

Creating Infographics for Health Professions Educators

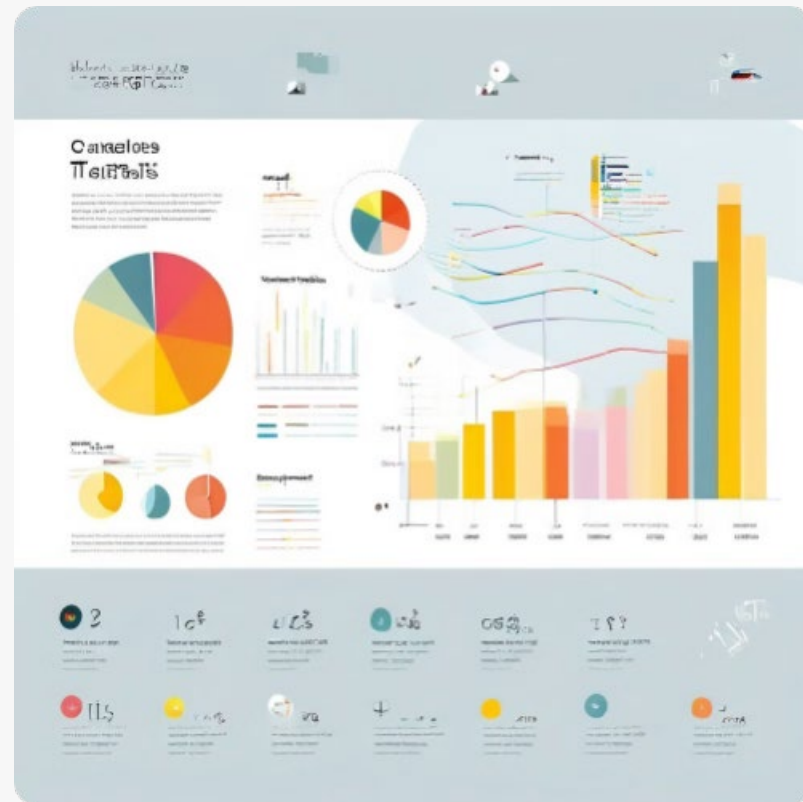
Infographics are a powerful tool for communicating complex information in a clear and compelling way. By combining data, images, and concise text, infographics can help facilitate better understanding important health topics.



Learning Objectives

1. Recognize the benefits of utilizing an infographic to share information within an academic medicine context
2. Identify how infographics can enhance sharing of information in digestible ways
3. Build an infographic for a variety of audiences within health professions education

What is an Infographic?



An infographic is a visual representation of information, data, or knowledge designed to present complex ideas quickly and clearly.



Infographics typically combine text, graphics, and images to convey information in an engaging and memorable format.



They are effective for presenting research findings, educational content, or conveying processes.

The Importance of Visual Communication

Improved Understanding

Infographics can simplify complex concepts, making them more accessible and easier to comprehend for both healthcare providers, learners or patients.

Increased Engagement

Visually engaging infographics capture attention and motivate people to learn about important topics.

Better Retention

The combination of text and visuals in infographics helps people better remember key information compared to text-only materials.

Increased Accessibility

Appeals to diverse learners and audiences.

Easy to distribute across multiple platforms.

Benefits of Using Infographics



1
Enhances
comprehension

2
Captures
attention

3
Simplifies
complex
concepts &
increases
accessibility

4
Facilitates
knowledge
dissemination

Designing Infographics for Different Audiences



Colleagues

Focus on technical details, scientific data, and evidence-based practices.



Learners

Focus on discrete learning, evidence-based practices, and key takeaways.



Patients

Emphasize easy-to-understand information, visual cues, and practical tips.



Community

Adopt a more approachable tone, use relatable examples, and highlight key takeaways.

Key Elements of Effective Infographics

Clear Objective

Determine the key message you want to convey and structure the infographic around that goal.

Meaningful Data Visualization

Choose appropriate charts, graphs, and icons to effectively present medical data and statistics.

Concise Text

Use brief, easy-to-read captions and labels to complement the visual elements.

Consistent Branding

Incorporate your organization's branding and visual identity to ensure cohesion.

Tips for Designing Effective Infographics

- Keep it simple
- Use visuals wisely

- Maintain consistency
- Prioritize readability

- Tell a story
- Test usability

Ethical Considerations in Infographic Design

Accuracy

Ensure the information presented is scientifically sound, up-to-date and properly cited.

Inclusivity

Represent diverse populations and avoid perpetuating biases or stereotypes.

Privacy

Protect patient confidentiality and obtain necessary permissions for any images or data.

Transparency

Clearly attribute sources and disclose any potential conflicts of interest.

Sharing Your Infographic

How

- Print
- Social Media
- Website
- Email Software
- Learning Management System

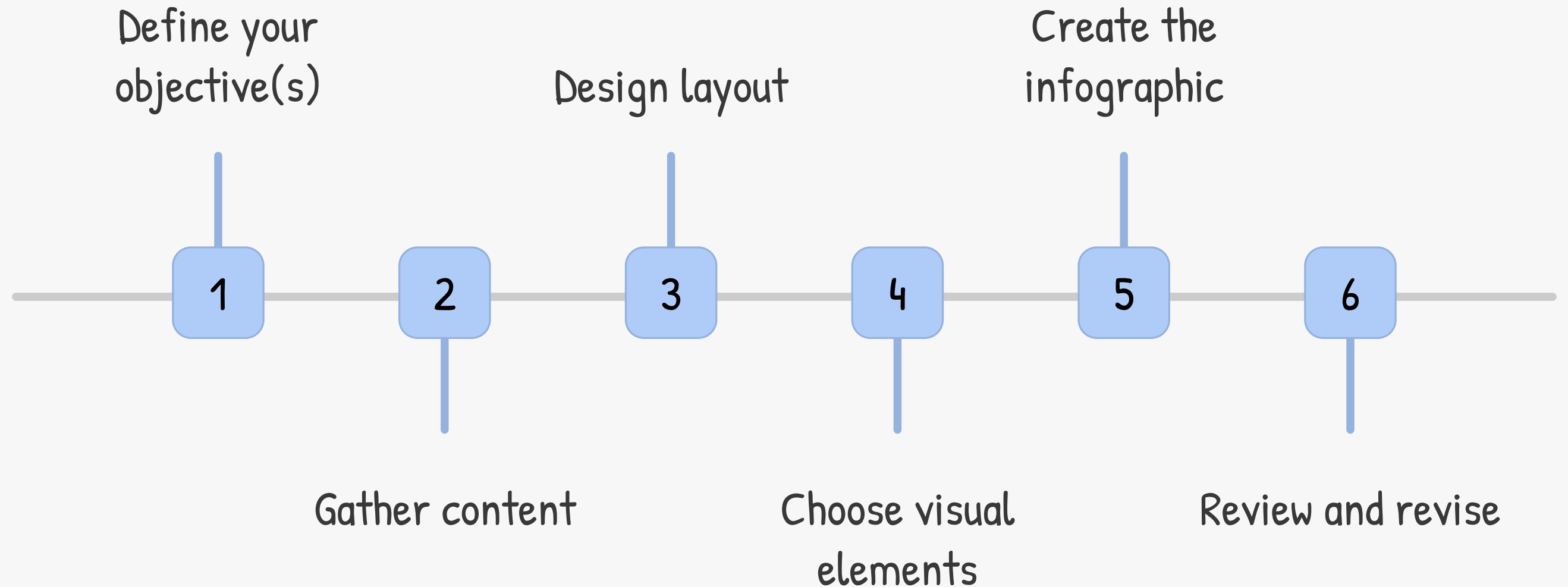
Consider

- Audience
- Context
- The "How"
- Timing

Impact

- Incorporating an analytics tool
- Utilizing feedback tools

Steps to build an Infographic



There are countless tools to help you create an Infographic

Infographic tools

From sources across the web



Venngage



Canva



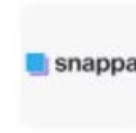
Piktochart



Visme



Infogram



Snappa



Adobe Express



Animaker



Biteable



BeFunky



DesignCap



Genially



Mind the Graph



PicMonkey



Adioma



Easelly



Google Charts



Easil



VistaCreate



Infographic Examples

Why is Greenhouse Gardening Good?

- Extended Growing Season**
Greenhouses provide a controlled environment that allows you to start planting earlier in the spring and extend your growing season well into the fall.
- Year-Round Cultivation**
With a greenhouse, you can grow a variety of plants year-round. This allows for continuous harvesting and a diverse range of crops.
- Pest and Disease Control**
Greenhouses provide a barrier against many pests and diseases, reducing the need for chemical interventions.
- Optimized Water Use**
Greenhouses allow for efficient water use through controlled irrigation systems. Water loss due to evaporation is minimized.
- Protection from Weather**
Greenhouses shield plants from extreme weather conditions such as frost, hail, heavy rain, and strong winds.

IS YOUR SAFETY TRAINING ACCESSIBLE?

There are over 1.5 billion English language learners worldwide.

1 in 4 people in the US has a disability, whether apparent or non-apparent.

Approximately 50% of the US population reads below a 6th-grade reading level.

Accessibility makes learning better for everyone, not just those with learning challenges.

To accommodate those with learning disabilities, low literacy, or non-native English speakers:

- Make it easy to request accommodations ahead of time (such as sign language interpreters)
- Use large fonts (at least 24 points)
- Select user-friendly fonts (sans serif) such as Calibri, Garamond, Arial
- Use colors that are easy to see and read (no yellow on white)
- Add real-time closed captioning to slides
- Ensure classrooms and activities are physically accessible
- Use simple, direct, and concise language that is a 5th grade level or below
- Explain acronyms and unfamiliar terms
- Send learning materials out ahead of time
- Ask bilingual employees for assistance translating or consider translation apps (not perfect but can help bridge gaps)

Content provided by Green Noreen Kieppert, M.Ed., CPTD, Chief Learning Consultant of Kieppert International Training Associates. For more information on how to make your training accessible, please contact Green at green@kietrain.com or green@kietrain.com

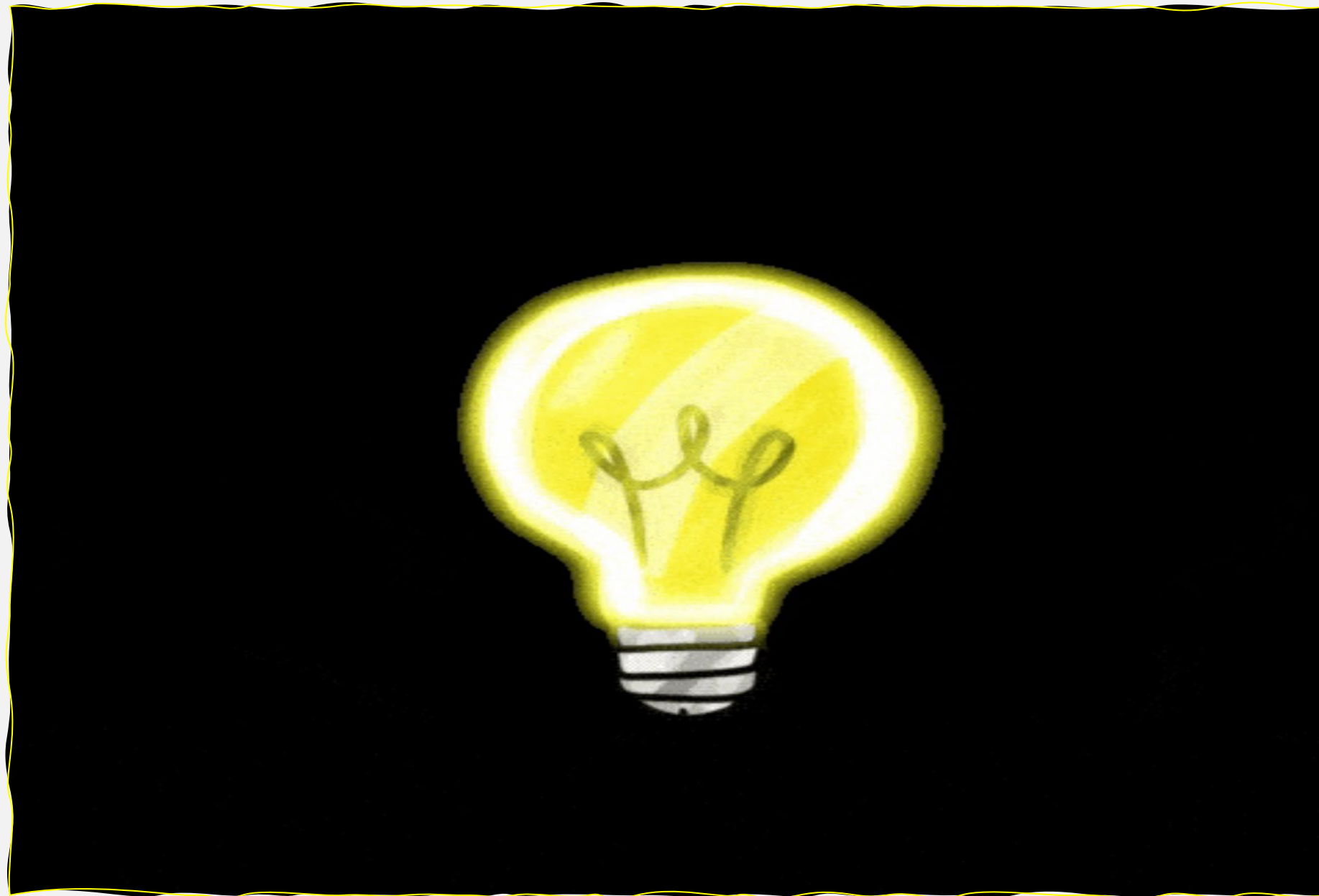
EXPECTATIONS AND GOALS: SET THESE WITH A LEARNER

- 1. INTRODUCTIONS**
Introduce yourself and orient your learner to the learning environment (location, start, workflow, facilities).
Elicit information about your learner, ask your learner about prior experiences in this clinical setting & with this patient population.
- 2. EXPECTATIONS & GOAL SETTING**
Help the learner identify expectations particular for this clinical setting.
Help the learner set goals that are specific, realistic, and timely.
- 3. WRAP UP**
Address any questions and concerns to support an environment with psychological safety.
- 4. FOLLOW-UP**
Exchange preferred contact information for ongoing communication.
*Check to assess progress towards goals.
Note: use "Learning Health to Prepare to Teach"

TELEHEALTH VISIT: THE 5 MICROSKILLS TO PRECEPT

- #1 FRAME THE SESSION**
 - WHAT IS YOUR PRIOR EXPERIENCE WITH TELEHEALTH?
 - WHAT DO YOU KNOW ABOUT THE PATIENT (GRADE TO THE CASE)?
 - HOW WILL YOU OBTAIN CONSENT FOR THE VISIT?
 - HOW WILL YOU CONDUCT THE INTERVIEW & FOCUS ON THE CHIEF CONCERN (CC)?
 - HOW WILL YOU GATHER PATIENT HISTORY?
 - HOW WILL YOU ADDRESS PHYSICAL EXAM (PE), AS NEEDED?
- #2 PROBE POST TELEHEALTH VISIT**
 - WHAT WAS YOUR IMPRESSION OF THE ENCOUNTER?
 - UNDERSTANDING OF CC, INCLUDING MP
 - OBJECTIVE DATA: DIRECT OBSERVATION, VITALS, PE
 - WHAT IS YOUR ASSESSMENT & PLAN?
 - DO WE NEED TO SCHEDULE A FOLLOW-UP VISIT?
- #3 TEACH**
 - IDENTIFY COMMUNICATION & CLINICAL SKILLS
 - TEACHING POINTS
 - ADDRESS SPECIFICALLY TELEHEALTH COMMUNICATION SKILLS APPLIED TO THE ENCOUNTER (VERBAL & NONVERBAL)
 - CONSIDER ASKING THE STUDENT TO PRACTICE TEACH BACK FOR A FOLLOW-UP VISIT
- #4 REINFORCE BEHAVIORS OBSERVED**
 - ASK THE LEARNER WHAT THEY WANT
 - TELL YOUR OBSERVATIONS (COMMUNICATION & CLINICAL)
 - ASK THE LEARNER WHAT THEY WANT TO DO DIFFERENTLY
 - PROVIDE ENCOURAGEMENT
- #5 FOCUS THE LEARNER TO SELF-IDENTIFY GAPS**
 - KNOWLEDGE SKILLS
 - COMMUNICATION (VERBAL/NONVERBAL)
 - HISTORY
 - PHYSICAL EXAM
 - ASSESSMENT & PLAN

Let's create an Infographic!



Infographics Debrief

One thing you learned....

1

One thing you are still
curious about....

2

Where can you implement...

3

Best Practice Takeaways

Start with a Clear Objective

What are you hoping to accomplish by using this method to communicate?

Consider your audience and your message

Choose the right charts, graphs, icons, and other information to clearly communicate and tell the story.

You can create an infographic

Utilize tools available to assist you in the creation process.

Any questions?



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Think of some thing later?