



From Data to Action: Building San Diego County's Drug Overdose Surveillance Dashboard

County Health Executives Association of California Annual Conference

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Objectives



Review considerations for choosing a data dissemination strategy



Understand design principles and steps to develop an overdose dashboard



Share lessons learned and best practices

Topics



Why a Data Dashboard?

Dashboard Design Elements

Case Study: Our Dashboard Journey

Lessons Learned



Data Dissemination Options



- Data dashboard
- Reports and briefs
- Data portal or repository
- Newsletter
- Infographics
- Peer-reviewed publication
- Conference presentation
- Press release, media coverage
- Social media

Key Factors to Consider



Know Your Audience



Define Your Purpose



Complexity of the Data



Timeliness and Frequency



Available Tools and Resources



Need for Interaction or Feedback



Integration with Other Efforts

Why a Data Dashboard?



Goals

- Describe the overdose epidemic in San Diego County
- Improve awareness and transparency
- Real-time surveillance

Dashboard Design



The aim is to present complex information in a way that is **easy to understand** and **actionable** for a wide range of users, including policymakers, public health professionals, and the general public.

Design Elements



Filters and drill
downs

Logical layout
and visual
hierarchy

Core overdose
metrics

Maps & location
data

Privacy
protection

Contextual aids

Data definitions

Export/download
option



Design Elements



Welcome to the County of San Diego Overdose Surveillance and Response Program Dashboard

This dashboard provides data on drug-related overdose outcomes specific to San Diego County, including statistics on overdose deaths, emergency department visits, and hospitalizations. It brings together information from multiple data sources—such as medical examiner records, hospital discharge data, and emergency department reports—to offer a comprehensive view of the local impact of drug overdoses.

817 Opioid Overdose Deaths, 2023	2,893 Opioid Overdose ED Encounters, 2023	416 Opioid-Related Poison Control Calls, 2024
741 Fentanyl Overdose Deaths, 2023	735 Opioid Overdose Hospitalizations, 2023	599 Suspected Opioid Overdose EMS Responses, 2024

Design Elements

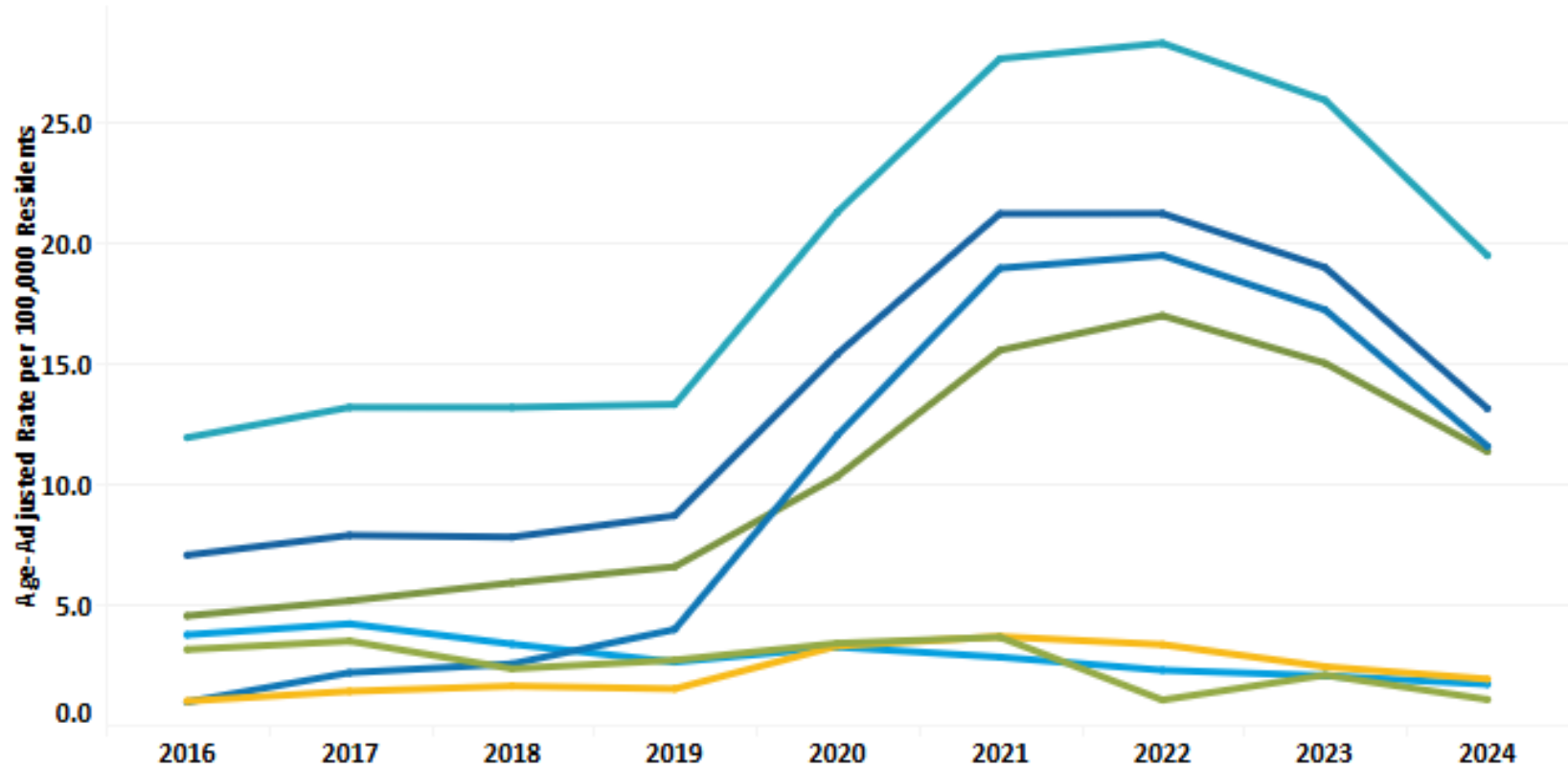


San Diego County Drug Overdose Death Rates by Calendar Year

Substance(s)

Population

Intentionality



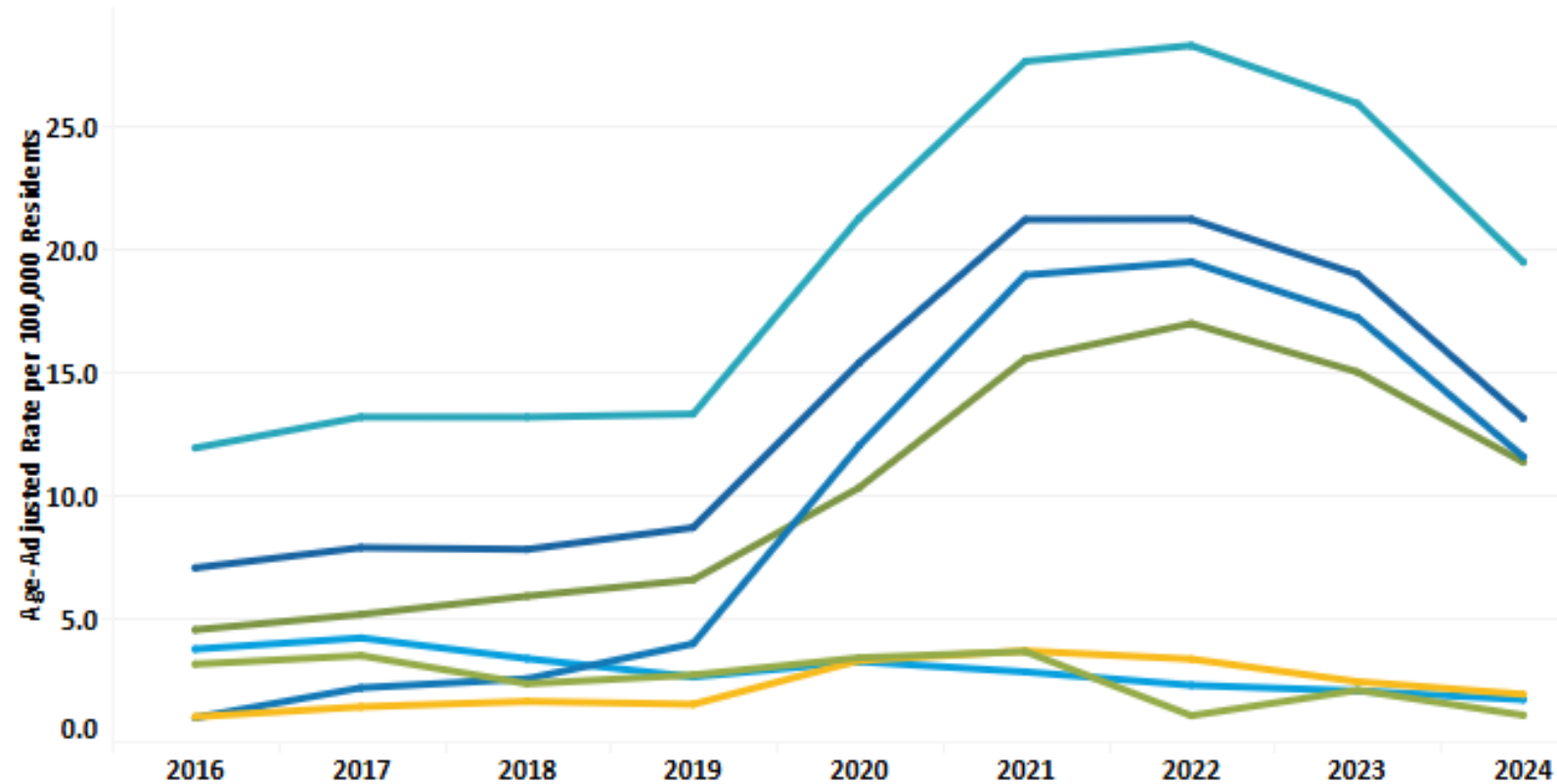
- Any Opioid
- Any Substance
- Benzodiazepine
- Cocaine
- Fentanyl
- Prescription Opioid (excl Synthetic)
- Psychostimulant



Design Elements



San Diego County Drug Overdose Death Rates by Calendar Year



Substance(s) (Multiple values)

Popu (All)

Inter Any Opioid

Any Substance

Benzodiazepine

Cocaine

Fentanyl

Heroin

Methodone

Natural and Semi-synthetic Opioid

Opioid and Benzodiazepine

Opioid and Cocaine

Opioid and Psychostimulant

Prescription Opioid

Prescription Opioid (excl Synthetic)

Psychostimulant

Synthetic Opioid

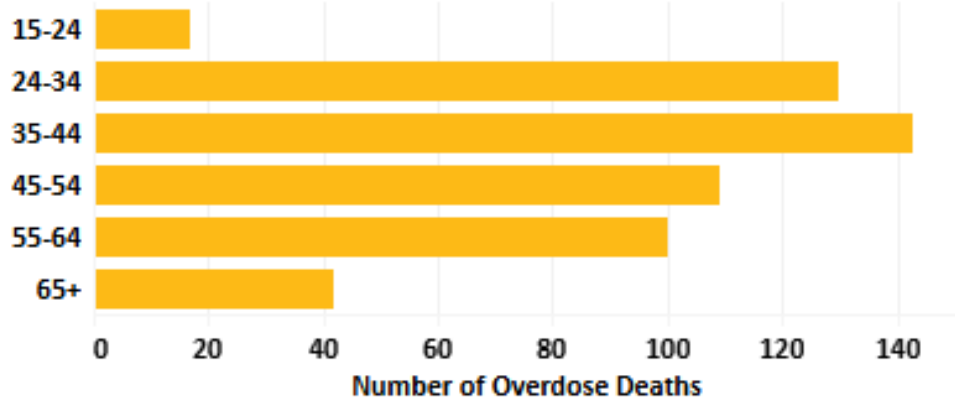


Design Elements

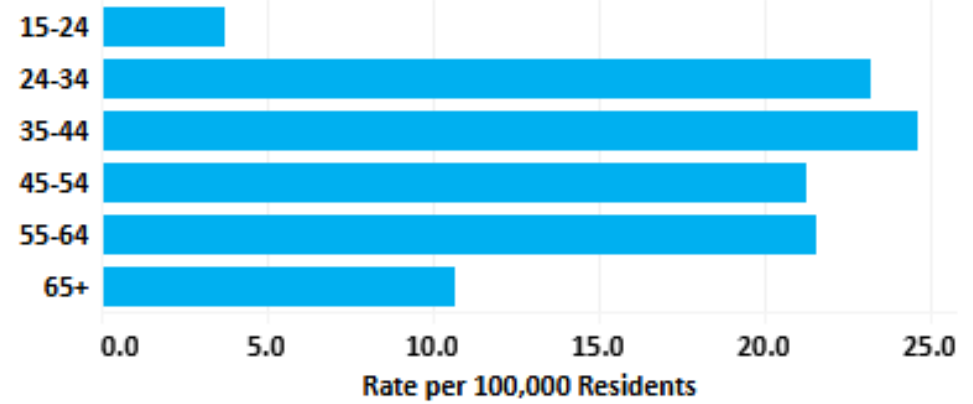


Data will not populate for a selected filter if counts are <11.

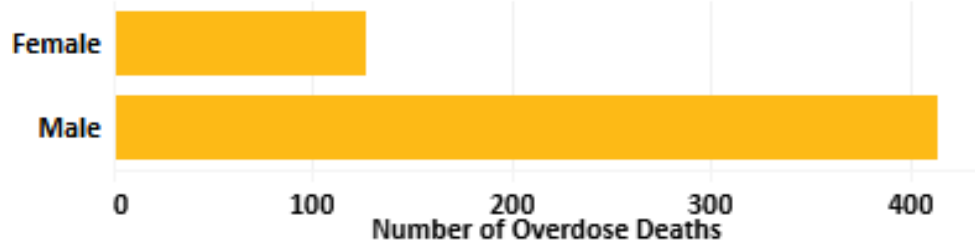
Any Opioid Overdose Death Counts by Age Group, 2024 (Annual)



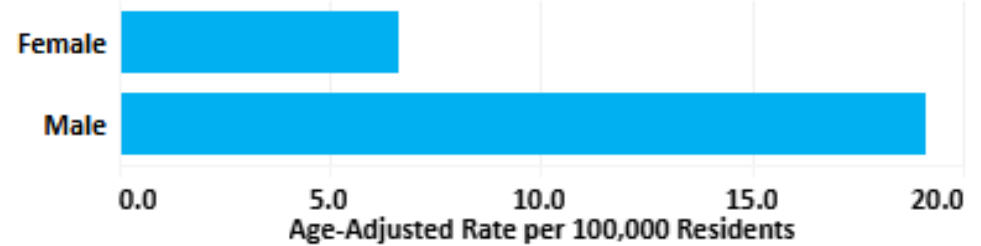
Any Opioid Overdose Death Rates by Age Group, 2024 (Annual)



Any Opioid Overdose Death Counts by Sex, 2024 (Annual)



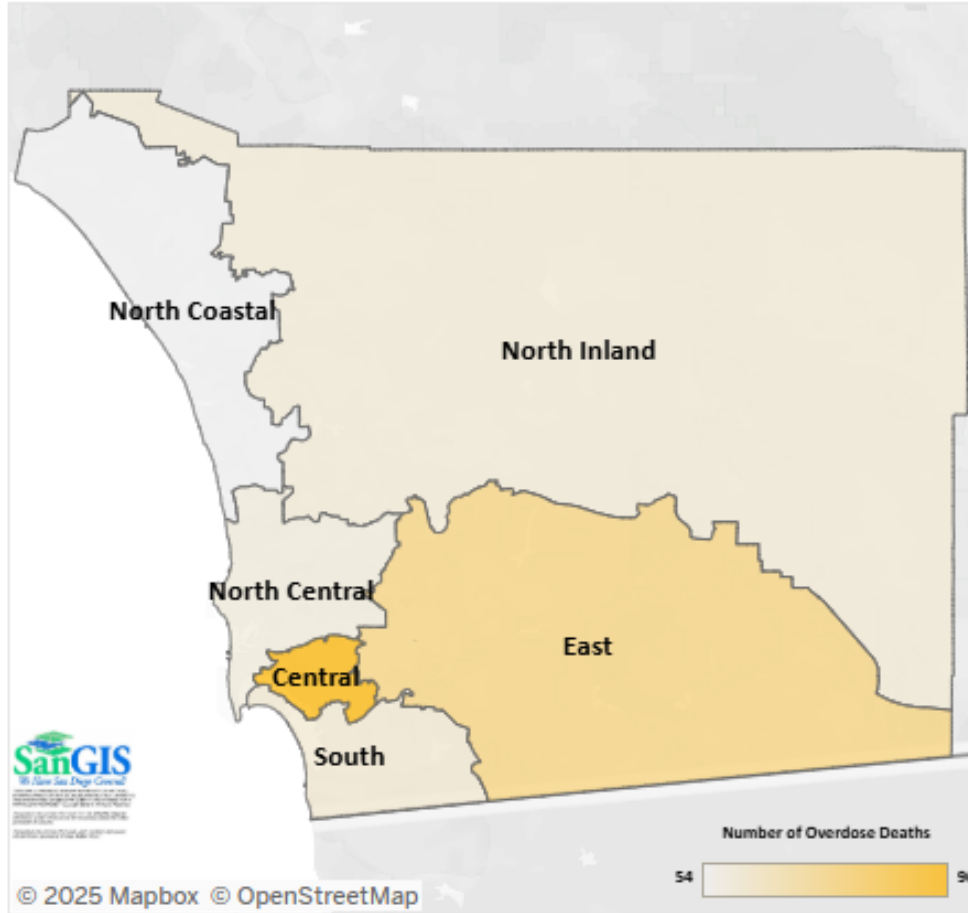
Any Opioid Overdose Death Rates by Sex, 2024 (Annual)



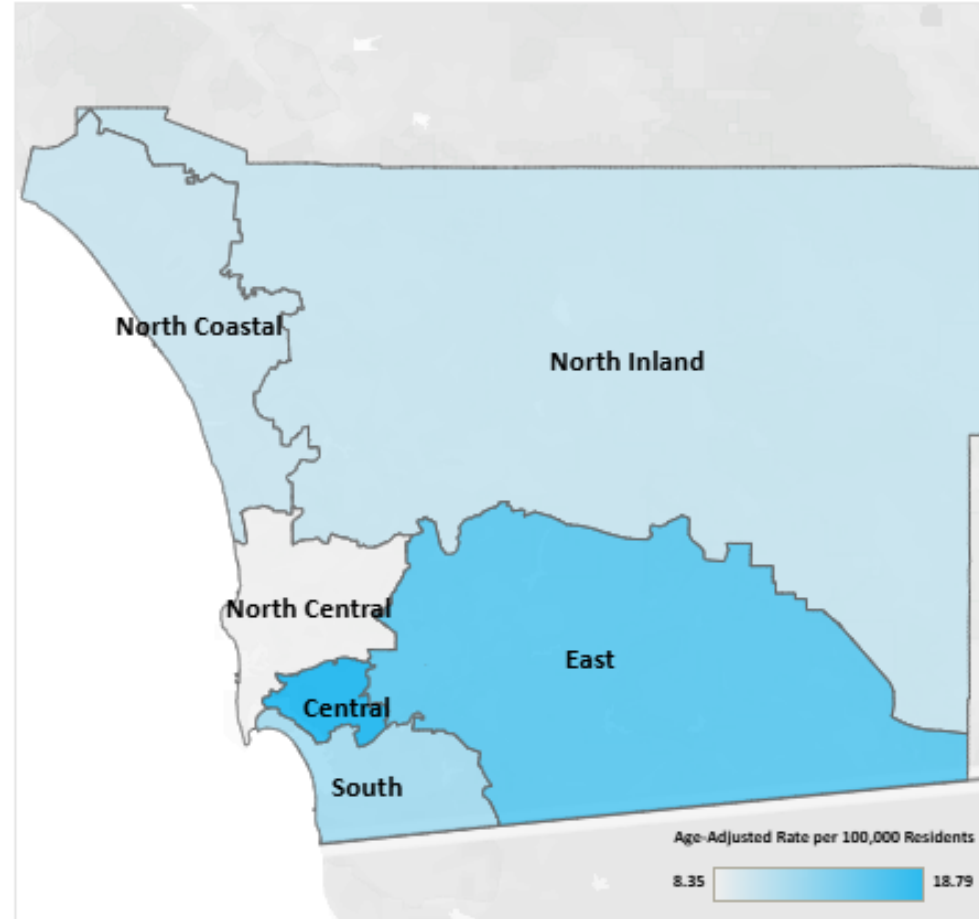
Design Elements



Any Opioid Overdose Death Counts by HHS Region of Residence, 2024 (Annual)



Any Opioid Overdose Death Rates by HHS Region of Residence, 2024 (Annual)



Design Elements



Indicator	Definition	ICD 10 CM Code
Amphetamines	<p>Emergency department visits or inpatient hospitalizations caused by non-fatal acute poisonings due to the effects of amphetamines (stimulants such as methamphetamine-which received a specific ICD10 code in October 2022)).</p> <p>Emergency department visits or inpatient hospitalizations related to late effects, adverse effects, and chronic poisonings due to the effects of drugs (e.g., damage to organs from long-term drug use), are excluded from this indicator.</p>	T43.62, T43.65
Any Opioid and Amphetamine	<p>Emergency department visits or inpatient hospitalizations caused by non-fatal acute poisonings due to the effects of any opioid drugs in combination with amphetamines. Emergency department visits or inpatient hospitalizations related to late effects, adverse effects, and chronic poisonings due to the effects of drugs (e.g., damage to organs from long-term drug use), are excluded from this indicator.</p>	T40.0X, T40.1X, T40.2X, T40.3X, T40.41, T40.42, T40.49, T40.60, T40.69, T43.62X, T43.65X
Any Opioid and Benzodiazepines	<p>Emergency department visits or inpatient hospitalizations caused by non-fatal acute poisonings due to the effects of any opioid drugs, excluding heroin in combination with benzodiazepines. Emergency department visits or inpatient hospitalizations related to late effects, adverse effects, and chronic poisonings due to the effects of drugs (e.g., damage to organs from long-term drug use), are excluded from this indicator.</p>	T40.0X, T40.1X, T40.2X, T40.3X, T40.41, T40.42, T40.49, T40.60, T40.69, T42.4X

Case Study: Our Dashboard Journey



Planning

- Clarify purpose and audience
- Identify data sources
- Data definitions
- Choose key metrics
- Communicate plan and get buy-in
- Iterate early

Building

- Plan layout
- Clean, format, standardize data
- Data aggregation and suppression
- Import data, create visuals, add text
- Iterate often

Case Study: Our Dashboard Journey



Review

- Repeated, multiple layers of review
- Test with external stakeholders
- Iterate, review again
- Communications team review

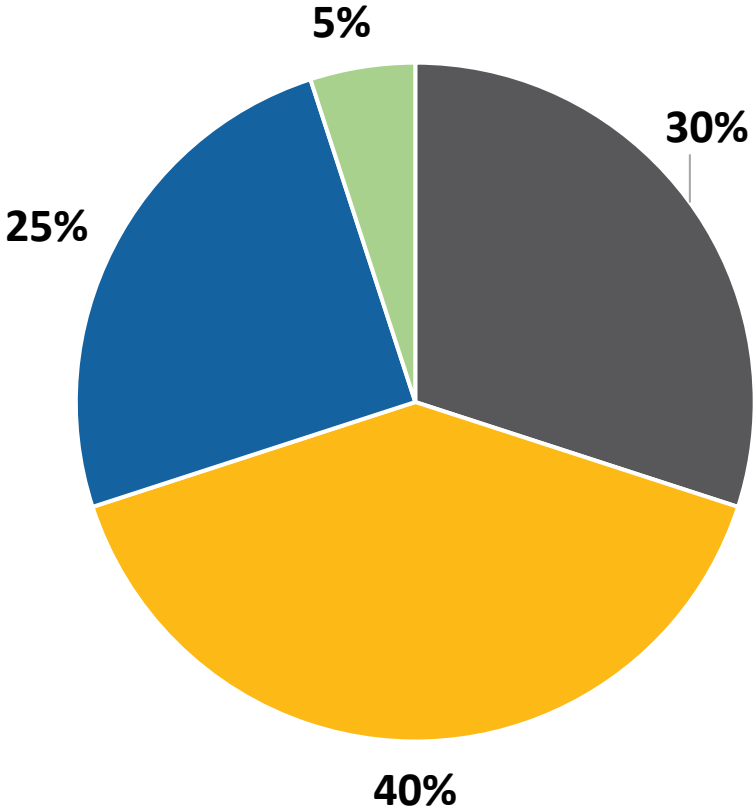
Launch

- Go-live strategy
 - Press, social media
- Plan for questions
- Plan for next iteration
- Create refresh plan and SOP

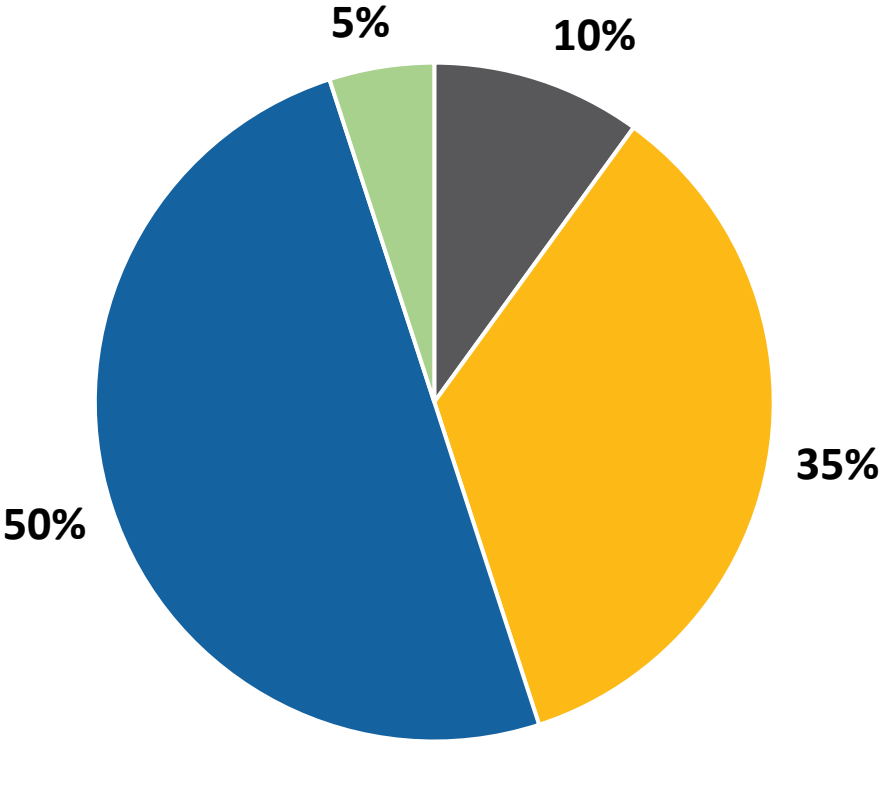
Case Study: Our Dashboard Journey



Expected Proportion of Time Spent in Phases



Actual Proportion of Time Spent in Phases



■ Planning ■ Building ■ Review ■ Launch



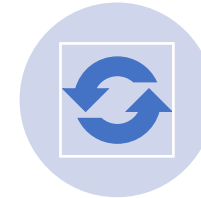
Lessons Learned



Spend more time in the research and planning phase



Build in extra time to accommodate unexpected challenges



Expect iteration



A clear purpose prevents scope creep

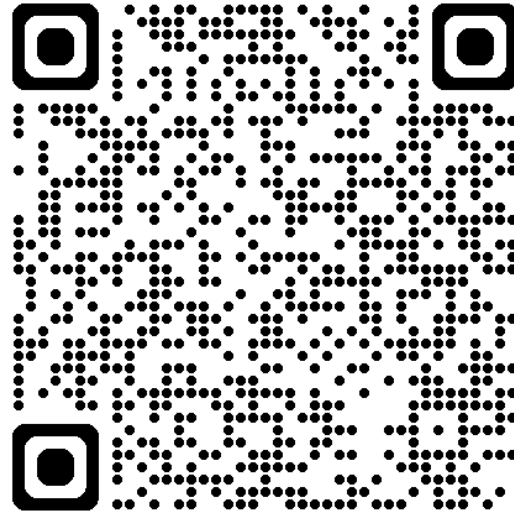


Provide early substantive updates to partners





Questions?



[OSAR Program Data Dashboard](#)

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