

Presenting to Funders

FOCUS: Compliance and Return on Investment

Funders want to see exact accountability, return on investment (ROI), and how effectively their resources are being deployed to meet grant benchmarks.

- **The Tone:** Formal, rigorous, and highly precise.
- **The Strategy:** Use structured data that emphasizes compliance, targets met, and fiscal responsibility. Use tables for multi-metric updates, and dual-axis charts to tie funding to outcomes.

Creative yet Professional Formats:

- **The Progress-to-Goal Tracker:** A clean, horizontal bullet graph (not a generic progress bar) that overlays actual screenings achieved against the formal grant target line.
- **The “Cost Per” Visual Matrix:** A simple grid layout pairing total expenditures alongside numbers served to clearly demonstrate a low cost-per-patient metric.
- **Sample Headline Title:** “*CDC Grant Funding Successfully Deployed to Meet 95% of Annual Cervical Screening Benchmarks.*”

CDC Grant Funding Successfully Deployed to Meet 95% of Annual Cervical Screening Benchmarks



Presenting to Leaders and Executives

FOCUS: Strategy and Decisions

Hospital executives, state health officers, and board members have very little time. They need high-level overviews to make immediate, strategic operational decisions.

- **The Tone:** Objective, high-level, and action-oriented.
- **The Strategy:** Highlight systemic bottlenecks, operational efficiency, and regional gaps. Use color strategically to signal performance (e.g., gray for stable clinics, bright blue for an underperforming regional hotspot that needs resources).

Creative yet Professional Formats:

- **The Executive Dashboard Card:** A structured layout containing one massive key metric, a small trend sparkline showing the 12-month trajectory, and a single-sentence recommendation text block below it.
- **The 2x2 Priority Matrix:** A quad-chart mapping clinics by “Volume of Uninsured Patients” (X-axis) versus “Current Screening Rate” (Y-axis) to visually isolate which sites need immediate intervention.
- **Sample Headline Title:** “*A 20-Day Delay in Diagnostic Follow-Ups at Region 3 Clinics Requires Immediate Mobile Van Deployment.*”

DIAGNOSTIC FOLLOW-UP DELAYS
REGION 3 CLINICS

AVERAGE DELAY ▲

20 DAYS

12 MONTHS TRAJECTORY ↗

A 20-Day Delay in Diagnostic Follow-Ups at Region 3 Clinics Requires Immediate Mobile Van Deployment.

Presenting to the General Public

FOCUS: Awareness and Empathy

Community members, patient advocates, and local media need a human-centric approach. They will disengage from dense charts, complex statistical terms, and acronyms like NBCCEDP or CRCCP.

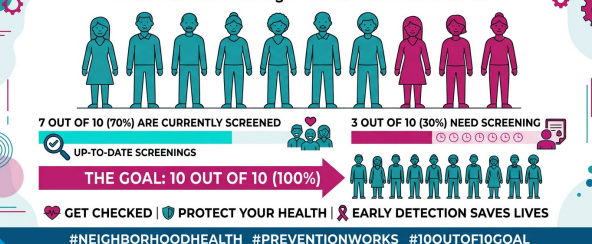
- **The Tone:** Warm, accessible, empowering, and easy to understand.
- **The Strategy:** Translate abstract percentages into real human lives. Avoid clinical or technical jargon. Focus on impartiality, community health, and hope.

Creative yet Professional Formats:

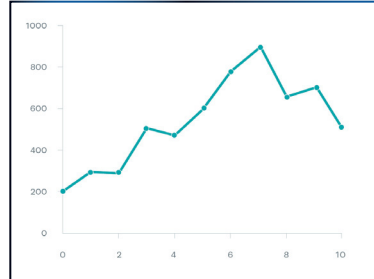
- **The Pictogram (Icon Array):** Instead of a pie chart, use a grid of 100 simple person-icons where 70 are colored in. It immediately communicates the message without requiring data literacy.
- **The Quote-and-Stat Split:** A visually striking split layout. On the left side, put a massive statistic. On the right side, place a brief, powerful quote from a patient whose cancer was caught early.
- **Sample Headline Title:** “*7 out of 10 adults in our neighborhood are now up-to-date on colorectal screenings—let’s make it 10 out of 10.*”

COLORECTAL SCREENING UPDATE: OUR NEIGHBORHOOD

7 out of 10 adults in our neighborhood are now up-to-date on colorectal screenings—let’s make it 10 out of 10.

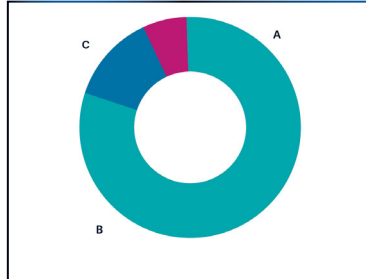


Line Graph



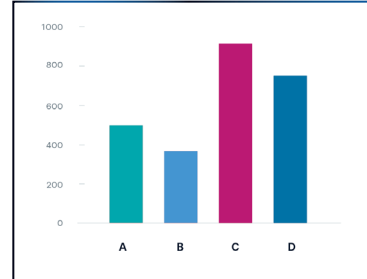
Series of data points connected by straight line segments.

Donut Chart



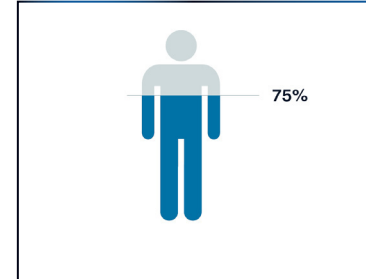
Identical to pie chart, but can be used to display more data in the center.

Bar Chart (Vertical)



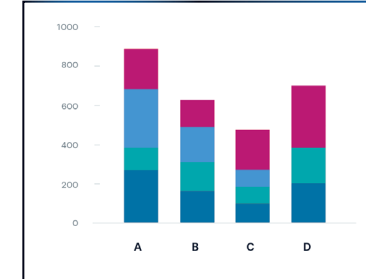
Visual presentation of qualitative data grouped into discrete categories.

Pictorial Percentage Chart



Simple way of displaying data using creativity, illustrations, typography, etc.

Stacked Bar Chart



Multiple datasets on top of each other showing smaller data relation to total.

Pictorial Fraction Chart



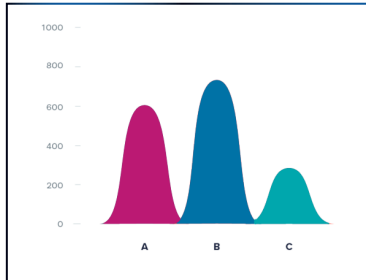
Uses pictograms (icons, pictures, illustrations) to show fractions.

Bar Chart on a Map



Useful for presenting geospatial data values to represent a city or location.

Curved Bar Chart



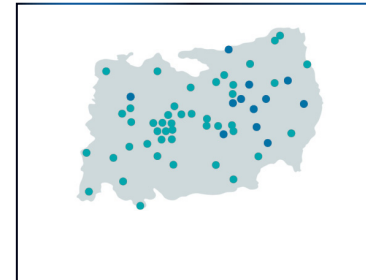
Height of each curved is proportional to the value; used in infographics.

Word Cloud



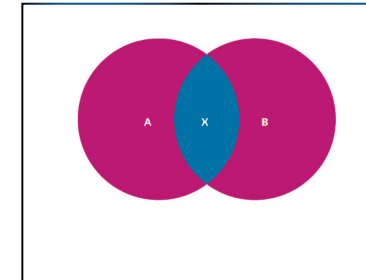
Visual representation of text data with size and color showing importance.

Dot Density Map



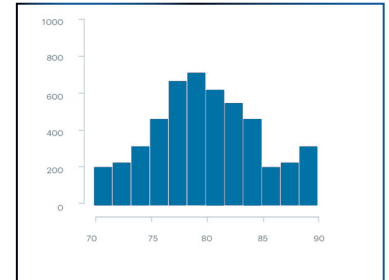
Uses a dot or other symbol to show a feature of phenomenon.

Venn Diagram



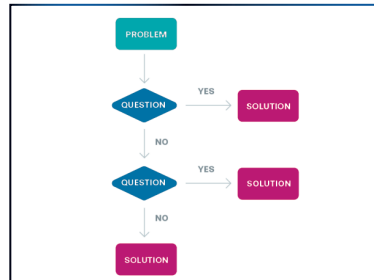
Shows set relationships between a finite collection of sets.

Histogram



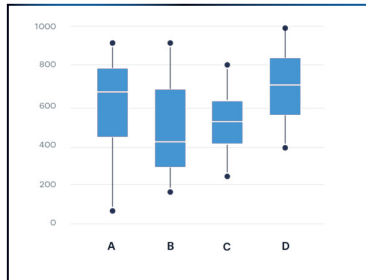
Groups numeric data into bins as segmented columns.

Flow Chart Diagram



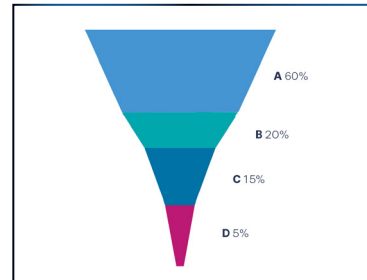
Represents a process or workflow showing a solution to a given problem.

Boxplot



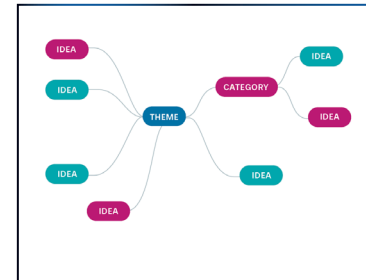
Graphically depicting groups of numerical data through their quartiles.

Funnel Chart



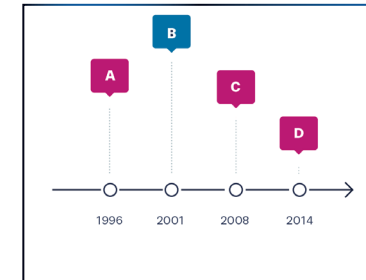
Shows streamlined data; each slice represents a process with filtered data.

Mind Map



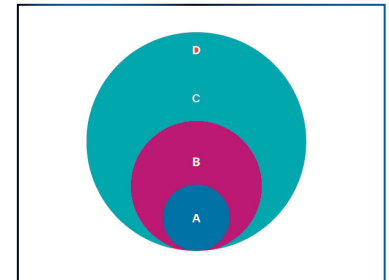
Used to visually organize information; created around a single concept/idea.

Timeline



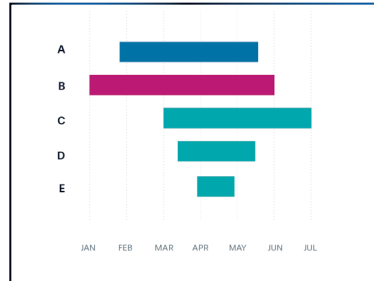
List of events in chronological order on a scale or sequence.

Nested Proportional Area Chart



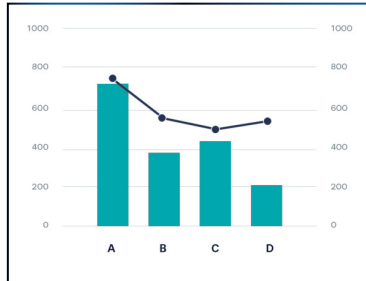
Used to compare proportions for a quick overview of the relative data size.

Gantt Chart



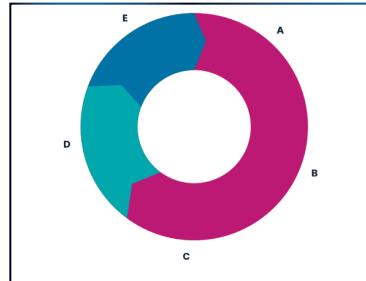
Illustrate the start and finish time in time period blocks.

Pareto Chart



Highlight the most important thing among a set of factors.

Cycle Diagram



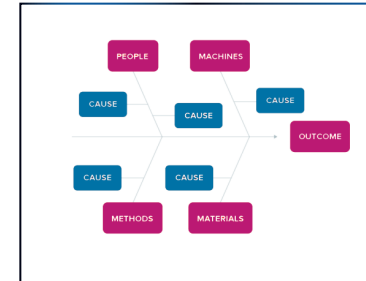
Shows how a series of events interact with no start or end.

Cluster Analysis



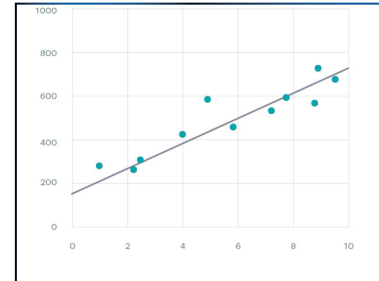
Grouping a set of objects in the same group.

Fishbone Diagram



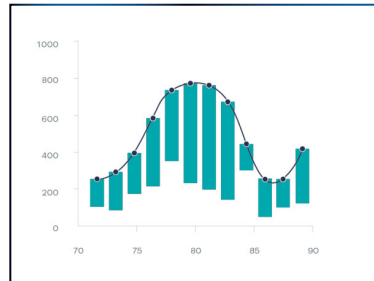
Show the causes of a specific event.

Trendline



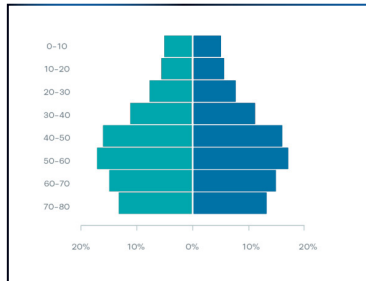
Show the general course or tendency of something.

Hanging Rootogram



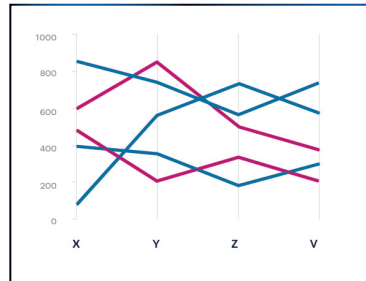
Comparison of observed results from theoretical curve.

Population Pyramid



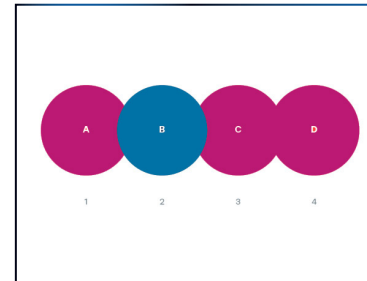
Shows the distribution of age groups; forms a pyramid when growing.

Parallel Coordinates



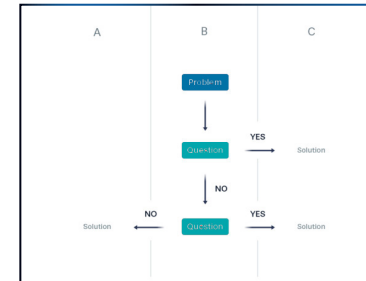
Visualizes high dimensional geometry and analyzing multivariate data.

Process Diagram



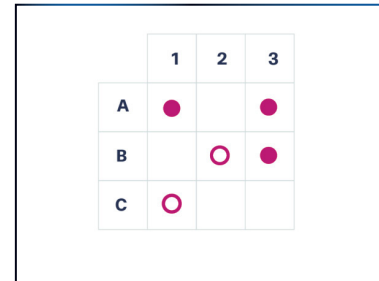
Displays a process with start and end point; visualized in many shapes.

Swimlane Flow Chart



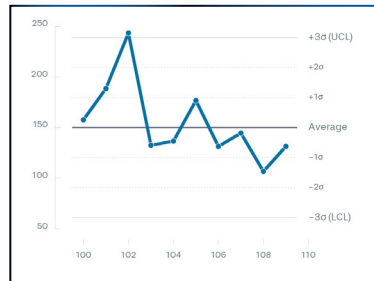
Documents steps or activities across boarder and to whom they belong.

Matrix Diagram



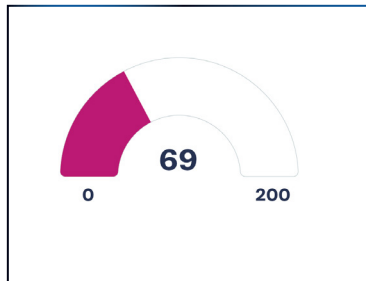
Shows the relationship, like strength or roles between items.

Control Chart



Line graph with control lines to monitor how the process behaves.

Solid Gauge Chart



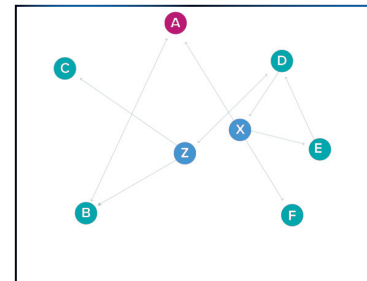
Useful for indication of index of if something is good/bad, high/low, etc.

Icon and Number



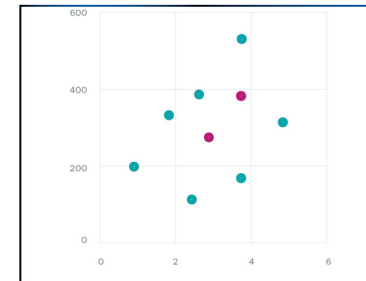
Used in infographics to emphasize a single data.

Sociogram



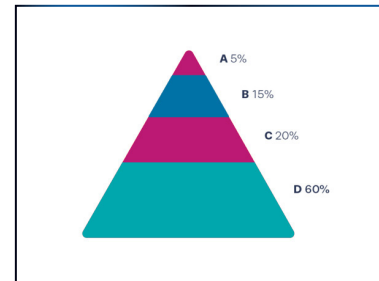
Social links that a person has; social relations, lines of communications.

Scatter Plot



Cartesian coordinates to display values for two variables for a set of data.

Pyramid Chart



Inverted funnel representing data as portions of 100% to represent a whole.