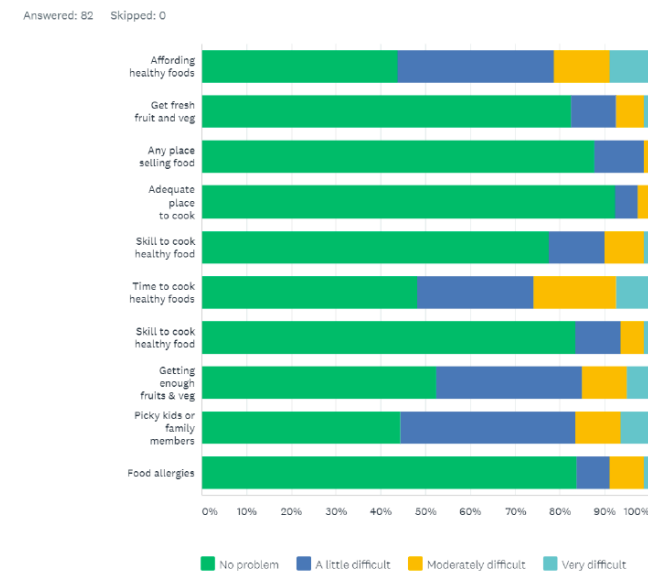


A Closer Look

Telling Your Story with Data

Effective visualization helps users analyze and reason about data and evidence. It makes complex data more accessible, understandable, and usable. It engages the reader, supports multiple learning styles, and reveals trends at a glance. Consider these graphics from real Head Start community assessment reports.

Question 12: Which challenges have you had with making and eating healthy food for your family in the last year? (check the answer that fits best for each one)

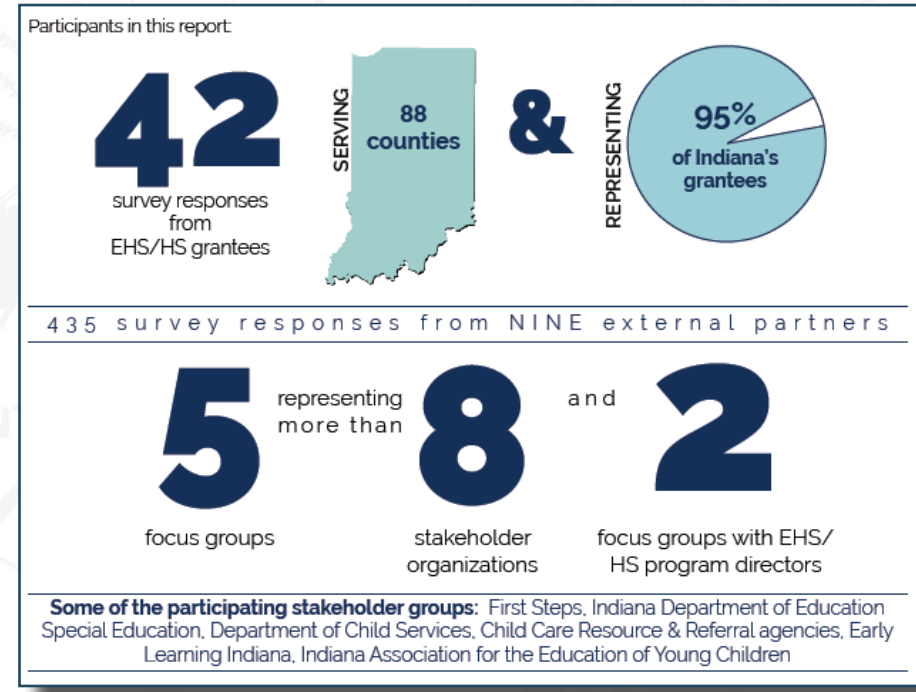


	COULD NOT ACCESS SERVICE	DIFFICULT TO ACCESS NEEDED SERVICE	OK TO ACCESS NEEDED SERVICE	EASY TO ACCESS NEEDED SERVICE	DO NOT NEED THIS TYPE OF SERVICE	TOTAL
Child care	6% 5	7% 6	19% 15	26% 21	42% 34	81
Early education	4% 3	5% 4	25% 20	43% 34	24% 19	80
Medical/Health	0% 0	6% 5	21% 16	32% 25	41% 32	78
Children's mental health	1% 1	13% 10	14% 11	26% 20	46% 36	78
Adult mental health	4% 3	12% 9	12% 9	13% 10	59% 44	75
Special needs	1% 1	9% 7	13% 10	18% 14	59% 46	78
Addiction/substance abuse	1% 1	5% 4	6% 5	9% 7	78% 62	79
Domestic violence	1% 1	4% 3	8% 6	9% 7	78% 60	77
Food/nutrition	0% 0	8% 6	17% 13	29% 23	46% 36	78
Housing assistance	3% 2	8% 6	13% 10	18% 14	58% 47	79
Transportation	5% 4	8% 6	15% 12	16% 13	56% 44	79
Affordable phone/internet	3% 2	13% 10	14% 11	14% 11	57% 45	79
Financial assistance	4% 3	14% 11	17% 13	16% 12	49% 37	76

Either or Both?

These two charts share the same data. The colorful bar graph quickly exposes key trends and offers food for thought. The chart of numerical data lets you dig into the specifics. Together they can drive research and inform decision-making.

Source: Explorers Academy, Head Start, Inc Five-Year Community Assessment, February 2018, page 78.



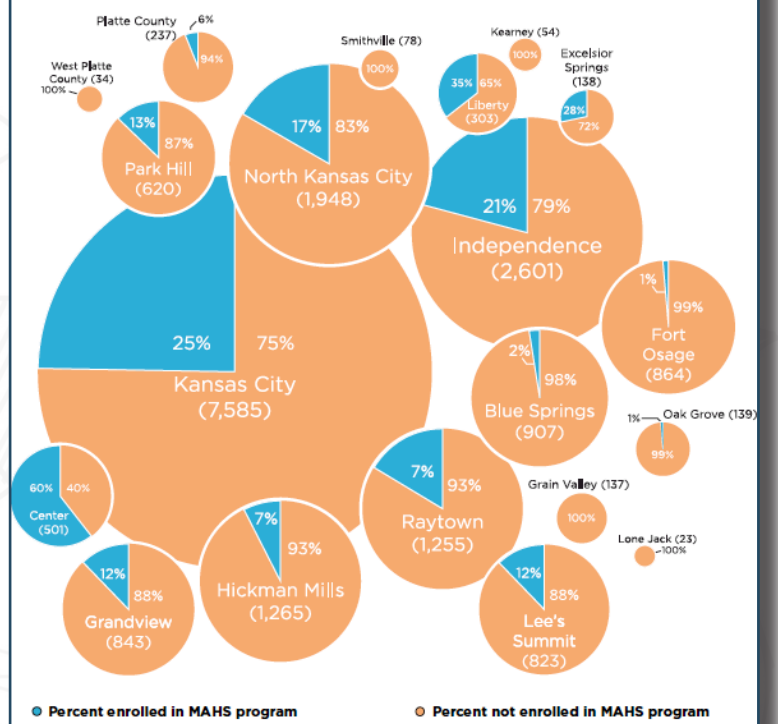
Source: 2018 Indiana Early Head Start and Head Start Needs Assessment Report, page 5.

The Power of Big Numbers

Community assessment reports commonly list their research methodologies and participants. This display reveals what advertisers have long known, big numbers grab the reader's attention. You looked here first didn't you? Used wisely, prominent numbers are "brain candy."

School District Demographics

Population under age six in poverty by school district boundaries



Data Maps

Smart infographics balance data and visualization. This graphic shows the percentage of children enrolled in programs in relation to the total number of children under the age of 6 living in poverty. At a glance you can see which communities are served and where there may be gaps in service.

Source: MARC (Mid-America Regional Council) 2017-2018 Mid-America Head Start Community Assessment, page 7.