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 graphs than plain text. Putting the two together makes information more interesting and memorable

**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

**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

**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.
6. Edit, edit, edit. Filter through everything to create a narrative.

“Vision trumps all other senses. We learn and remember best through pictures, not through written or spoken words.”

John Medina, **BRAIN RULES**