Top 10 Tips for Policy Story Maps

Diana Lavery
@dianaclavery

Jennifer Bell
@jbellmaps
Introductions
Outline

• What is a Story Map? What is a Policy Map?
• Story Map Examples
• Top 10 Tips
• Build Our Own
• Resources
• Q&A
What is a Story Map?
A Story Map combines authoritative maps with narrative text, images, and multimedia content to tell your story.
What is a Policy Map?
“A policy map is a map where the opportunity to intervene is made clear.”
-Steven Goldsmith

Policy Maps

Where is need greatest? Where to invest?
Who will benefit? Who will loose?
Who is out of compliance?
Top 10 Tips
1. Captivating cover image or video
2. Memorable title
3. Short and sweet text
4. Compelling charts and statistics
5. Well-designed maps
6. Text as a legend
7. Call out important areas
8. Trends over time
9. Call to action
10. Make it personal
Excellent Policy Story Maps
Low Birth Weight
An increasing public health challenge in the United States
Diana Lavery
Scales of Justice
Addressing the significant need for judges in Riverside and San Bernardino County

Jennifer Bell
1. Hook your audience with a captivating cover image or video
2. Create a **memorable title**

- **River of Resilience**
  A journey from Headwaters to Confluence on the Anacostia River

- **The Genesis of Exodus**
  Violence, poverty, and social disintegration: the root causes of Central American migration

- **On the Front Lines of Famine**

- **Investing in Infrastructure**
  A safe and healthy city relies on strong, reliable infrastructure

- **Stormwater In Your Backyard**
  West Norriton Township, PA

- **Home from hospital**
  How housing services are relieving pressure on the NHS

- **Putting Park Back in Parkway**
  An overview of the Sir John A. Macdonald Riverfront Park Plan

- **Reinventing Cities Madrid**
3. Keep text **short and sweet**

Women and girls make up more than half the world’s population.

But they are also more deeply impacted than men and boys by poverty, violence, discrimination, and economic crises.

This inequality holds us all back.

Each and every one of the UN’s [Global Goals for Sustainable Development](https://www.un.org/sustainabledevelopment/) sets out to address this inequality in some way.

Scroll down to see some of the issues we face and what the future could look like if we achieve these Goals.

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Using [ArcGIS](https://www.arcgis.com), we uncovered patterns behind the collision avoidance data from Mobileye. This story map explores how to...

**visualize** Mobileye data, **discover** patterns, and **analyze** spatial trends.

Here is a geographic view of the seasonal migration that tornadoes take.

Tornado migrations can be mapped like birds or wildebeests or commuters. Like just about everything else on this amazing planet of ours, they have a seasonal circuit and an ebb and flow.
4. Include **compelling charts and statistics**

-National Prevalence of Low Birth Weight, 1990-2014

-Life Expectancy

-National Overdose Deaths

-Life Expectancy:
- Female life expectancy worldwide was 74 years reported in 2017. Male life expectancy was 70 years.

- New Orleans vs Houston:
  - Orleans Parish's population (home to New Orleans) dropped from 484,674 people to 343,829 people while Harris County's population (home to Houston) grew from 3,400,576 people to 4,092,459 people.
5. Showcase clear, effective, and well-designed maps
6. Utilize your text as a legend

There is much variation by school district. The map below shows the percentage of kindergartners with all required immunizations by school district. Gray districts that have met the "safest" threshold of 95 percent, while districts below that threshold are in red.

Predominant Dimension

The three dimensions that make up the Multidimensional Poverty Index are: 1) Health, 2) Education, and 3) Living Standards. The map to the left shows the predominant dimension found in each country.

The predominant dimension is the dimension with the greatest contribution to the overall poverty index. To be considered predominant, the gap between the two highest contributions should be greater than 5%. If the 5% qualification is not met, the predominant dimension is then considered balanced.

Click on any of the featured countries to view a popup of the predominant dimension, country briefing, and a pie chart of all the dimension contributions. Feel free to zoom in and out, and pan around the world to explore different areas.

Lastly, Wave 3 displayed to buttress the stunning ranks of Waves 1 and 2.
7. **Call out areas** of importance or interest

This difference is even starker in the *Preterm Births* map, zoomed in to Louisiana:

Nevada has the highest rate of opioid claims in the United States with Alabama and Oklahoma following in close second with 7.4%.
8. Visualize **trends over time**

**Malaria in Africa halved in 15 years.**

Treatment and prevention efforts such as insecticide-treated mosquito nets and rapid diagnostic tests significantly decreased the number of malaria cases in Africa.

Where did malaria rates **increase** or **decrease** from 2000 to 2015?

**Click here to find out**

**DECREASE**

**INCREASE**

**Women in National Politics**

The United Nations is committed to 17 Sustainable Development Goals to transform our future by 2030. One of the goals is to *ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life*. SDG Target 5.4: The SDG goal for female representation in government is 50 percent by 2030.

As of 2017, only two countries met this threshold: Bolivia and Rwanda. Cuba, Ireland, and Nicaragua were very close, each with above 45 percent female parliament members.

**Women in Parliament, 2017**

- **Increase over time**
- **Decrease over time**

**Seats held by women, 2017**

- Greater than 45%
- 30% to 44%
- 20% to 29%
- 12% to 29%
- Less than 12%
9. End with a call to action

Taking Action

Counties and local organizations can map their local data to take action against opioid abuse and addiction.

Some possible maps include:

1. Opioid mortality (data may be obtained from coroners)
2. Prescription drop-off locations
3. Treatment areas

What Can I Do This International Women’s Day?

SHARE, DON’T JUST LIKE. If you see an interesting social media post raising awareness of women’s health issues, share it so those in your network see it too.

STAY INFORMED. Follow the news and stay in touch with the Global Goals online or on social media at @UN_Women or @GlobalGoalsUN.

VOTE. Take advantage of your right to elect the leaders in your country and local community that support improving access to and quality of health care for everyone.

(taken from UN’s Lazy Person’s Guide to Saving the World)

Get Involved

Sign up to follow the Vision Zero initiative. You can create a citizen account in the Hub and contribute to your community.

Tell us what you think in the survey below!

Call to Action

Riverside and San Bernardino County have the greatest need for additional judges.

We encourage you to vote “yes” to authorize and fund 46 additional judges for Riverside County and 48 additional judges for San Bernardino County.

Please contact Gordon Bourns or Paulette Brown-Hinds for more information.
10. **Make it personal - why should I care?**

**Why Does This Matter?**

Much like when we cover our coughs or sneeze in a direction away from others, vaccination protects everyone in the community. When a child is vaccinated, the child’s friends, schoolmates, family, and community are also get protection.

**A social benefit of urban agriculture is that most community gardens strive to educate their members and the public, especially children, about food production.**

**Why is it a problem?**

When people are stuck in hospital for longer than necessary, this has a significant impact on their recovery time as well as their overall health and independence.

Whilst many groups are affected by delayed transfers of care, the majority are older people. 80% of all delayed transfers of care are experienced by people over 70. Older people can lose 5% of muscle strength for every day they remain in a hospital bed.

**Planting Healthy Air**

In the right spot, trees can both help make our air healthier and our cities more verdant and livable. Globally, tens of millions of lives could be saved if cities invest an average of $4 per resident annually in planting urban trees.
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Build Our Own!
Live Build

Jennifer Bell and Diana Lavery
Resources

- Policy, Maps and You ArcGIS Online Group
- Storymaps.arcgis.com/en/resources (Official Help Page)
- 10 Essential Steps for Story Map Success (Blog Post)
- 13 Ways to Make Your Story Map Sing (Cascade Story Map)
- Story Map Booklet (PDF Document)
- Twelve Things You Didn’t Know You Could Do With Story Maps (Blog Post)
- Esri Story Map Gallery (High-quality examples of story maps)
- Creating Story Maps with ArcGIS (Esri Training Course)
- How to Cascade: Map Legends
- How to Cascade: Sections
- How to Cascade: Transitions
- How to Cascade: Multi-View Map
- How to Cascade: Media
Please Take Our Survey on the App

Download the Esri Events app and find your event

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Complete answers and select “Submit”
<table>
<thead>
<tr>
<th>Workshop</th>
<th>Location</th>
<th>Time Frame</th>
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<tbody>
<tr>
<td>ArcGIS Online: Exploring Your Data with Smart Mapping</td>
<td>Room 15 B</td>
<td>Th 2:30 – 3:30PM Fri 9:00 – 10:00AM</td>
<td>Jennifer Bell and Lisa Berry</td>
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<tr>
<td>Solving Webmap Challenges: Imperfect Data, Boring Popups, Getting Attention</td>
<td>Room 16 A</td>
<td>Th 4:00 – 5:00PM</td>
<td>Diana Lavery and Jim Herries</td>
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<tr>
<td>Design Story Maps for Emotional Impact</td>
<td>Room 05 B</td>
<td>Th 4:00 – 5:00PM</td>
<td>Jennifer Bell and John Nelson</td>
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