

# A Picture is Worth A Thousand Words

The Use of Infographics in School Nursing  
Kim Ragan, RN, BSN, NCSN  
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## Presenter Disclosure

I disclose the absence of personal financial relationships with commercial interests relevant to this educational activity within the past 12 months.

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## Objectives

1. Participants will gain understanding of the use of infographics
2. Participants will learn why the visual effects of an infographic are an effective and easy way to share a complex message with their audience
3. Participants will be able to understand what should be included in an infographic
4. Participants will gain knowledge on how to be able to develop an infographic

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### What is an infographic?

- An image containing graphics and text including statistics about a certain subject.
- Infographics provide information in a visual manner that is fun and exciting with a clear take-away for the reader.
- It is done in a creative way to let people understand the message or the story being delivered.
- Simply put, it's a story told in a visual way.

<http://www.graphicdesigndegreehub.com/great-infographic/>

<http://www.business2community.com/infographics/anatomy-high-performing-infographic-infographic-01066948>

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### History

- Infographics are very popular on the internet
- But history of infographics predates the web by about 32,000 years
- Weather & geological maps, anatomical diagrams, Egyptian hieroglyphics are infographics.
- Paintings done by cavemen from 30,000 BC could easily be called the first infographics
- Florence Nightingale used information graphics to change history and persuade Queen Victoria to improve conditions in military hospitals.

<http://visual.ly/history-of-infographics>

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### History

- Predate writing as a means of disseminating information.
- People were creating and using maps before the advent of written language.
- 1975 Professor Edward Tufte of Princeton created infographics that are considered the first of today's modern infographics.

<http://whatis.techtarget.com/definition/infographics>

<http://www.graphicdesigndegreehub.com/great-infographic/>

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### What is the purpose of an infographic?

- Make complicated information easily understandable and visually compelling.
- Used to quickly communicate a message,
- Simplify the presentation of large amounts of data,
- Monitor changes in variables over time
- They improve a reader's understanding by using graphics to reveal patterns and trends.

<http://whatis.techtarget.com/definition/infographics>

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### Infographics

- Infographics abound in almost any public environment -- traffic signs, subway maps, tag clouds, musical scores and weather charts are just a few examples, among a huge number of possibilities.

<http://whatis.techtarget.com/definition/infographics>

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### Why use them?

- People love to view graphics more than just plain text.
- When combined, you make information and learning more interesting and fun.
- A picture is worth a thousand words – based on this, [infographics](#) could carry hundreds of thousands of words.
- Read a 1000-word article vs. infographic that needs a few scroll-downs
- Colored charts and illustrations deliver connections better than tables and figures
- Readers who like what they see are more likely to share visual guides more than articles.

<http://www.hongkiat.com/blog/infographic-tools/>

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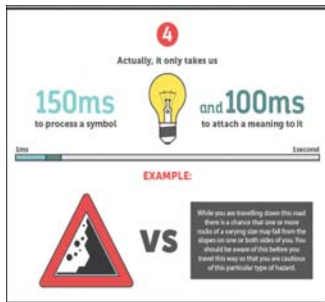
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### Why use them?

- 40% more people will respond to visual information over plain text
- Infographics help us to visualize relationships and statistics simply and easily
- Researchers have found that color visuals increase willingness to read by 80%.
- We need to understand things fast because we suffer from information overload.

<http://www.business2community.com/infographics/anatomy-high-performing-infographic-infographic-01066948>

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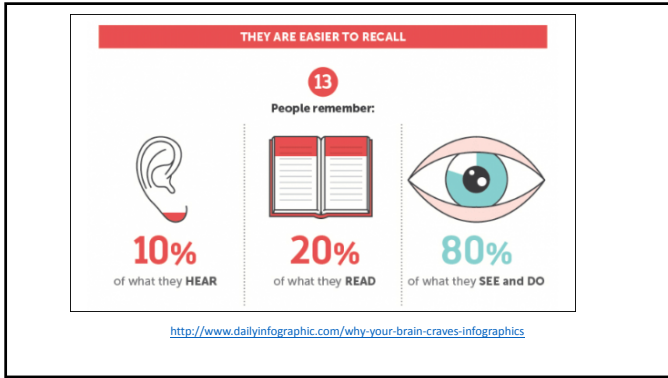
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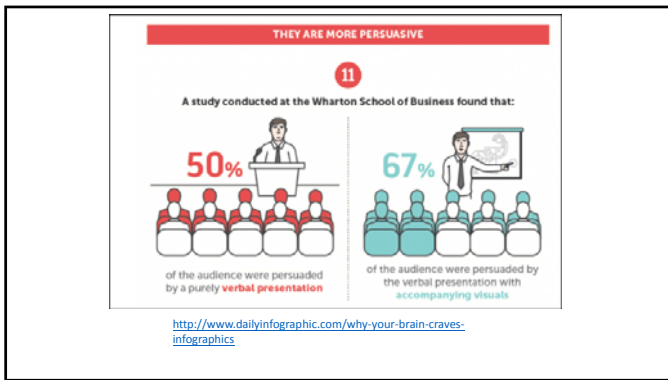
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Examples of infographics

<http://infographiclabs.com/news/what-is-an-infographic/>- has an excellent infographic on what is an infographic and the steps to developing one

<http://www.dailyinfographic.com/put-a-new-spinach-on-your-salad>

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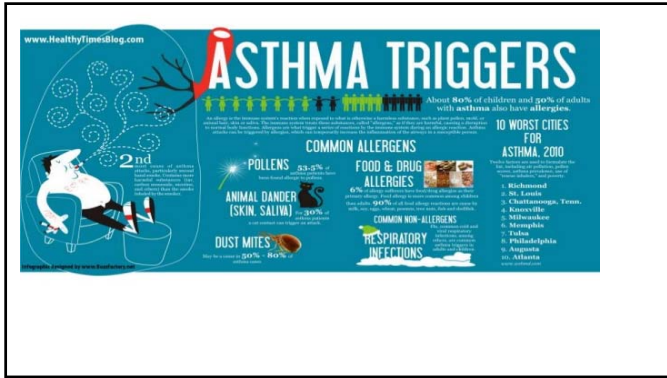
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The learning benefits of using infographics

- An easy-to-read illustration helps tell a story and makes data points easier to understand.
- Today, in an era of information overload and shortened attention spans, many organizations are using infographics to quickly deliver information.
- One of the most effective forms for communicating information in the digital age.
- Effective because of their visual element.

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### How the brain processes text and pictures

- Humans receive significantly more information from vision than any of the other four senses.
- 50% of the human brain is dedicated to visual functions
- Images are processed faster than text.
- The brain processes pictures all at once, but processes text in a linear fashion, meaning that it takes longer to obtain information from text.
- The brain is designed to seek out things that are different.

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### How the brain processes text and pictures

- So, in a way, by using infographics to communicate, you make it physically easier for your audience to relate and connect to your information.
- 90% of information transmitted to the brain is visual
- The human brain processes visuals **60,000 times faster** than text

<http://www.quepublishing.com/articles/article.aspx?p=1916418>  
[http://www.boston.com/business/blogs/global-business-hub/2014/03/the\\_power\\_of\\_vi.html](http://www.boston.com/business/blogs/global-business-hub/2014/03/the_power_of_vi.html)

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One of the reasons we can process images faster than text is how the brain handles information. It processes data from pictures all at once and processes text in a linear manner.




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### Elements of an infographic

- Visualizations that present complex information quickly and clearly,
- that integrate words and graphics to reveal information, patterns or trends.
- Visualizations that are easier to understand than words alone &
- that are beautiful and engaging

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### 3 parts of an infographic

1. The visual-refers to the colors, graphics, and icons used in designing the infographic
2. the content- this includes text, statistics, timeframes and references.
3. the knowledge- this refers to the facts and conclusions to convey the overall message or story

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### The Do's when developing an infographic

- Do identify and focus on your audience
- Do your research- data should be current
- Do narrate a story
- Do relay your data clearly and concisely
- Do balance the use of text and images

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### The Do's when developing an infographic

- Do make use of a visually stimulating color palette
- Do find ways to visualize data
- Do think outside the box
- Do make your infographic sharable
- Do remember to cite your sources

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### The Don'ts when developing an infographic

- Don't confuse the audience
- Don't overlook the beauty of simplicity
- Don't go crazy with your visual details
- Don't make the infographic too large
- Don't kill yourself trying to create a cool infographic. Remember **content is king**.

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### Don'ts

- Don't go overboard on typography-even the most insightful content can fail if it hard to read.
- Don't sacrifice content for visual appeal.
- Don't use medical jargon or abbreviations
- You do not need to fill every space of your infographic with graphics and text

<http://www.business2community.com/infographics/anatomy-high-performing-infographic-infographic-01066948>

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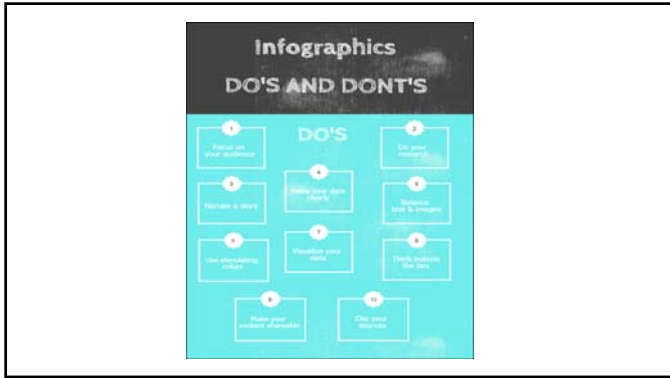
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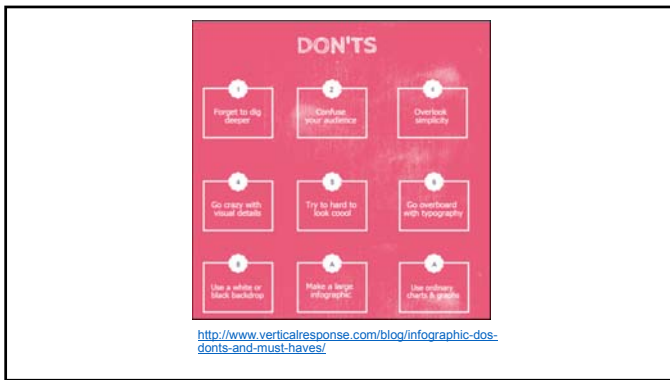
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How to implement the use of infographics into your SN practice

- Infographics can be used to share messages with parents and staff at your school.
- Make an eye catching poster infographic on common health related topics.
- Examples
- Hang them in high traffic areas at your school, put them on your individual school or district websites, parent newsletters, LEA Facebook or Twitter pages.

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### How to implement the use of infographics into your SN practice

- Maybe you want to promote JDRF Walk to Cure or another event happening at school
- At the county level you can create an infographic that shares some of the data from your end of year state report showing the impact that the school nurses are making in your county to share with the powers that be
- The ideas can be endless

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### What story do you want to tell?

Ask yourself:

- What is the story I want to tell?
- Is it relevant to my practice or organization?
- Why am I telling the this story?
- Who am I telling this story to?
- All good stories have a beginning, middle, and end.

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### Tuning in your topic to your audience

- Internal audiences
- external audiences
- In order to engage effectively with your audience, always keep them at the forefront of your mind as you design your infographic

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### The audience

- Don't assume everyone is familiar with your topic.
- The purpose of a successful infographic is to be eye-catching, interesting, and most importantly to educate people.
- Even if you're targeting a particular type of audience, a broader and wider audience may gain access and view your information.

<http://digitalmarketingphilippines.com/5-dos-and-donts-when-creating-infographics-for-visual-content-marketing/>

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### You're ready to get started! Where to begin:

- Think of an idea for your infographic
- Collect your data
- Create a skeleton and flowchart
- Choose a template for your graphic
- Customize your infographic
- Choose a color scheme

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### You're ready to get started! Where to begin:

- Choose your font
- Use eye catching graphics
- Provides facts and conclusion- Illustrate statistics. Make it simple
- Edit, edit, edit
- Publish and promote!

<http://infographiclabs.com/news/what-is-an-infographic/>

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### Free on-line tools to create infographics

- [www.easel.ly/](http://www.easel.ly/)
- <http://piktochart.com/>
- <http://www.graphicstock.com/>
- <https://infogr.am/>
- <http://www.statsilk.com/>
- <https://venngage.com/>
- [www.dailyinfographic.com/](http://www.dailyinfographic.com/) - examples of graphics on lots of different topics
- <http://blog.hubspot.com/blog/tabid/6307/bid/34223/5-Infographics-to-Teach-You-How-to-Easily-Create-Infographics-in-PowerPoint-TEMPLATES.aspx> - graphics with tips on how to design an infographic
- <http://www.hongkiat.com/blog/infographic-tools/> - lists multiple sites for developing different types of infographics

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### Activity

- Develop an infographic on the "Role of the School Nurse"

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### Discussion

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Developing your narrative

You can distribute your infographic as is  
 OR  
 You can use it to supplement a presentation or conversation  
 Be prepared to answer questions or to support your information

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Using clinical knowledge, the school nurses provide health care to students and staff

**The number of health room visits involving nursing assessments for students and staff = 114,555**

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