The Opioid Epidemic

Create Story Maps that Inform Policy

Jennifer Bell - Cartographer
jbell@esri.com - @jbellmaps
Outline

• The Opioid Epidemic
• Tips and Tricks
• Policy Maps and You Group
• Los Angeles Clean Streets
• Sustainable Development Goals
• Live Build of a Cascade Story Map
The Opioid Epidemic
Top 10 Tips and Tricks

1. Hook your audience with a **captivating cover image or video**
2. Create a **memorable title**
3. Keep text **short and sweet**
4. Include **compelling charts and statistics**
5. Showcase clear, effective, and **well-designed maps**
6. Utilize your **text as a legend**
7. **Call out areas** of importance or interest
8. Visualize **trends over time**
9. End with a **call to action**
10. **Make it personal**- why should I care?
Policy Maps and You Group
Los Angeles Clean Streets
Sustainable Development Goals
Let’s build a cascade story map!
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