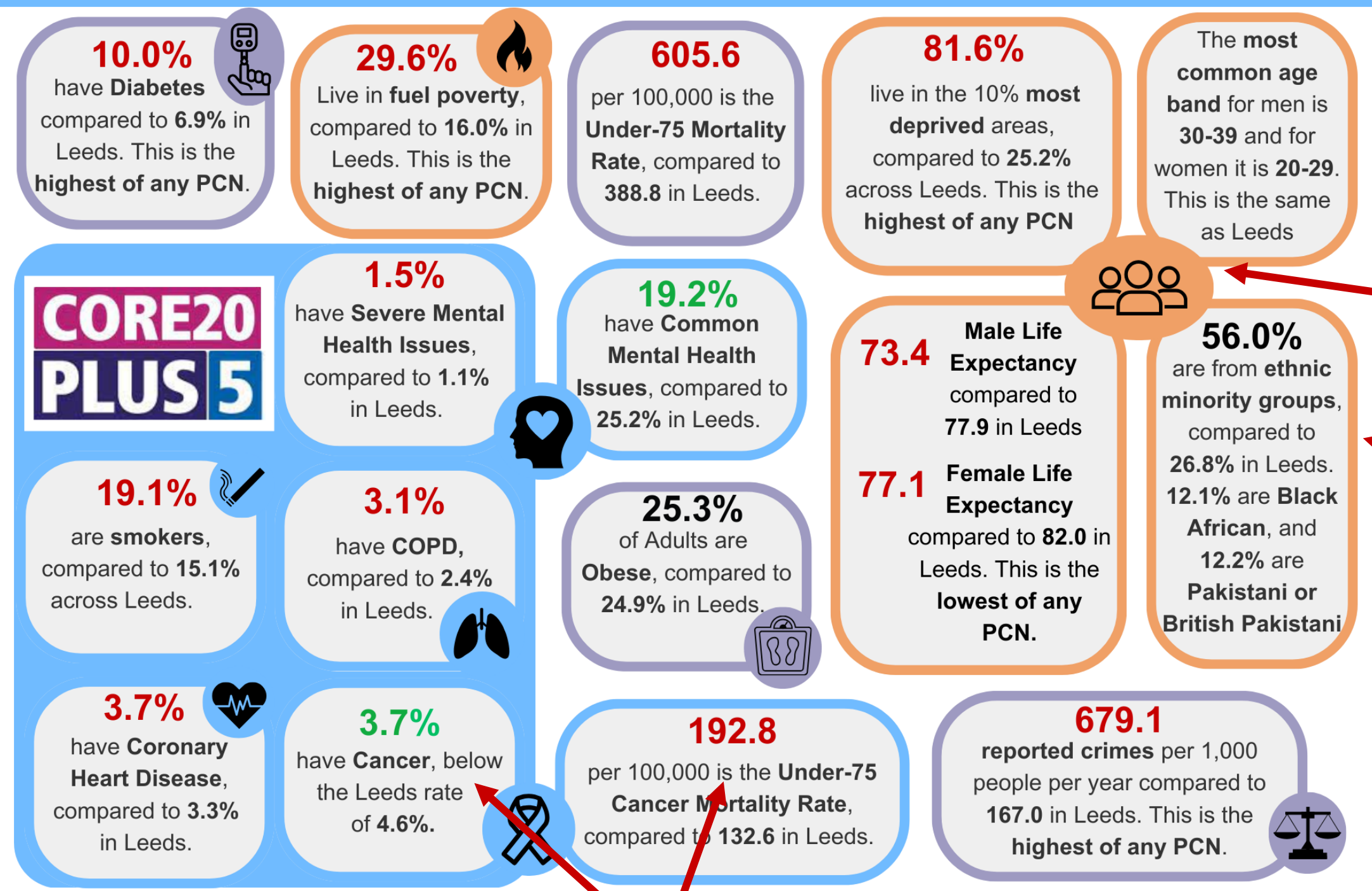


# Infographics and Visualisation Standards for Accessibility

## Approaches for clearer communication of Public Health intelligence

The Leeds public health intelligence team produce a broad range of information for varied audiences but traditionally have concentrated on the very data literate. We needed to ensure our products were accessible enough to draw in new users and provide approachable analysis

### BHR PCN Health Profile - Adults

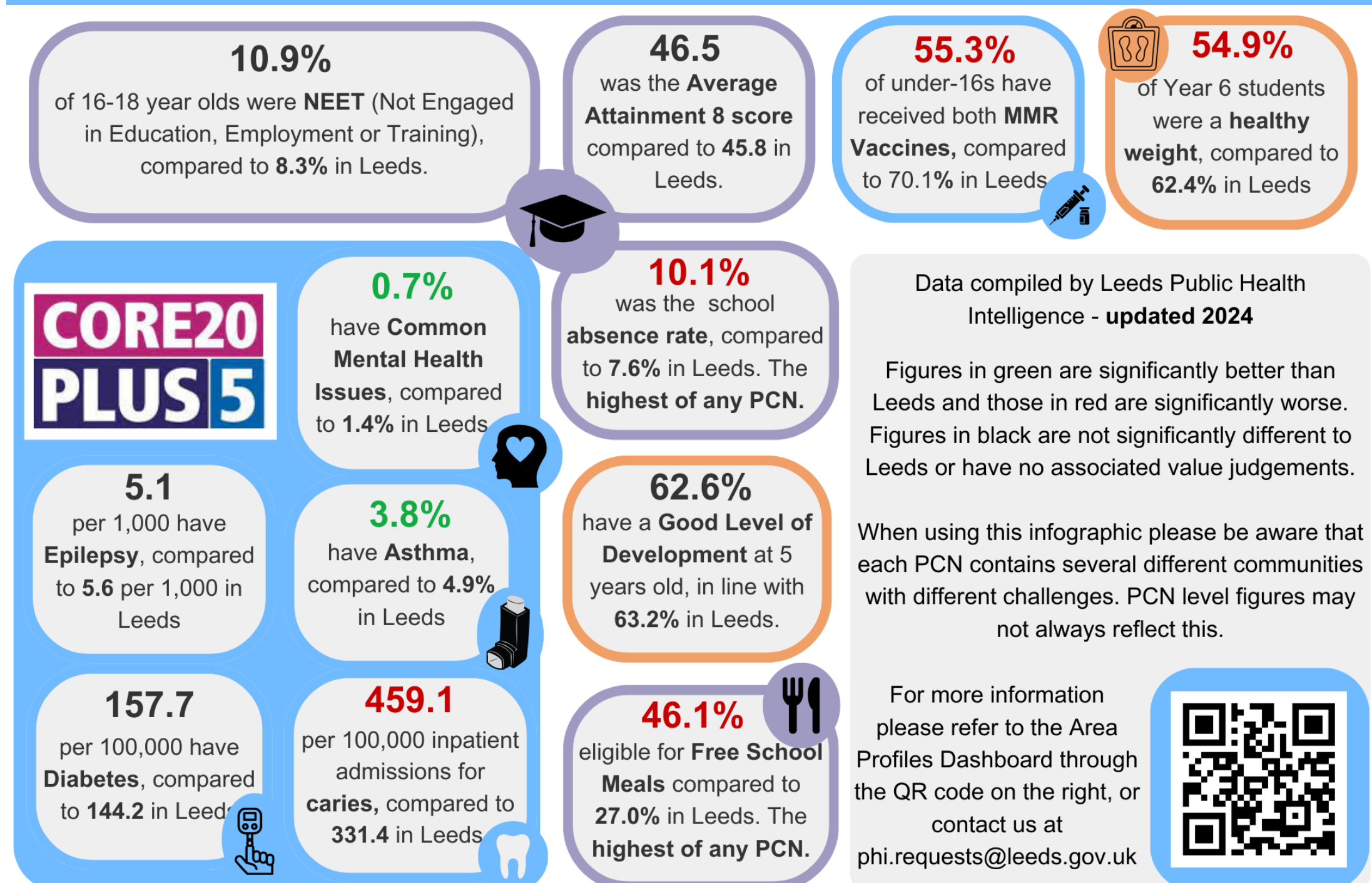


The PCN infographics are a set of health profiles designed to give primary care professionals a quick and easy overview for each of the 19 PCNs in Leeds. To create these snapshots, we compiled a set of 34 health, social, and demographic indicators from 9 sources. These are customised to use the most relevant indicators for each PCN.

Icons and coloured boxes are used to group indicators to make it easier to navigate and more visually intuitive

Adult and child indicators spread across two A4 pages which are designed to be printed out to make a double-sided handout

### BHR PCN Health Profile - Children



Data compiled by Leeds Public Health Intelligence - updated 2024  
Figures in green are significantly better than Leeds and those in red are significantly worse. Figures in black are not significantly different to Leeds or have no associated value judgements.

When using this infographic please be aware that each PCN contains several different communities with different challenges. PCN level figures may not always reflect this.

For more information please refer to the Area Profiles Dashboard through the QR code on the right, or contact us at [phi.requests@leeds.gov.uk](mailto:phi.requests@leeds.gov.uk)



Simple red-green sentiment indicators (tested at viz.palette) used to visually communicate if a PCN is statistically significantly better or worse than the Leeds rate

Minimal wordcount to maintain a readable 14pt font size

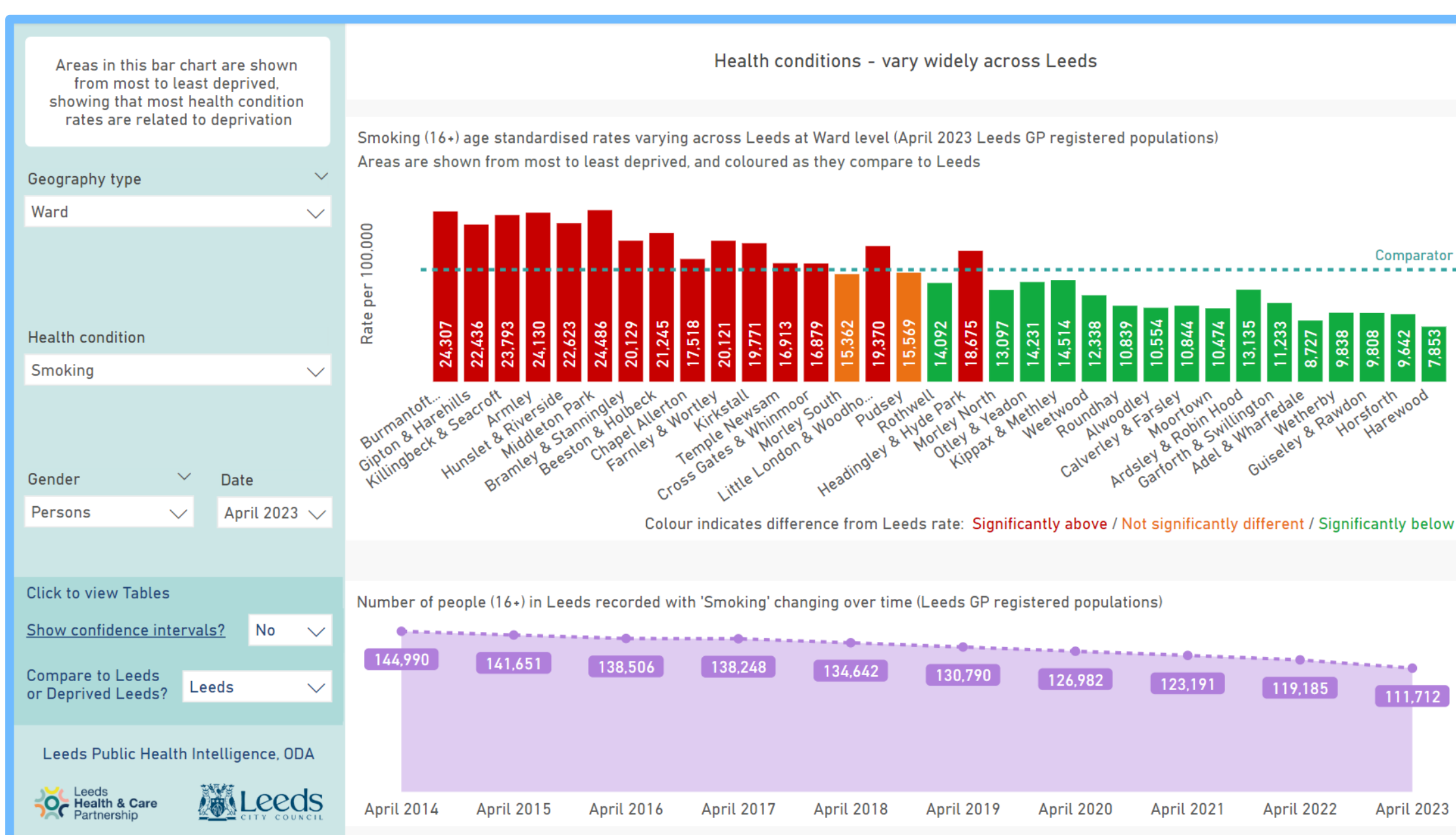
Built around Core 20 Plus 5 with input from colleagues working on Social Progress Index, Marmot City, and specialist teams within LCC

Developed using feedback from primary care professionals to ensure it is well suited to their needs



Scan here to access the Infographics and the Area Profile on the Leeds Observatory

Here are two sample pages from our Area Profile and some of the standards we developed to make interpretation of our data as easy as possible. We aimed to meet Web Content Accessibility Guidelines (WCAG) international standard for public sector bodies.



Minimum font size 12pt. Page layout and chart design has to be much simpler as a result

Colour coding. Conveys how different an area is to Leeds or Deprived Leeds, avoids having to display confidence interval bars

Standardised colour palettes (tested at viz.palette) Colour contrast for objects meets WCAG requirements and two most common colour blindness types - even this red, amber, green combo

Choice of comparator. Users choose to test significant differences against Leeds, or Deprived Leeds

Annual counts for Leeds. A bit of context to keep things real alongside the age standardised rates in the bar chart

Consistent placement. Slicers appear in the same place every time they are used

Dynamic chart titles. Charts are self-contained, so they can be pasted into documents

Screen reader software. Users of screen readers can switch to a table view

Optional confidence intervals. Confidence intervals are shown as shaded areas instead of whisker bars making interpretation a little easier

Empty space. Nothing squeezed if the standards can't be maintained!!

