McMaster University

Family Medicine

David Braley Primary Care Research Collaborative

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Infographic Use in Health Communication

[Watch a recording of the session here]

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Michael G. DeGroote SCHOOL OF MEDICINE

McMaster University

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Infographic Use in Health Communication

Presented by Shania Bhopa and Meerab Majeed

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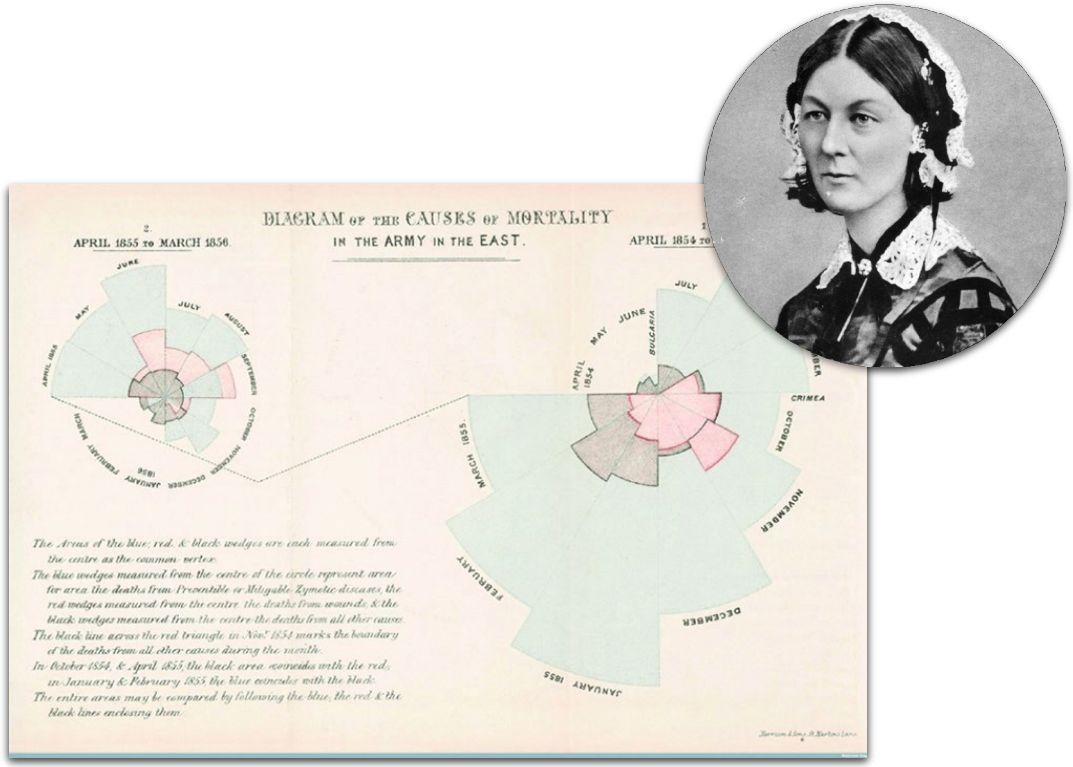
Learning Objectives

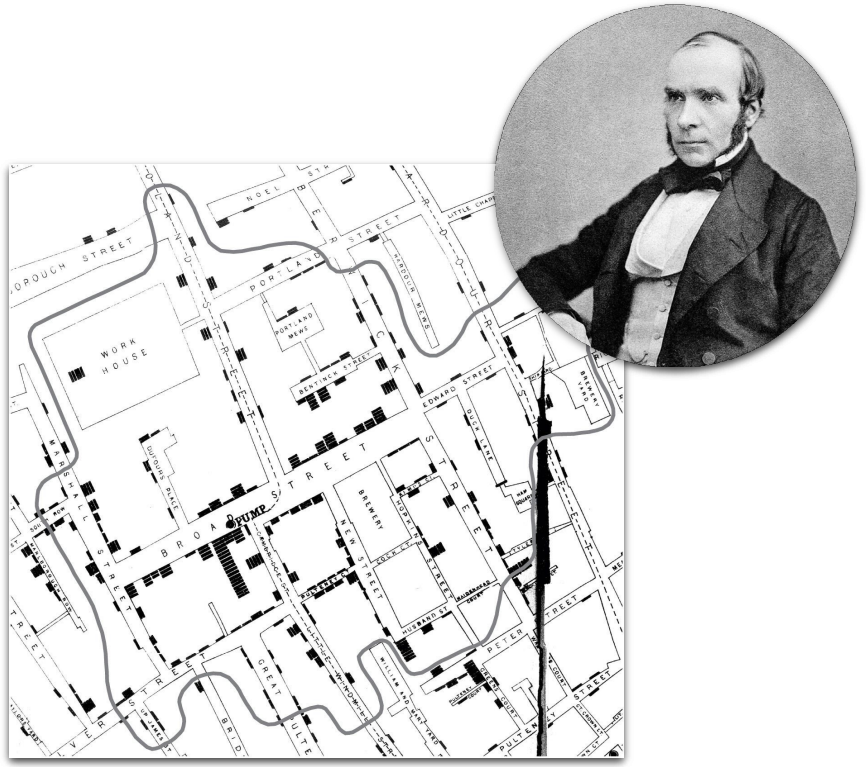
1. Understand how and why infographics are used in health communication
2. Understand the key elements of infographic development
3. Apply the principles in an interactive activity

Infographics, a trendy concept?

Not quite!



‘Diagram of the causes of mortality in the army in the East’ (1858)



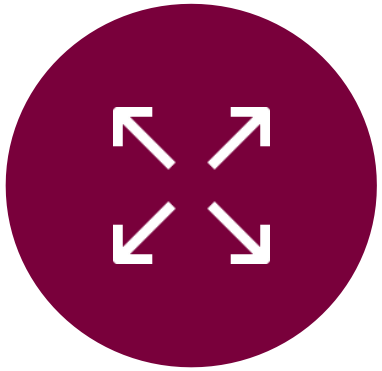
“Broad Street Cholera Outbreak” (1854)

What is an Infographic?

While no single definition has gained collective acceptance, an infographic is often a one-page document that:

- Uses striking and engaging visuals
- Communicates complex information in a simple and easily-understandable way

Main Features:



Scalability

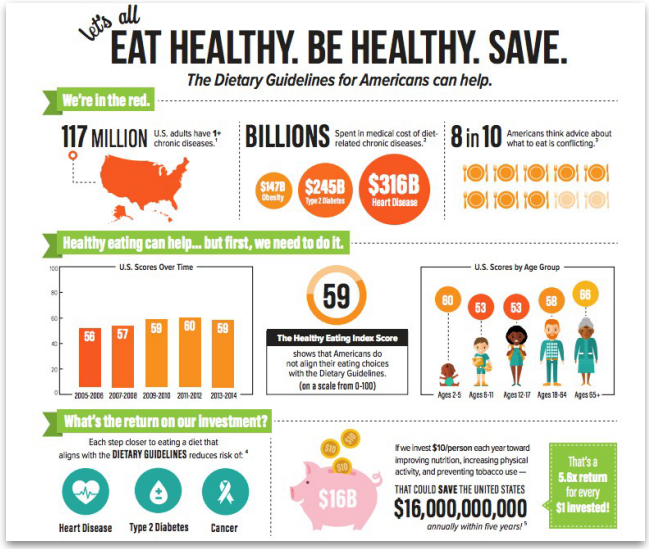
Structure-Based

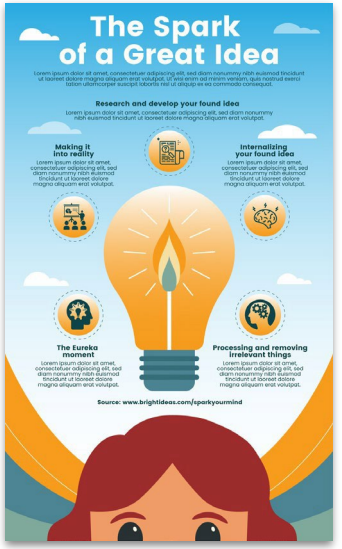
Key-Points

Visual Simplicity

Our Why:

We want to make research accessible! We hope to have our findings reach the right audience, and allow for a greater impact whether it influences policy, behaviour change or further research.





Health Literacy

48% of Canadian adults are considered to have inadequate literacy skills. Visual communication can benefit all audiences, especially people with lower literacy and numeracy skills.

Health literacy is conceptualized as *"an action competence, with a strong focus on personal attributes, while also recognising its interrelatedness with social and contextual determinants"*

Why do infographics help us learn?

Infographic structure and format contains **concise text** and **clear visuals** with a balanced flow between both

Dual Coding Theory

Graphics are more likely to be encoded as both **verbal and visual** traces in long term memory

Cognitive Load Theory

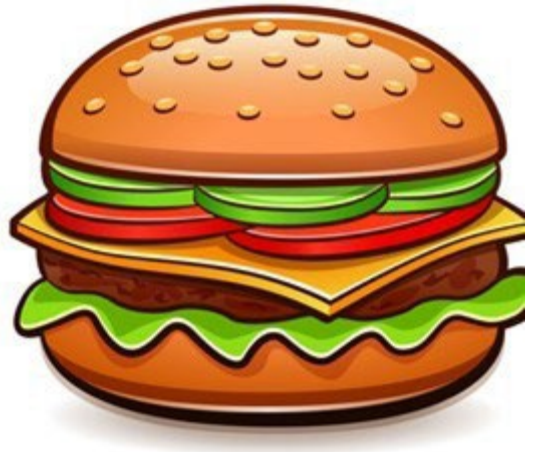
Working memory has finite capacity, thus brief statements and images found in infographics could potentially be **easier to process**

Enhanced retention and recall → Meaningful learning

The Infographic Recipe

1. Goal - Beginning (Top Bun)

- Introducing our message. Why are we creating an infographic?
- For what purposes?
- How do we want viewers to walk away feeling?



2. Middle (Protein)

- Provide information for the audience using evidence to reaffirm the key messages
- What is the main message we are working to get across ?
- Target audience
  - What is your target audience's position?
    - ➢ How do they perceive information and what do you think they want to know
    - ➢ What level of knowledge does your audience have?
    - ➢ Is your target audience internal or external?

3. End (Bottom Bun)

- Summarize the infographic with a call to action
- What do we want viewers to do after reading the infographic?
- Examples:
  - We want individuals to go on a website and sign up for something
  - We want individuals to learn more
  - We want feedback

3. Additional Dressings

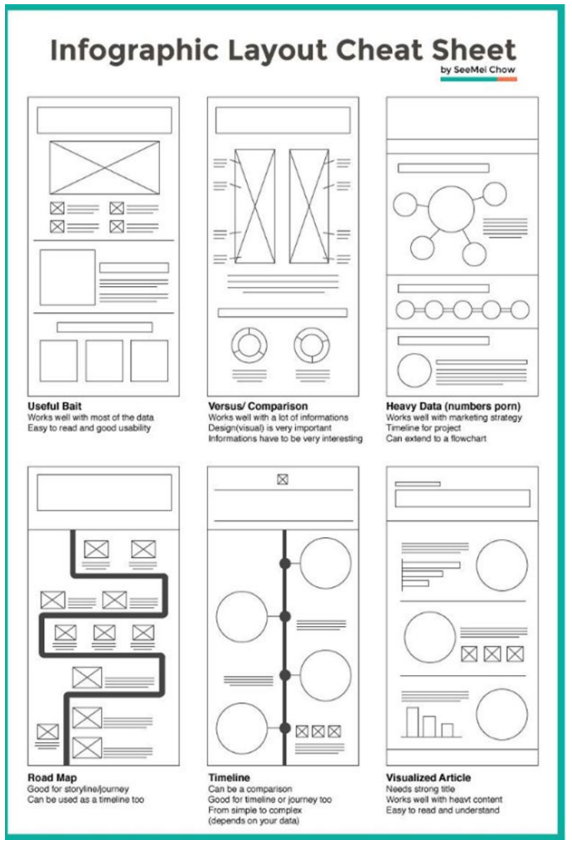
Choose any additional information to help tell the story

- Pick a template that fits your message, size, etc.
  - You ideally want to determine the number of facts and descriptions you are seeking to share with the world, and finding a template that fits your theme
- Selecting colors that fit your mood and message
  - Color impacts the tone of your infographic. Using bright, playful colors will give your infographic a.. bright and playful look.
- Adding images and icons to your infographic

Draft Process

Select a suitable template for your type of infographic

Statistical Infographic	Use this if you have a lot of data, charts/graphs
Informational Infographic	Use this when you want to convey a lot of information to your audience in an effective way
Process Infographic	Use this when you want to provide a summary or overview of a process
Timeline Infographic	Use this when providing an overview of events/passage of time
Comparison Infographic	Use this to compare different items
Geographical Infographic	Use this when you want to visualize data based on location



Where can you find these?

- **DFM resources**
- **Canva/Piktochart**
- **Google search**

Colors and Fonts

Colors:

- Use McMaster Branding Colors

Fonts:

- Univers Condensed and Arial comply with McMaster Brand Guidelines
- Use no more than 2 different fonts
- Use **bold**, underline, or larger font size to emphasize where necessary

McMaster Heritage Colours:

Name	HEX Code	RGB code	Sample
McMaster Heritage Maroon	7A003C	R122 G0 B60	
McMaster Heritage Gold	FDBF57	R253 G191 B87	
McMaster Heritage Grey	5E6A71	R94 G106 B113	

Brighter World Colours:

Name	HEX Code	RGB Code	Sample
Brighter World Yellow	FFD100	R254 G209 B0	
Brighter World Lime	D2D755	R210 G214 B85	
Brighter World Sky Blue	8BD3E6	R139 G211 B230	
Brighter World Red	A6192E	R166 G25 B46	
Brighter World Green	007B4B	R0 G123 B75	
Brighter World Blue	007096	R0 G112 B150	

Visuals

Logos:

- Include McMaster DFM/PCRC or any relevant institutional logos

Images:

- Use images from
  - DFM
  - Royalty free images online
  - Design software
- Balance visuals with text

Icons:

- Find icons on design software
- Use external sites
  - *https://thenounproject.com/*
  - *https://www.flaticon.com/*
- Be consistent with icon style

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Remember,

Infographics are about communication more than design!

Let’s Apply Our Learnings!

Context:

We are partnering with an early-parenthood program in the community to host weekly classes for soon to be parents.

Goal:

We hope to promote physical activity in children by helping parents understand its importance. We will do this by creating infographics to be used in a guidebook and posted around the community center.

Let’s create!

5 Minute Infographic Tutorial

ABSTRACT:

Objective: Understanding the social and environmental factors that influence physical activity is important in the development of effective interventions to increase physical activity behavior in children and adolescents.

Methods: One factor that has received considerable research attention is the influence of parenting practices and behaviors on child physical activity. Physical activity is an important lifestyle factor to promote the health of our community. This review evaluated 103 studies that examined the influence of parental physical activity, parental support for child physical activity, parenting style, and family cohesion on child and adolescent activity behavior.

Results: The results showed that parental support was consistently positively and significantly associated with child activity. Of the 103 studies, 75% of them report that motivating children to exercise by parent role modelling positively resulted in child participation. Although the evidence linking parenting style and family cohesion with child physical activity was unsupportive, too few studies have examined these relationships to draw firm conclusions.

Priorities for future research and implications for health care professionals are discussed.

https://www.canva.com/design/DAExsT9CrqE/share/preview?token=srZrmmX9-stNxp8RG6A09Q&role=EDITOR&utm_content=DAExsT9CrqE&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

Title

Add a subheading

Add a brief introduction here

Change graphic as needed

Highlight statement here

Bulk of information goes here

96%

Insert more details here. Can remove or adjust statistic.

4%

Insert more details here. Can remove or adjust statistic.

Add conclusion here

Insert ABT statement here

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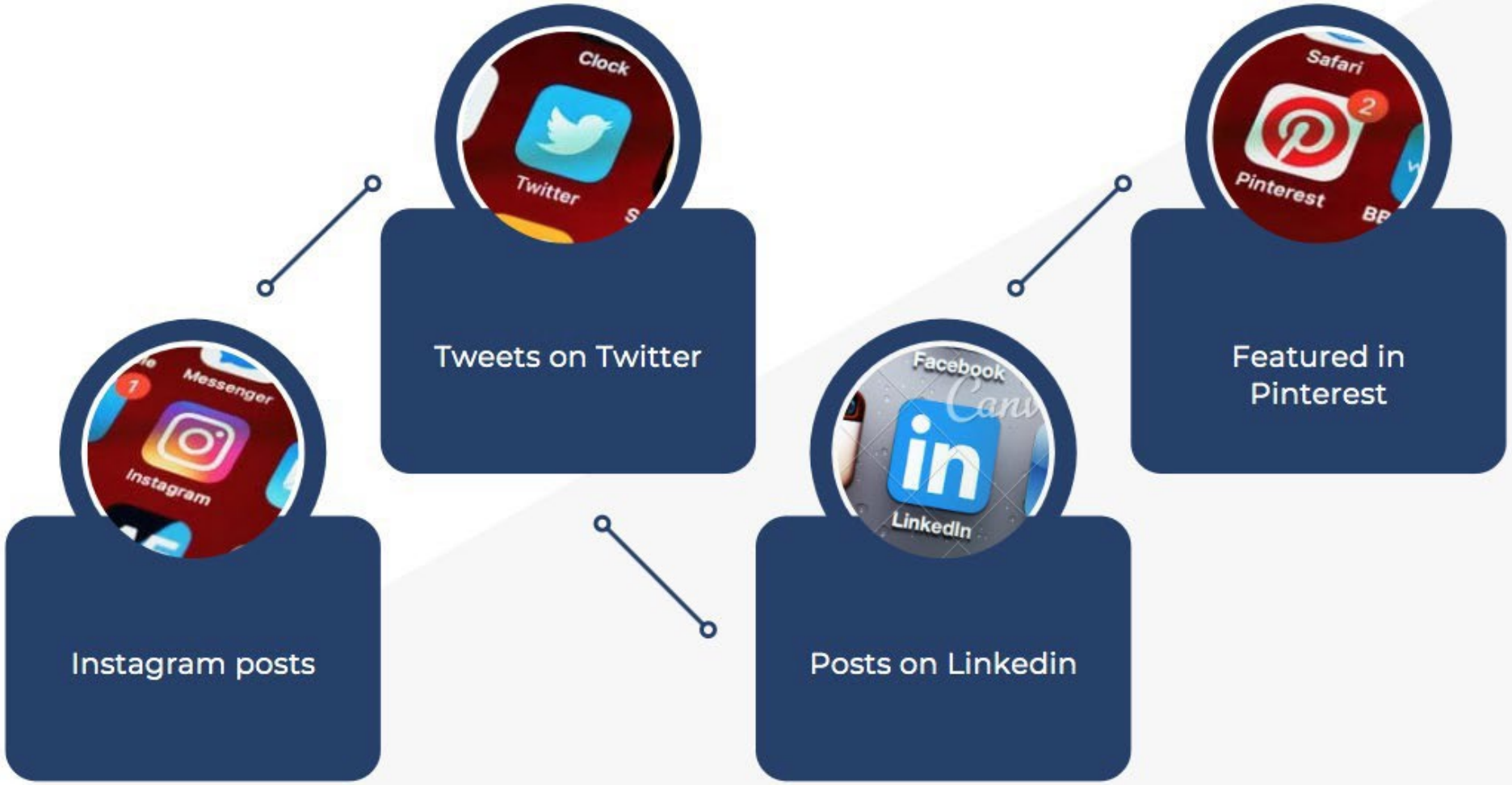
How to integrate infographics into our digital platforms



DO
Show information in a way that makes sense

DON'T
Confuse the reader with odd design choices

DON'T
Try to tell too much at once

DON'T
Use the colours of the rainbow

DO
Tell a story

DON'T
Show data without giving it context

DO
Keep it simple

DON'T
worry :)

Resources To Support You

1. Consult the KT and Communications Team to support you in developing an infographic
2. Use a templates offered by the department
   - Canva
   - PowerPoint (templates coming soon!)
3. DFM Infographic Planning Worksheet

Summary

- Communication over design!
  - Be consistent with elements
  - Avoid overcrowding
  - Avoid odd placements
  - Always give context
  - Keep it simple!
- Remember the burger method of conveying information
- Consult DFM resources, design platforms, and social media for inspiration/tips

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Faculty of Health Sciences

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