Infographics: Turning Statistics Into Visual Storytelling

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National Child & Maternal Health Education Program
Initiative to Reduce Elective Deliveries Before 39 Weeks of Pregnancy

Why infographics?
"Infographics provide a format that utilizes engaging visuals to not only appeal to an audience hungry for information, but also aid in the comprehension and retention of that material." 1

Using Infographics for Health Communication
An infographic:
• Tells a story with the data.
• Provides context to information.
• Presents health information in a format that’s more easily understood by populations with low health literacy. 2

Images are processed by the brain more quickly than raw numbers. 3

An infographic is a visual presentation of evidence, not just a pretty picture. 5

HHS Office of Disease Prevention and Health Promotion

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"An interesting and unique concept. Sound research or data. Engaging content. Appealing design. An association to your brand." 1