

Drowning in Data? Stop Drinking from the Fire Hose and Use Infographics to Communicate, Motivate and Captivate



What is an Infographic?

Information – an effective infographic provides information on a specific topic in a creative way

Eye-candy – much more appealing to look at graphics than plain text. Putting the two together makes information more interesting and memorable



"Vision trumps all other senses. We learn and remember best through pictures, not through written or spoken words."
John Medina, BRAIN RULES

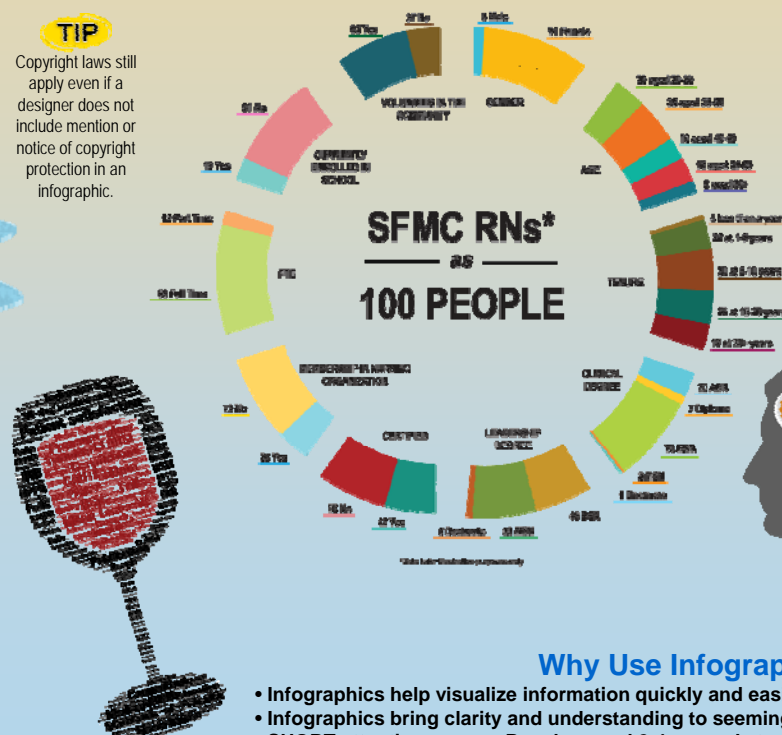
Impact

- Combines the Art and Science of Nursing to create show-stopping, memorable images that reveal previously indiscernible relationships
- Incorporates humor, storytelling, creativity and innovation while engaging the viewer
- Brings clarity to results
- Mix of design, writing and analysis integrated with technology
- In data-rich/time-poor healthcare environment, possesses the power to communicate, motivate and captivate
- Underused communication modality in healthcare

TIP

Copyright laws still apply even if a designer does not include mention or notice of copyright protection in an infographic.

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Where Do I Start?

1. Think of data that needs communicated. Make a list of possible ideas for your infographic.
2. Create a skeleton and flowchart. This will be your initial draft.
3. Color scheme it. Use eye-friendly colors such as pastels and bright hues.
4. Choose Eye-Catching Graphics – People are attracted to visuals more than text.
5. Provide facts and conclusions. Illustrate statistics. Make it simple.
6. Edit, edit, edit. Filter through everything to create a narrative.

40%

People that respond better to visual information than plain text

90%

Amount of information that comes to the brain that is visual



People love using pictures to communicate and tell stories because it's hardwired into the human brain.

CAUSES OF SLIPS, TRIPS, & FALLS



Why Use Infographics?

- Infographics help visualize information quickly and easily — *It's Show Without Tell!*
- Infographics bring clarity and understanding to seemingly unrelated factors
- SHORT attention spans—People spend 2-4 seconds to decide whether or not to read content