and table notes
 - Respondent population
 - Variable definitions

NURSING HOMES

ABOUT THE DATA

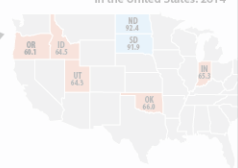
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VISUALIZATION RESULTS: Infographic features

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Selected Health Indicators
Winter 2016

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- Utilization of health resources
- Health care expenditures & payers

CIGARETTE SMOKING

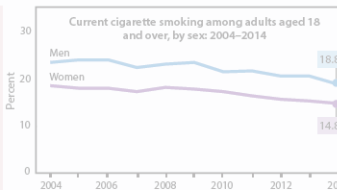
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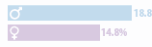
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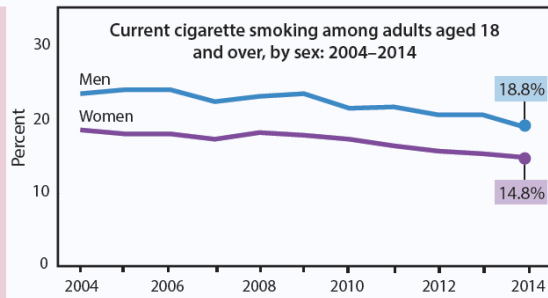
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Trends Panel

- Illustrates significant changes in the trend (Stable, Increase, Decrease) based on Joinpoint analysis
- Uses a dot to indicate the presence of a joinpoint

NURSING HOMES

ABOUT THE DATA

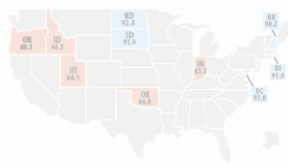
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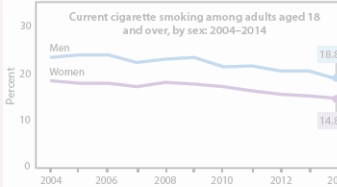
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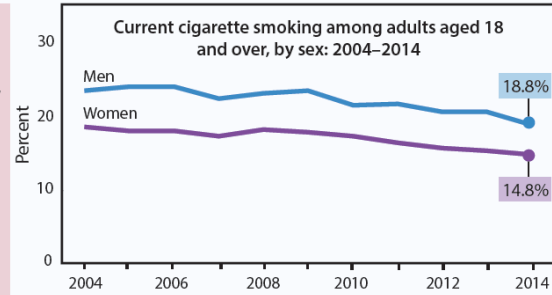
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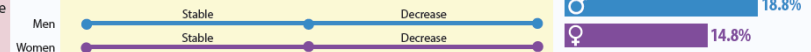
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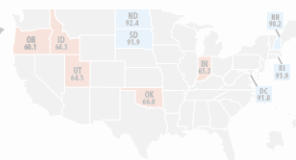
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Data Highlights

- Illustrates differences by selected characteristics
- Utilizes iconography that is familiar to a non-technical user

DESIGNING FOR SOCIAL MEDIA

Screenshots of infographic modules were used to enhance Tweets.

The Medicaid Coverage module here provided images for six Tweets. Three are shown here.

NCHS @NCHStats Following

From 2005 to 2015, #Medicaid coverage increased nearly 47% for children under 18 go.usa.gov/xK5xA #HealthUS

Age Group	2005	2015	% Change
Under 18 years	27.2%	39.9%	44.7%
18-64 years	7.2%	13.2%	83.3%
Under 65 years	12.9%	20.6%	59.7%

RETWEETS: 14 LIKES: 5

6:01 PM - 21 Sep 2016

Health, United States Spotlight
Health Care Expenditures & Payers
September 2016

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FOUR SUBJECT AREAS OF HEALTH, UNITED STATES

- Health status & determinants
- Health care resources
- Utilization of health resources
- Health care expenditures & payers

MEDICAID COVERAGE

ABOUT THE DATA
Source: NCHS/National Health Interview Survey (NHIS)
Respondents: Noninstitutionalized civilians.
Methodology: Coverage for adults was respondent-reported. Coverage for children was reported by a parent or a knowledgeable adult.
Notes: • Medicaid includes coverage by Medicaid, state-sponsored plans, or the Children's Health Insurance Program.
• Type of coverage represents coverage at the time of interview.

Medicaid coverage among persons under age 65, by age: 2005-2015

Age Group	2005	2015
Under 18 years	27.2%	39.9%
Under 65 years	12.9%	20.6%
18-64 years	7.2%	13.2%

CHANGE IN MEDICAID COVERAGE BETWEEN 2005 AND 2015

Age Group	2005	2015	% Change
Under 18 years	27.2%	39.9%	44.7%
18-64 years	7.2%	13.2%	83.3%
Under 65 years	12.9%	20.6%	59.7%

21 OUT OF 100 people under age 65 had Medicaid coverage in 2015. **55.4 MILLION PEOPLE** under 65 with Medicaid coverage in 2015. **3 TIMES MORE LIKELY** than adults aged 18-64 to have Medicaid coverage in 2015.

Children under age 18 were **3 TIMES MORE LIKELY** than adults aged 18-64 to have Medicaid coverage in 2015.

NCHS @NCHStats Following

13.2% of adults 18-64 had #Medicaid coverage in 2015. See #HealthUS #infographic for more go.usa.gov/xK5xA

Age Group	2005	2015
Under 18 years	27.2%	39.9%
Under 65 years	12.9%	20.6%
18-64 years	7.2%	13.2%

RETWEETS: 5 LIKES: 3

1:02 PM - 21 Sep 2016

NCHS @NCHStats Following

Children <18 were 3 times more likely than adults 18-64 to have #Medicaid coverage in 2015 go.usa.gov/xK5xA

Children under age 18 were **3 TIMES MORE LIKELY** than adults aged 18-64 to have Medicaid coverage in 2015.

Under 18 39.9%

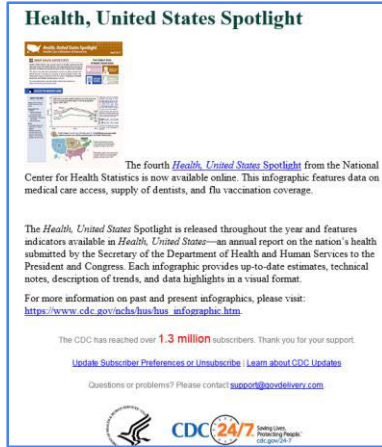
18-64 13.2%

Image from Health, United States Spotlight

RETWEET: 1 LIKE: 1

2:02 PM - 21 Sep 2016

DISSEMINATION CHANNELS



Health, United States Spotlight

The fourth *Health, United States Spotlight* from the National Center for Health Statistics is now available online. This infographic features data on medical care access, supply of dentists, and flu vaccination coverage.



The *Health, United States Spotlight* is released throughout the year and features indicators available in *Health, United States*—an annual report on the nation's health submitted by the Secretary of the Department of Health and Human Services to the President and Congress. Each infographic provides up-to-date estimates, technical notes, description of trends, and data highlights in a visual format.

For more information on past and present infographics, please visit: <https://www.cdc.gov/nchs/hsus/infographic.htm>

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  Working Hours: Monday-Friday, 9:00am-5:00pm EST

GovDelivery

Electronic mailing list of over **46,200 subscribers** who opt into *Health, United States* updates

- One email per Spotlight release



NCHS
National Center for Health Statistics
@CDCNCHS

Home

About
Photos
Reviews
Comment Policy
Likes
Events
Posts
Notes

Like · Like · Following · Share · ...

Status

Write something on this Page...

Government Organization in Hyattsville, Maryland
3.8 ★★★★★

Community

Invite your friends to like this Page

20,915 people like this

20,729 people follow this

356 people have visited

Photos

1. What were the people 55-64
2. Find the total consumption
3. What is the #1 born in 2007?
4. Using the map, identify...

46 Followers you know

Joined January 2010

See All

NCHS Facebook Page

Official Facebook page for NCHS with immediate following of **20,915 people**

- One Facebook post per Spotlight release



NCHS

TWEETS 2,733 · FOLLOWING 993 · FOLLOWERS 3,329 · LIKES 194

Following

Tweets · Tweets & replies · Media

NCHSStats @NCHStats · FOLLOW YOU
CDC's National Center for Health Statistics - Monitoring the Nation's health
Hyattsville, MD
cdc.gov/nchs/pressroom
Joined January 2010

Tweet to · Message

46 Followers you know

Who to follow

- Homeland Security
- CDC Cancer
- Adam West

United States Trends

#RunHidePray
Home is coming home. Allen: Coverant opens in theaters Friday
Promoted by Allen: Coverant

Levar Ball

NCHS Twitter Page (@NCHStats)

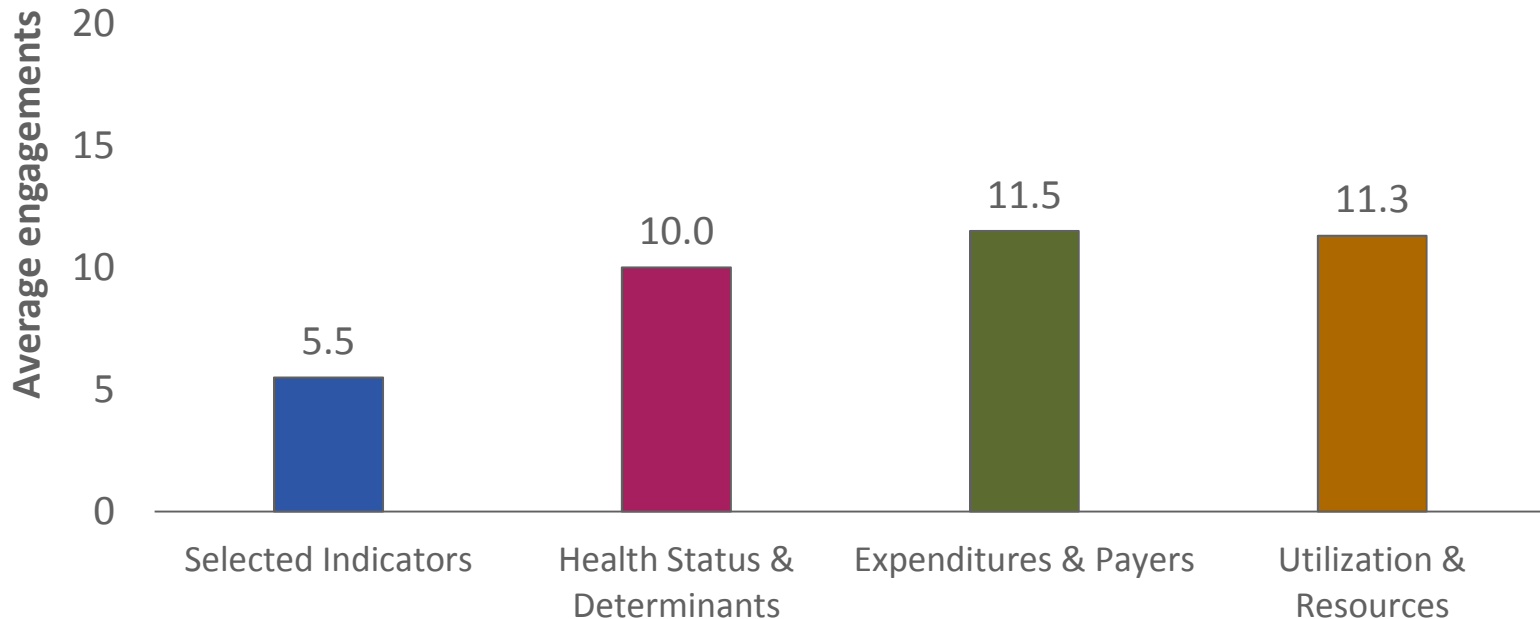
Official Twitter page for NCHS with immediate following of **3,329 people**

- Multiple Tweets per Spotlight release

LESSONS LEARNED

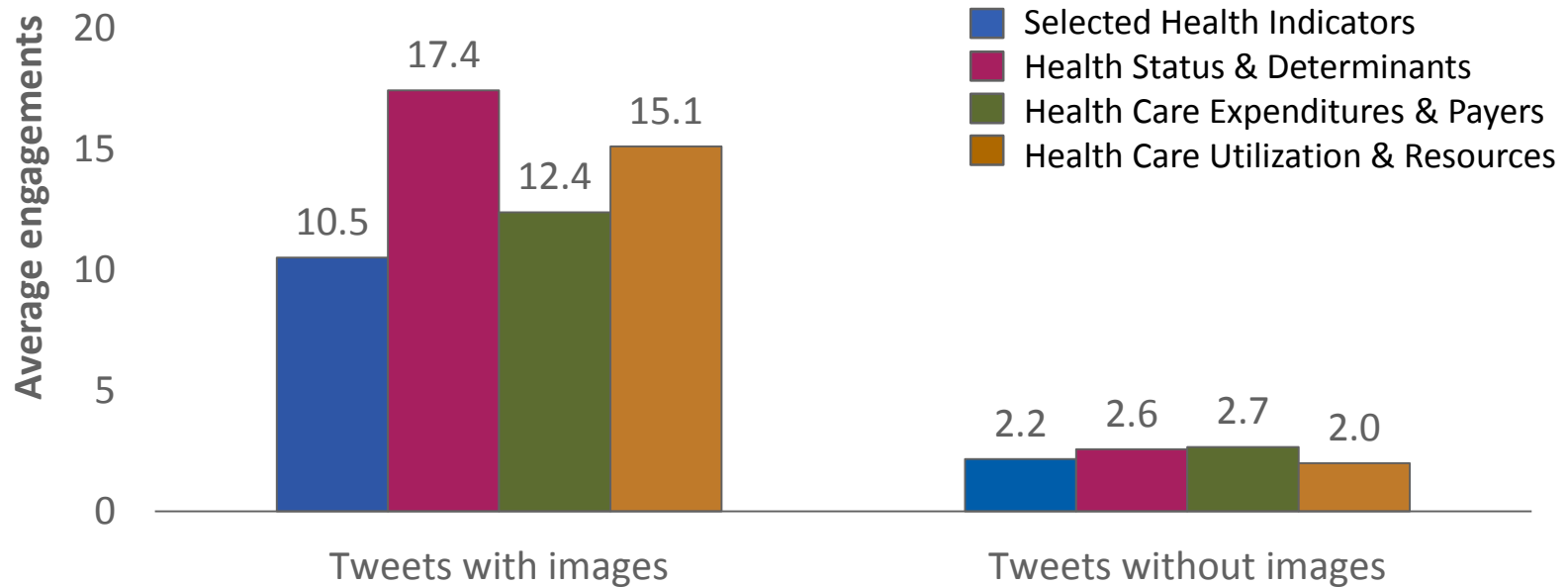
LESSON #1: Spotlight Tweets with images attracted more engagements than Spotlight Tweets without images.

@NCHStats sent out 68 Tweets to promote the four Spotlights, garnering an average of 10.3 engagements per Tweet.



NOTES: Engagements are the number of times Twitter users clicked on the Tweet. They include the following: Retweeting, Liking, expanding, and replying to @NCHStats Tweets; clicking on the @NCHStats handle from the Tweet; clicking on embedded content or hashtags in the Tweet. Not all engagements are the same. Retweets signal messaging value, while Likes signal appreciation.

Tweets with embedded images received up to 7.6 times as many engagements as Tweets without embedded images.



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LESSONS LEARNED

LESSON #2: Cross-promoting Spotlight content with other agencies (especially those with larger social media followings) enhanced infographic reach.

This @NCHStats Tweet introducing the first Spotlight infographic received 1 Retweet.



NCHS 
@NCHStats

Following 

First #NCHS #infographic with current data and trends for select health indicators
[#HealthUS go.usa.gov/cV3E9](https://www.health.us.gov/cv3e9)

RETWEET

1



11:45 AM - 17 Feb 2016

The same Tweet posted by @CDCgov received 15 Retweets and 14 Likes.



NCHS
@NCHStats

Following

First #NCHS #infographic with current data and trends for select health indicators #HealthUS go.usa.gov/cV3E9

RETWEET
1



11:45 AM - 17 Feb 2016



CDC
@CDCgov

Following

First #NCHS #infographic with current data and trends for select health indicators #HealthUS go.usa.gov/cV3E9

RETWEETS 15
LIKES 14



4:49 PM - 17 Feb 2016



CDC @CDCgov
CDC's official Twitter source for daily credible health & safety updates f/ Centers for Disease Control & Prevention. Privacy policy go.usa.gov/8Ea

Following

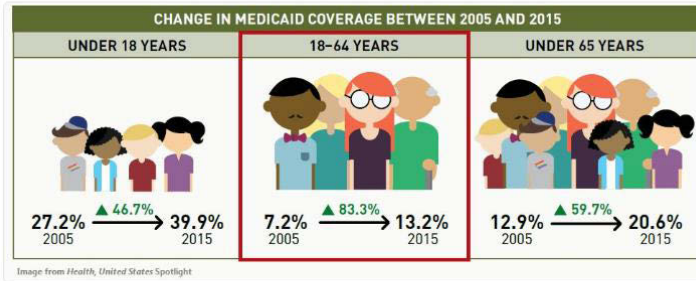
▲
797K followers

This Tweet on Medicaid coverage among adults received 2 Retweets and 1 Like.



Following

From 2005 to 2015, #Medicaid coverage increased 83.3% among adults 18-64
go.usa.gov/xK5xA #HealthUS



RETWEETS 2
LIKE 1



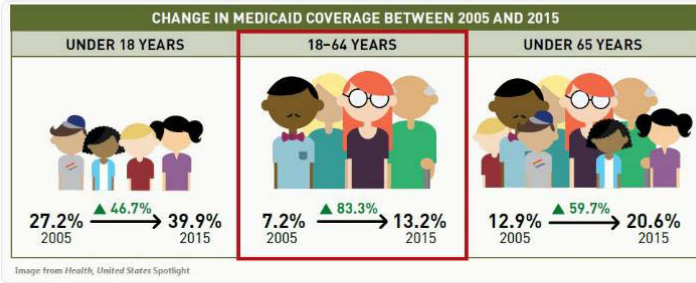
12:03 PM - 23 Sep 2016

A similar Tweet, Retweeted by @PublicHealth, received 14 Retweets and 5 Likes.



Following

From 2005 to 2015, #Medicaid coverage increased 83.3% among adults 18-64
go.usa.gov/xK5xA #HealthUS



RETWEETS 2
 LIKE 1



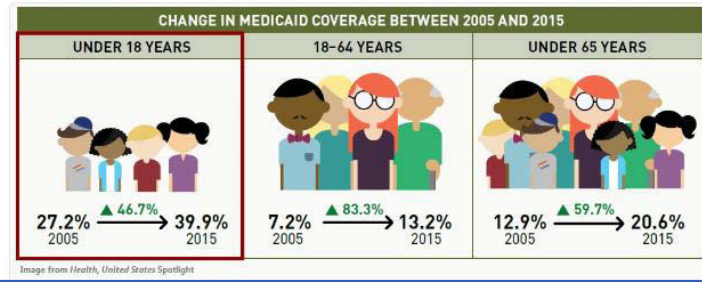
12:03 PM - 23 Sep 2016

469K followers ▶



Following

From 2005 to 2015, #Medicaid coverage increased nearly 47% for children under 18
go.usa.gov/xK5xA #HealthUS



RETWEETS 14
 LIKES 5



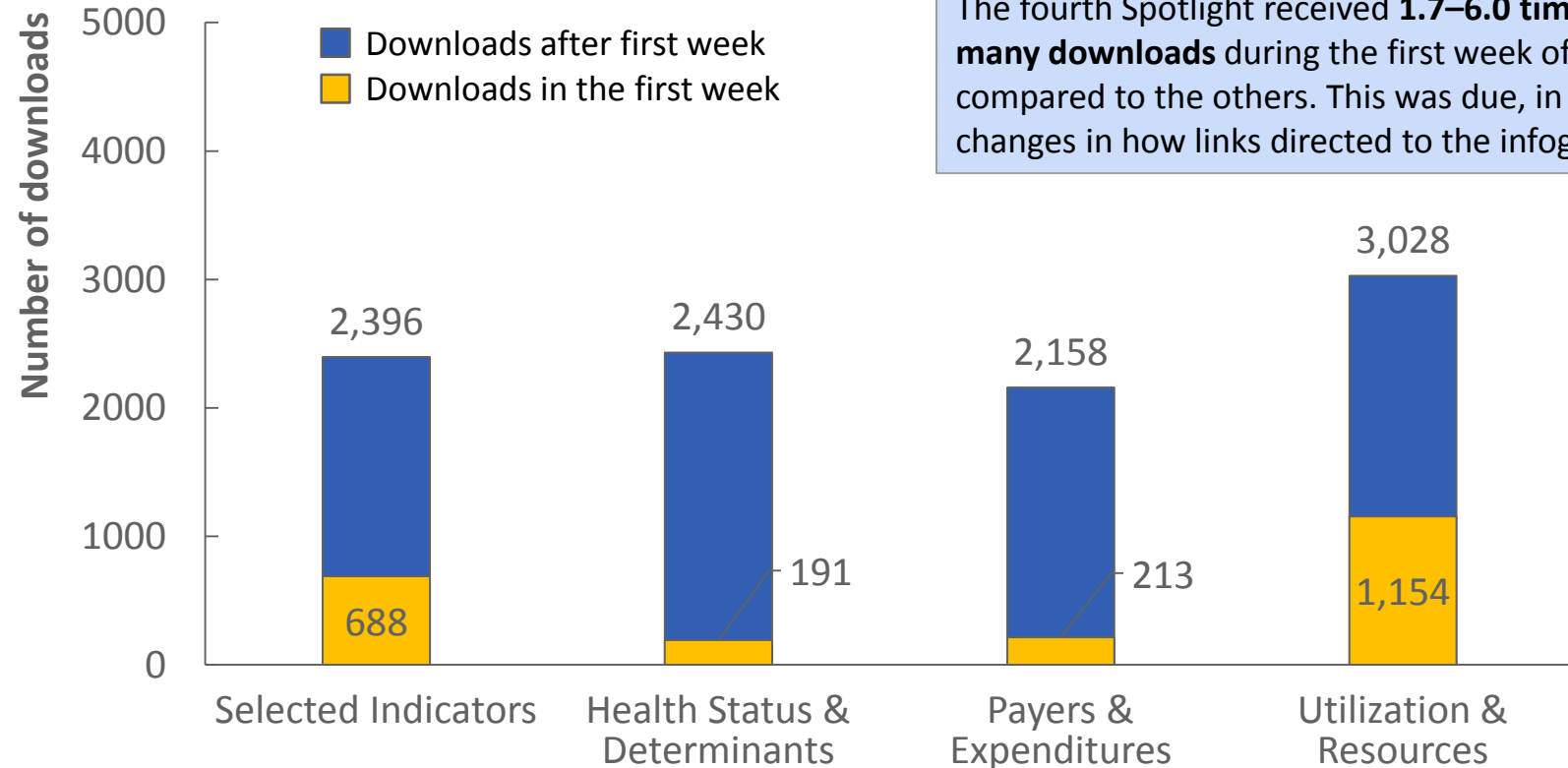
APHA @PublicHealth
 Official account of the American Public Health Association: For science. For action. For health.

Following

LESSONS LEARNED

LESSON #3: Minimizing the number of clicks between the user and the infographic increased the number of downloads.

From Jan. 1, 2016 to Aug. 30, 2017, the Spotlights received a total of 10,012 downloads.



The fourth Spotlight received **1.7–6.0 times as many downloads** during the first week of release compared to the others. This was due, in part, to changes in how links directed to the infographic.

LINKING FOR THE FIRST, SECOND, AND THIRD SPOTLIGHTS: TWO CLICKS



Download #NCHS Health, U.S. Spotlight on select health indicators #HealthUS #infographic go.usa.gov/cV3E9

LIKES

National Center for Health Statistics

- Health, United States
- Getting Started
- Report Description
- Spreadsheet, PDF, and PowerPoint Files
- Infographics
- Data on Selected Topics
- Frequently Asked Questions
- Join Electronic Mailing List
- Previous Reports
- Suggested Citation

GDG > NCHS > Health, United States

Health, United States - Infographics

Current Health, United States Spotlight Infographics

Past Health, United States Spotlight Infographics

- Spotlight on Health Care Expenditures & Payers, September 2016 (Posted 9/21/16) [PDF - 1.16 MB]
- Spotlight on Health Status & Determinants, Spring 2016 (Posted 6/13/16) [PDF - 1 MB]
- Spotlight on Selected Health Indicators, Winter 2016 (Posted 2/16/16) [PDF - 407 KB]

- ### Related Sites
- Purchase Health, United States
 - Behavioral Health Report
 - Children's Health Report
 - Healthcare Quality & Disparities Report
 - Healthy People
 - Older Americans Health Report
 - Rural-Urban Chartbook

About the Health, United States Spotlight Infographics

Health, United States Spotlights are infographics of selected health data available in Health, United States, the annual report submitted by the Secretary of the Department of Health and Human Services to the President and Congress. Content important public health issues from the report's four subject areas: health status and determinants, utilization of health and health care expenditures and payers. Like the report, the Spotlights display the most current data available and, by period. For some indicators, a different set of data years or combined years of data may be shown, depending on survey sources are identified for each health indicator to enable further exploration and include data systems from both the N and partnering government and private agencies. Changes over time and differences among groups are presented using used in Health, United States.

Each Spotlight displays approximately four health indicators allowing users to visualize and interpret complex information. Health, United States subject areas. Multiple infographics will be released throughout the year to spotlight important information.

The full Health, United States report is available at: <http://www.cdc.gov/nchs/hus.htm>

On the day the first Spotlight was released, there were **739 visits** to the Infographics page...

... but only **334 (45.2%) downloads** of the infographic.

LINKING FOR THE FOURTH SPOTLIGHT: ONE CLICK



Following

New #infographic on health care utilization & resources with data on medical care access, flu vaccine & dentists go.usa.gov/x5EKe

Health Care Utilization & Resources April 2017

ABOUT HEALTH, UNITED STATES

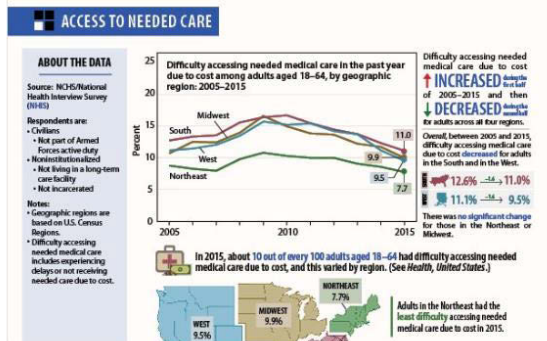
Health, United States is the annual report on health, produced by the National Center for Health Statistics and submitted by the Secretary of the Dept. of Health and Human Services to the President and Congress.

The report uses data from government sources as well as private and global sources to present an overview of national health trends. This infographic features indicators from the report's Utilization of Health Resources and Health Care Resources sections.

For more information, visit the Health, United States website at: <https://www.cdc.gov/nchs/hus.htm>.

Four Subject Areas of Health, United States

- Health status & determinants
- Health care resources
- Utilization of health resources
- Health care expenditures & payers



Clicking on the link sent users directly to a webpage with the Health Care Utilization & Resources Spotlight embedded into the page.

National Center for Health Statistics

Health, United States - Infographics

Health, United States Spotlight
Health Care Utilization & Resources
April 2017

ABOUT HEALTH, UNITED STATES

Health, United States is the annual report on health, produced by the National Center for Health Statistics and submitted by the Secretary of the Dept. of Health and Human Services to the President and Congress.

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Four Subject Areas of Health, United States

- Health status & determinants
- Health care resources
- Utilization of health resources
- Health care expenditures & payers

ACCESS TO NEEDED CARE

ABOUT THE DATA

Source: NCHS/National Health Interview Survey (NHIS)

Respondents are:

- Civilians
- Not part of Armed Forces active duty
- Noninstitutionalized
- Not living in a long-term care facility
- Not incarcerated

Notes:

- Geographic regions are based on U.S. Census Regions.
- Difficulty accessing needed medical care includes experiencing delays or not receiving needed care due to cost.

Difficulty accessing needed medical care in the past year due to cost among adults aged 18-64, by geographic region: 2005-2015

Overall between 2005 and 2015, difficulty accessing medical care due to cost decreased for adults in the South and in the West.

↑ INCREASED difficulty due to cost of 2005-2015 and then ↓ DECREASED difficulty due to cost of 2005-2015

12.6% → 11.0%
11.1% → 9.5%

There was no significant change for those in the Northeast or Midwest.

In 2015, about 10 out of every 100 adults aged 18-64 had difficulty accessing needed medical care due to cost, and this varied by region. (See Health, United States.)

Adults in the Northeast had the least difficulty accessing needed medical care due to cost in 2015.

Adults in the South had the greatest difficulty accessing needed medical care due to cost in 2015.

Map showing difficulty accessing needed medical care due to cost in 2015 by region:

- WEST: 9.5%
- MIDWEST: 9.9%
- NORTHEAST: 7.7%
- SOUTH: 11.8%

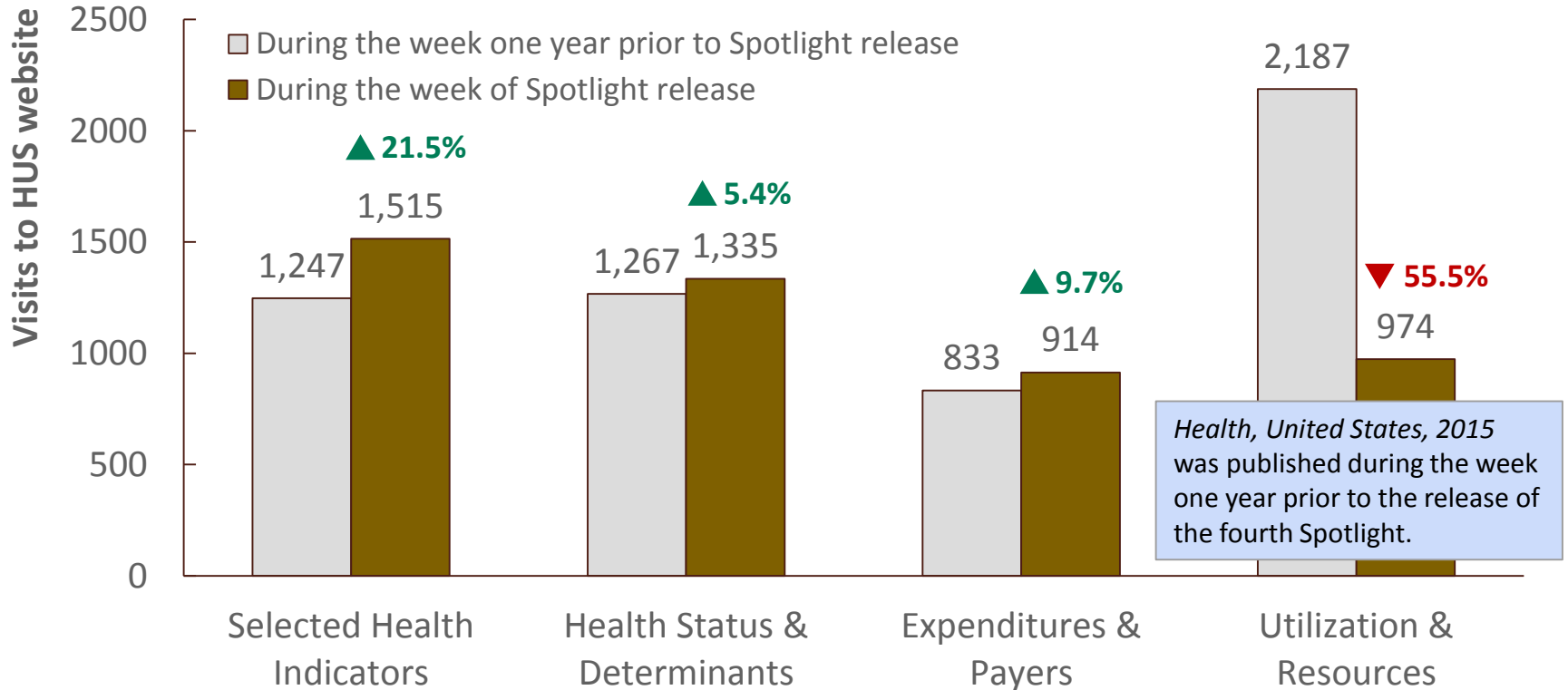
RETWEETS 4
LIKE 1

The latest Spotlight was downloaded **724 times** on the day of release.

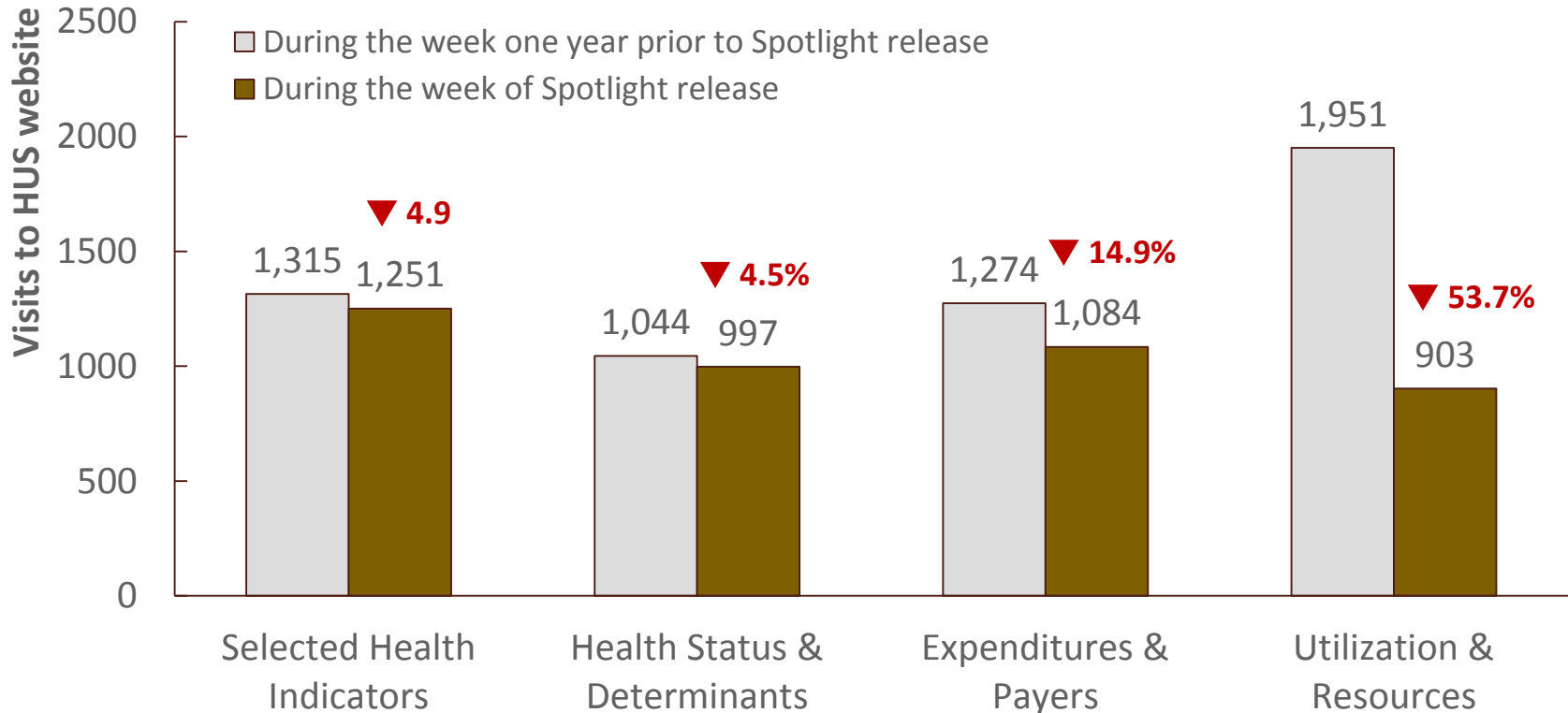
LESSONS LEARNED

LESSON #4: Releasing Spotlights between *Health, United States* reports increased traffic to the *Health, United States* website during the week of release.

Visits to the HUS website generally increased during the week of a Spotlight release compared to the prior year.



This increase was not observed during the week after release, when active promotion (via social media & email) ended.



FUTURE DIRECTIONS

More visual interactivity. More focused. More accessible.

MORE VISUAL INTERACTIVITY

LESSON #1

Tweets with embedded images attract more engagements than Tweets without embedded images.

FUTURE DIRECTIONS

- Continue to expand on suite of multimedia (e.g., animated videos/GIFs)
- Use each indicator as a launching pad into a collection of interactive visualizations that allow the reader to explore the data by additional subgroups

MORE FOCUSED

LESSON #2

Cross promoting the visualization with other agencies (especially those with larger followings) can enhance reach.

LESSON #4

Releasing intermediate visualizations between annual reports can increase interest in—or at least traffic to—the report website.

FUTURE DIRECTIONS

- Designate a theme for each infographic within the subject area
 - Spotlight on Health Status & Determinants with a Focus on Adolescents (September/October 2017)
 - Streamlines distribution and informs which agencies to cross promote with

MORE ACCESSIBLE

LESSON #3:

Minimizing the number of clicks it takes for the user to get to the visualization reduces barrier to entry.

FUTURE DIRECTIONS

- Convert PDF infographic into an interactive visualization, written in HTML + d3, with option to download data
 - Faster download times
 - More mobile friendly
- Create Powerpoint slides with high-quality graphics from the infographic that users can download and use in presentations/teaching materials

CONTACT INFORMATION

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1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

