Infographics: Turning Statistics Into Visual Storytelling

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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]

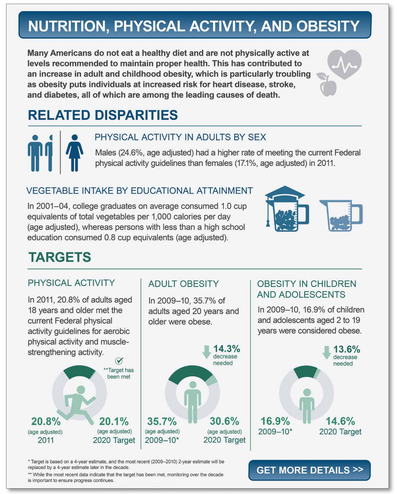
Using Infographics for Health Communication

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.[4]

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

HHS Office of Disease Prevention and Health Promotion



[1] Lankow, J., Crooks, R., and Ritchie, J. (2012) Infographics: The Power of Visual Storytelling. Hoboken, NJ: Wiley.

[2] McCarty, B. Infographics: Separating the great from the mediocre. (2013). Retrieved on August 1, 2013 from http://thenextweb.com/insider/2013/07/26/infographics-separating-the-great-from-the-mediocre/

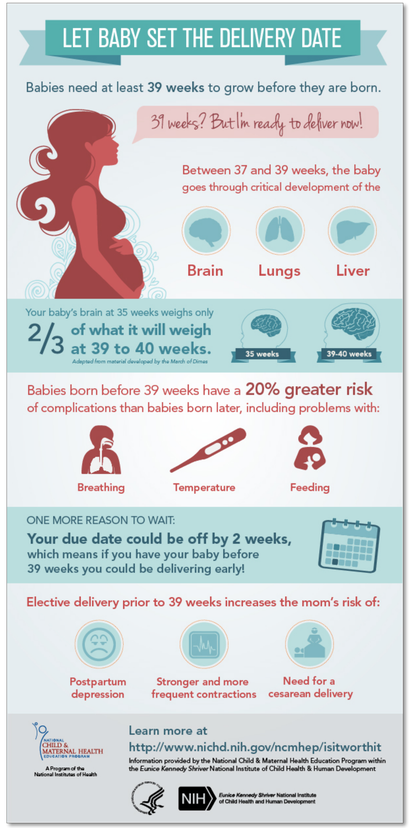
[3] Smiciklas, M. (2012) The power of infographics: Using pictures to communicate and connect with your audiences. Saddle River, NJ: Pearson Education, Inc.

[4] Garcia-Retamero R, Okan Y, and Cokely E. Using Visual Aids to Improve Communication of Risks about Health: A Review. *The Scientific World Journal* 2012:1-10.

[5] Kuenn, A. (2013). What makes a great infographic? 8 experts weigh in. Retrieved on August 1, 2013 from http://marketingland.com/8-experts-talk-about-making-great-infographics-34958

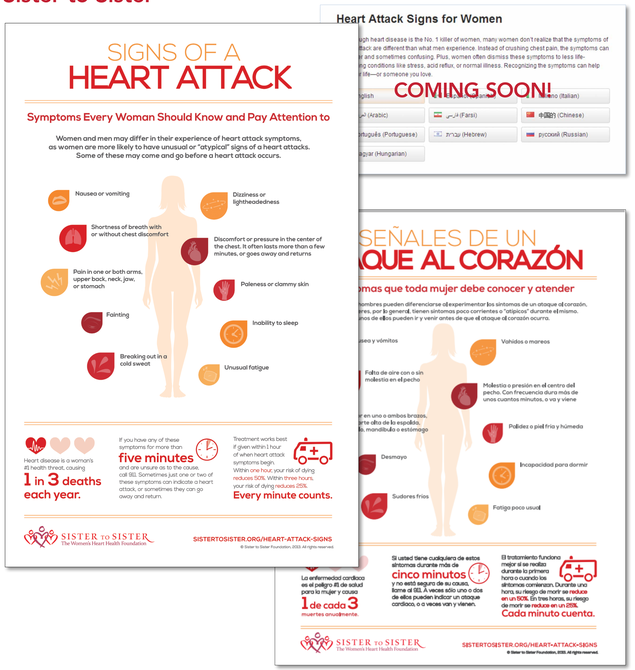
National Child & Maternal Health Education Program

Initiative to Reduce Elective Deliveries Before 39 Weeks of Pregnancy



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

Sister to Sister



An infographic should have:

- An interesting and unique concept.
- Sound research or data.
- Engaging content.
- Appealing design.
- An association to your brand.[2]