

WHAT TO LOOK FOR IN DATA

- **High** or **low** values for the community compared to the county, state, nation, etc.
- Values below or above state and national **targets**
- Values that are **unexpected** in the context of the community
- Large **increases** or **decreases** from previous years

Provide:

Data sources

Important caveats to the data

Data suppression policies

Clear and concise visuals, not too many per page

Questions to consider:

- What surprises you about the data? What confirmed what you already thought?
- Is this better or worse than you expected?
- Are there local (or regional/state/national) policies or practices that contribute to the data looking this way?
- What other factors may explain some of the trends we are seeing?
- Do these data prompt new questions?

Bonus tips:

- Read more closely in your areas of expertise
- Pay attention to regional disparities
- Watch out for small numbers— they tend to be less stable over time