



# Infographics for Effective Knowledge Transfer

**PAVRO Live 2017**

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# What's an Infographic?

# An Infographic is..

**a visual representation of data,  
information, or knowledge used to  
convey information quickly and clearly**

- Jim McDonald, School of Media, Ryerson University

# DIABETES BY THE NUMBERS



- TOTAL: 25.8 MILLION PEOPLE**
- DIAGNOSED:** 18.8 million people
- UNDIAGNOSED:** 7 million people
- PREDIABETES:** 79 million people
- NEW CASES:** In 2010, 1.9 million new cases of diabetes were diagnosed in people aged 20 years and older

U.S. HISPANICS ARE **66%** MORE LIKELY TO BE DIAGNOSED WITH DIABETES COMPARED TO NON-HISPANIC WHITES

MORE THAN **90%** (9-IN-10) OF U.S. HISPANICS WITH DIABETES OR AT RISK, HAVE NOT VISITED A PODIATRIST

NEARLY **12%** OF U.S. HISPANICS AGED 20 OR OLDER HAVE DIABETES



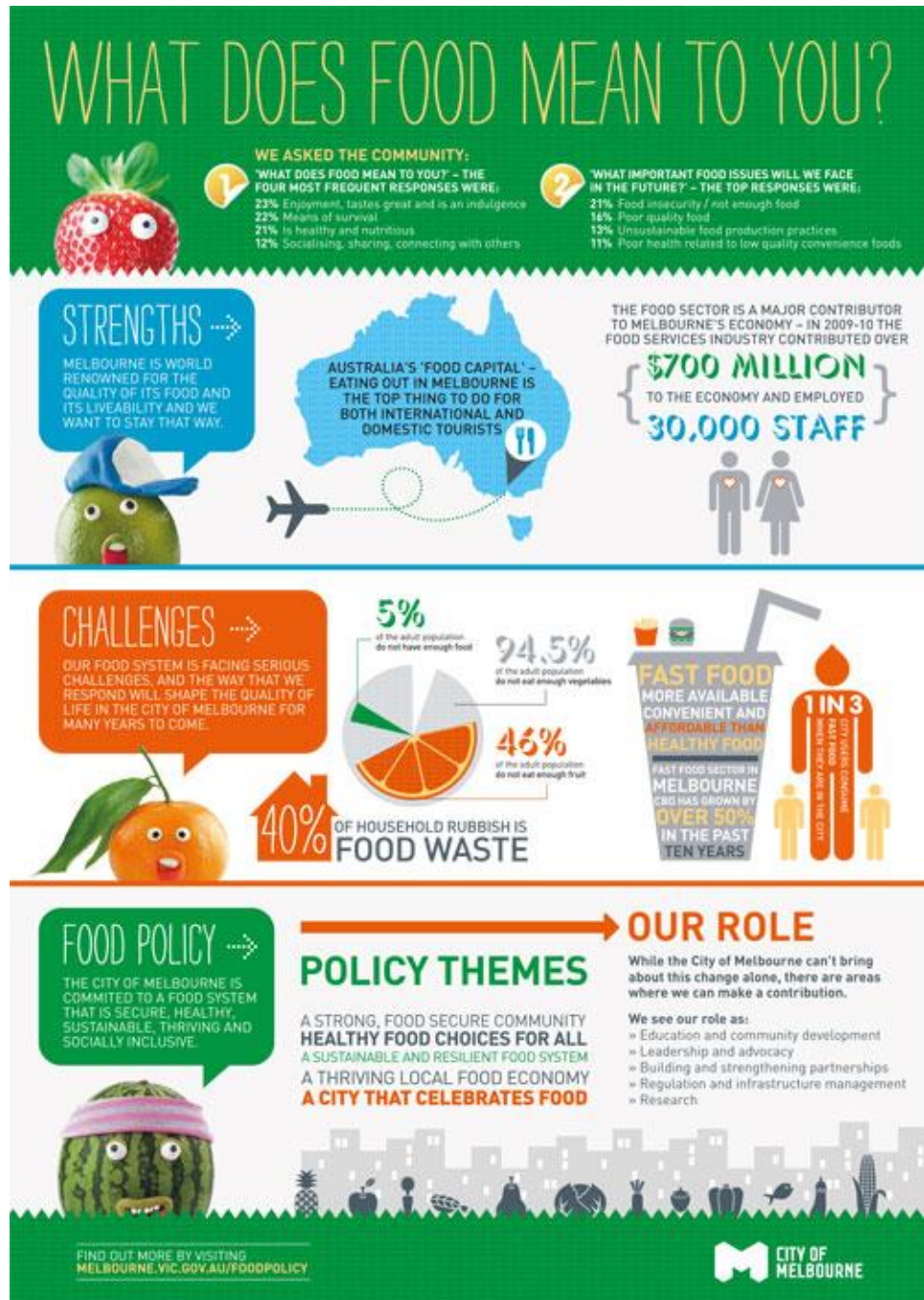
MORE THAN **60%** of non-traumatic lower-limb amputations in the U.S. occur among people with diabetes



COMPREHENSIVE FOOT CARE PROGRAMS CAN REDUCE AMPUTATION RATES BY **45-85%**

## Health data

# Municipal food policy





# HOW TO MAKE MONEY

the startup way

by Anna Vital



**find a product** (or idea) that is popular but not yet perfect



buy one, and **study** it in detail



figure out how to **improve** it



make a **prototype**



**show** the prototype to 100 people

10%



**give** her 10% of your company

find a person with a lot of money, an **investor**

50%

**split** with your co-founder 50% (use vesting)



find a **co-founder** who can build it with you



**remake it**, until people start pre-ordering it, (ex. Kickstarter)

**make** the product



**sell your product** to 1 Million people



get **more money**



list your company on **stock exchange** like NASDAQ



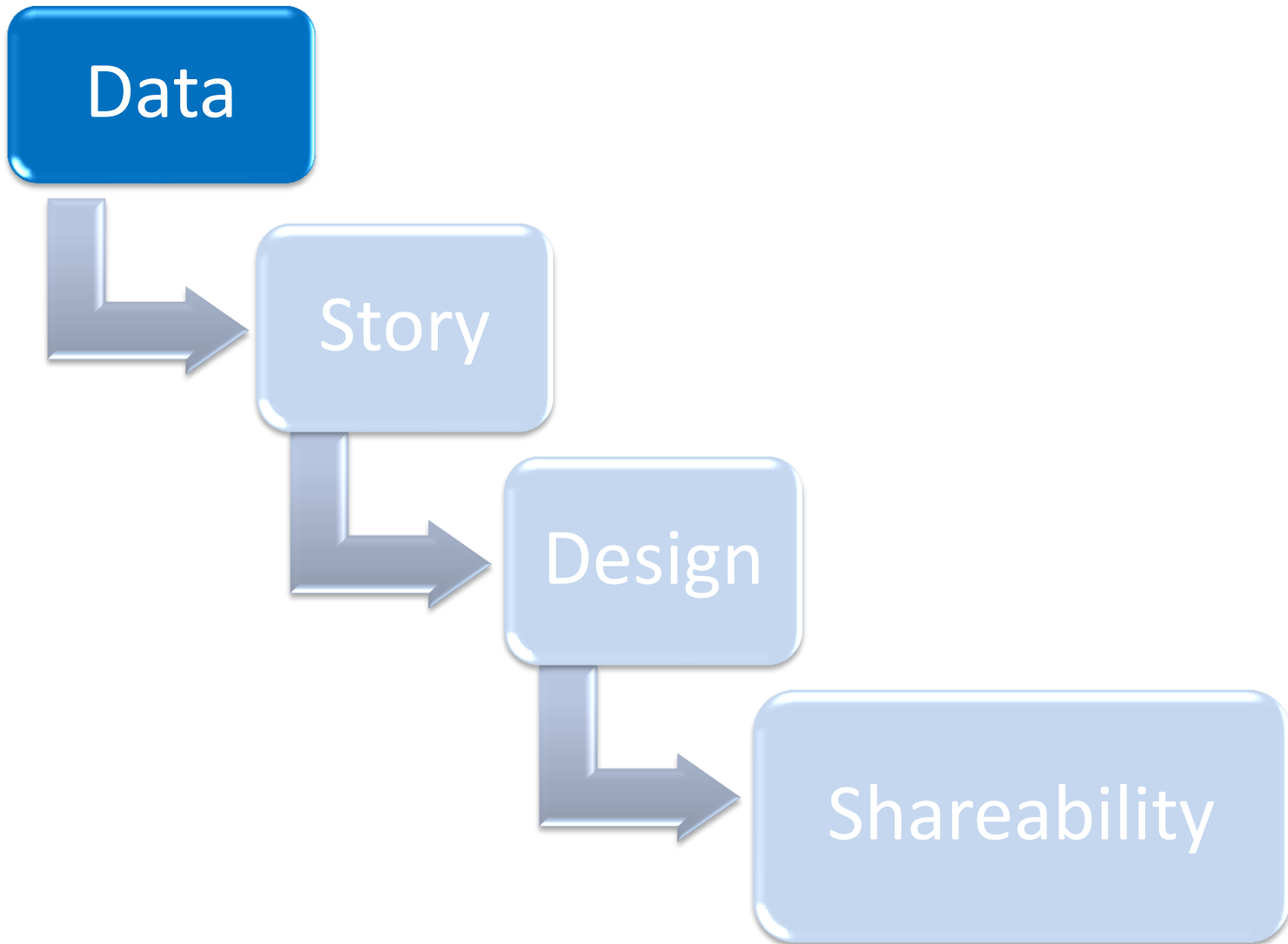
your investor, your co-founder, and you all make money when you **sell shares** there



F&F Funders and Founders

Just about anything...

# So, what makes a good infographic?





# WHAT MAKES CANADIANS SICK?

50%

**YOUR LIFE**

- INCOME
- EARLY CHILDHOOD DEVELOPMENT
- DISABILITY
- EDUCATION
- SOCIAL EXCLUSION
- SOCIAL SAFETY NET
- GENDER
- EMPLOYMENT/WORKING CONDITIONS
- RACE
- ABORIGINAL STATUS
- SAFE AND NUTRITIOUS FOOD
- HOUSING/HOMELESSNESS
- COMMUNITY BELONGING

25%

**YOUR HEALTH CARE**

- ACCESS TO HEALTH CARE
- HEALTH CARE SYSTEM
- WAIT TIMES

15%

**YOUR BIOLOGY**

- BIOLOGY
- GENETICS

10%

**YOUR ENVIRONMENT**

- AIR QUALITY
- CIVIC INFRASTRUCTURE



THESE ARE CANADA'S SOCIAL DETERMINANTS OF HEALTH #SDOH



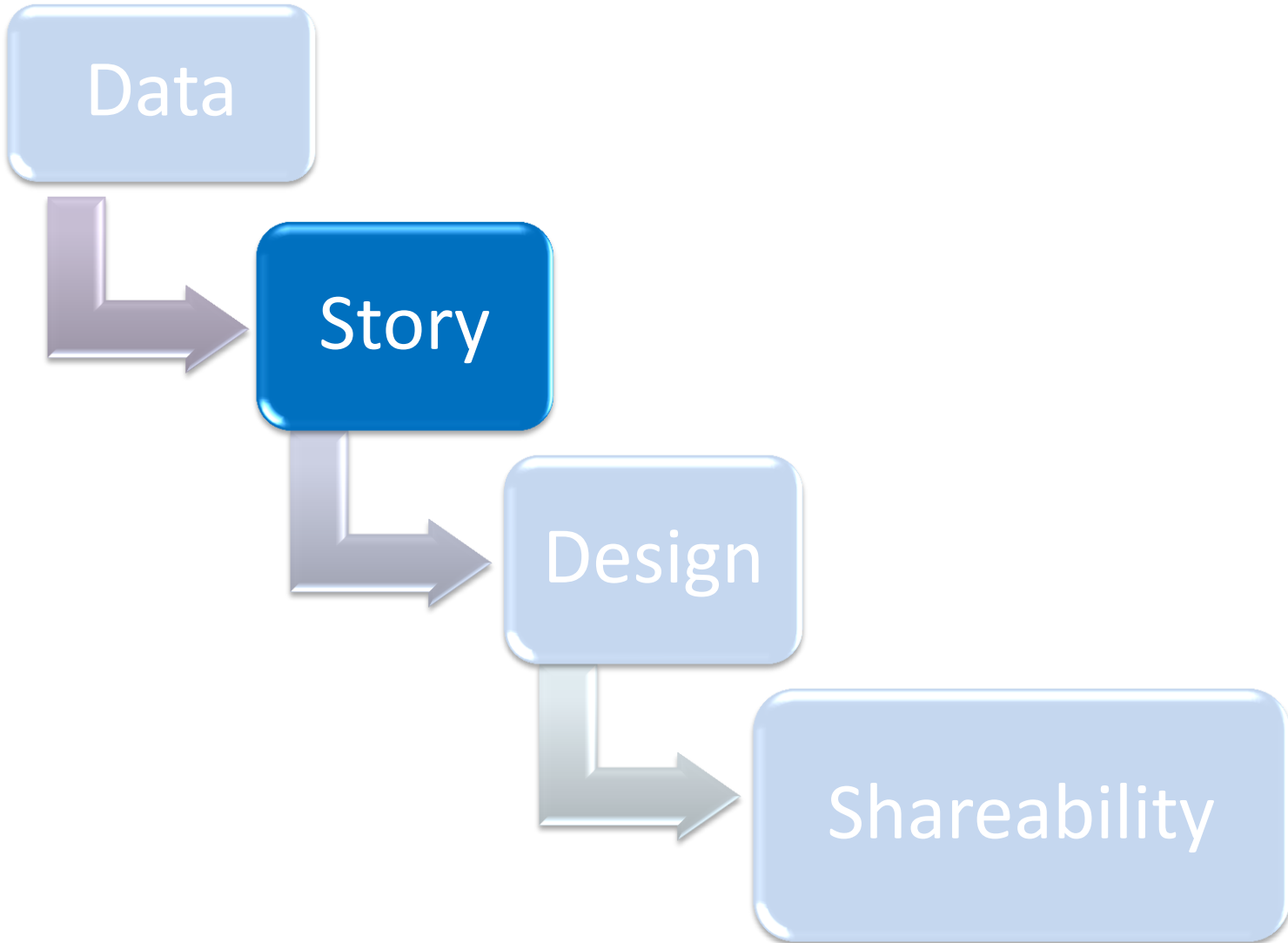
# How Quitting Smoking Changes Your Body



# Be sure to...

- **Avoid distorting data**
- **Always use credible sources**

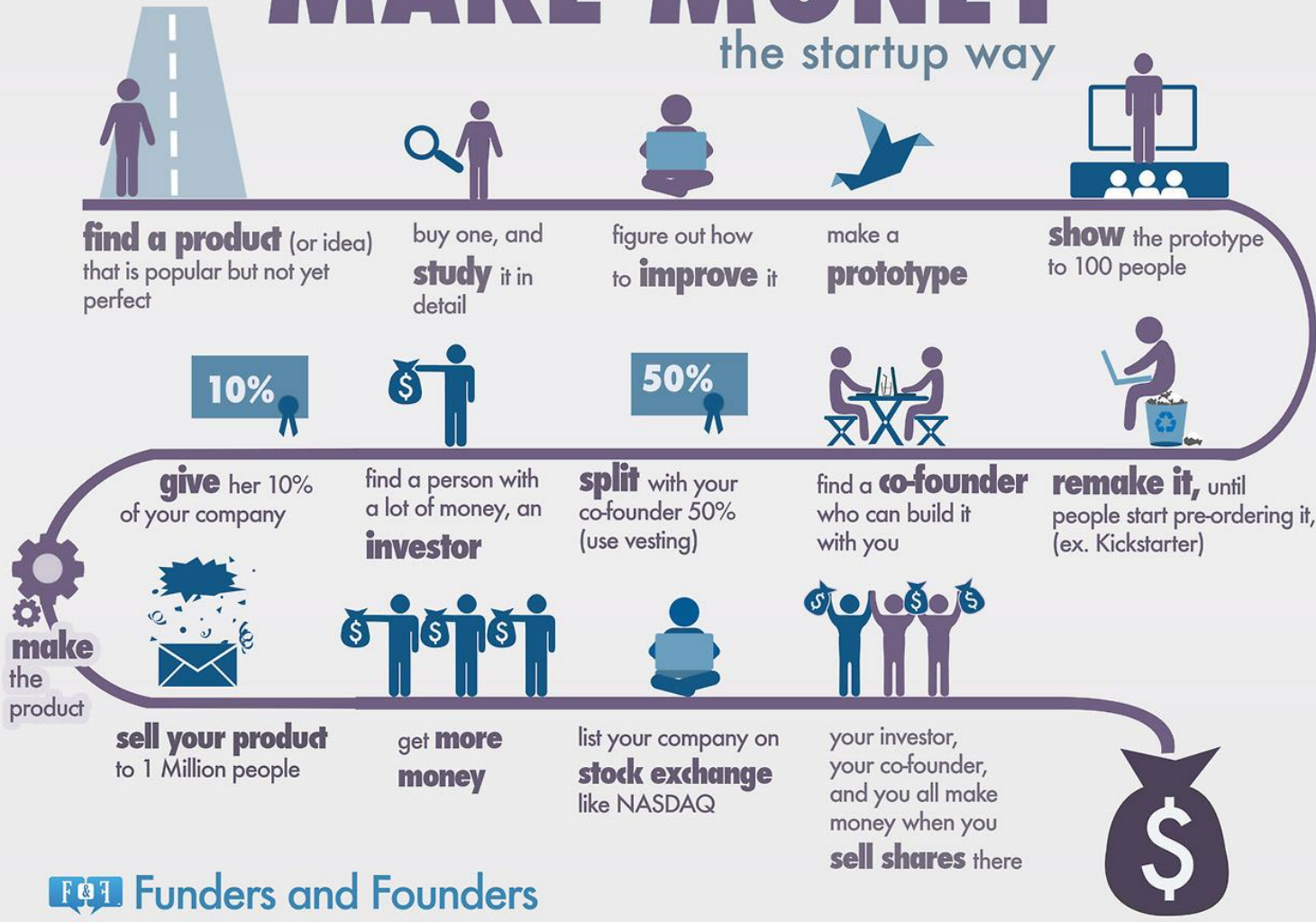
# So, what makes a good infographic?



# HOW TO MAKE MONEY

the startup way

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Just about anything...<sup>13</sup>

# No different than any other presentation.

- **Content**

- Tell a story

**Show, don't tell!**

- **Time**

- Can be read in 60 – 90 sec

- **Engage**

- Keep a running narrative

- Have a conversational tone

- Thoughtful design



The average Canadian kid  
watches up to  
**8 hours**  
of screens every day.



Over a week, that's more  
time than their parents  
spend at work.

Source: 2012 Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth

Meanwhile,  
**92%**  
of Canadian kids  
would rather play  
with their friends  
than watch TV.



So from March 23 - 29, let's get our families to  
Unplug & Play and get outside for some good  
ol' fashioned fun.



**UNPLUG  
PLAY**



**PARTICIPACTION**

[participACTION.com](http://participACTION.com)

# LET'S GET MOVING, CANADA!



3 – 4 year olds spend

**50%**

of waking hours  
being **SEDENTARY.**



For 5 – 11  
year olds it's

**57%**



and

**68%**



for 12 – 17  
year olds.

For adults, it's **OVER**

**10 HOURS  
A DAY!**

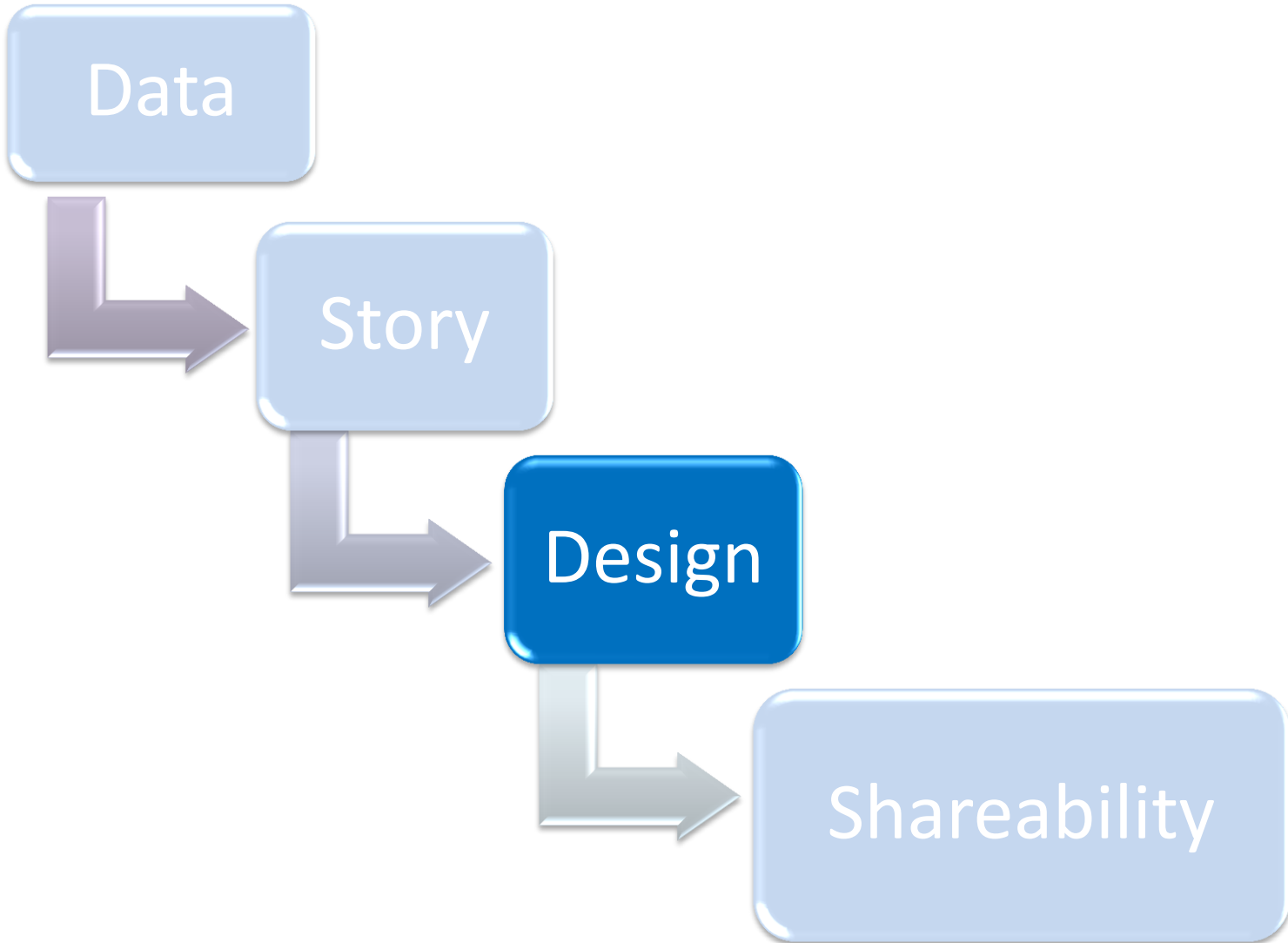


Source: Active Healthy Kids Canada (2013). Are We Driving our Kids to Unhealthy Habits?  
2007-2011 Canadian Health Measures Survey

  
**PARTICIPACTION**  
*Let's get moving.*

[participACTION.com](http://participACTION.com)

# So, what makes a good infographic?



# Graphical displays should...

- **Show the data**
- **Induce viewer to think about substance**
  - vs. methodology, graphic design, software used
- **Make large datasets coherent**
- **Encourage the eye to compare different pieces of data**
- **Serve a reasonably *clear purpose***
  - Description, exploration, tabulation, or decoration

# Gestalt Principles of Visual Perception



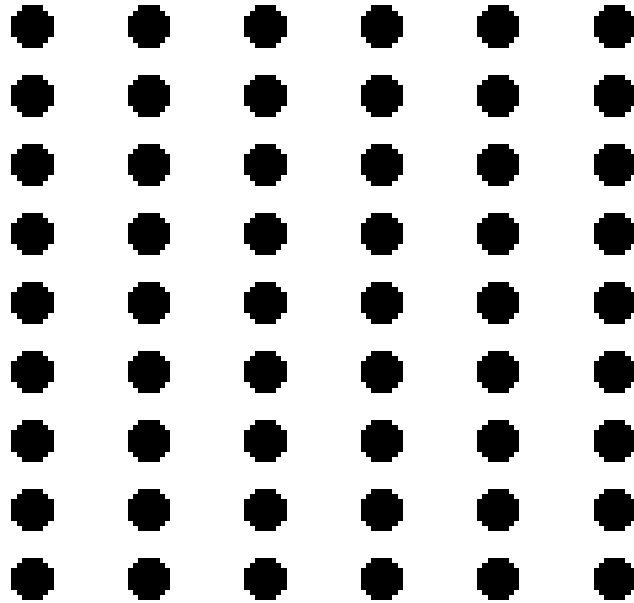
# Gestalt Principles of Visual Perception

- Movement in experimental psychology which began prior to WWI.
- Gestalt psychology tries to understand the laws of our ability to acquire and maintain meaningful perceptions in an apparently chaotic world.
- We perceive objects as well-organized patterns rather than separate components.
- “The whole is *other* than the sum of it’s parts.”  
(Kurt Koffka)

# Three Main Principles

- **Laws of Grouping** organize the visual scene into units – **proximity, similarity, continuity, closure.**
- The **Law of Prägnanz**, or **Goodness of Figure** creates the simplest most meaningful pattern.
- **Figure/Ground relationships** define important parts of the graphical display.

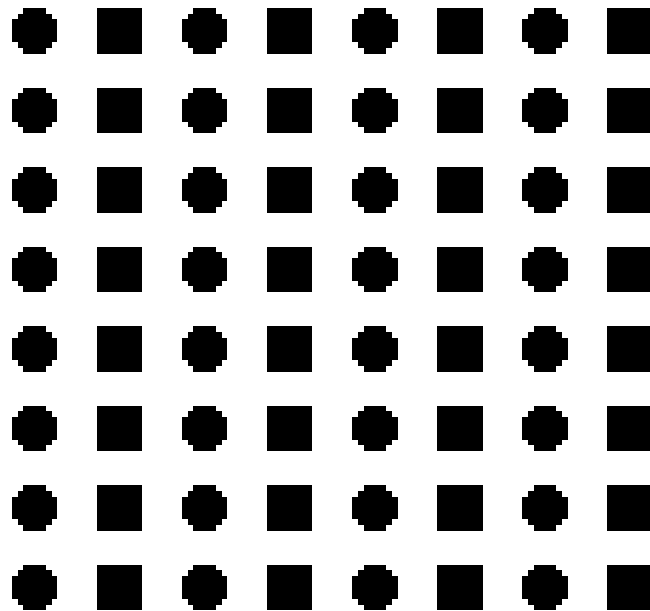
# Grouping: Law of Proximity



# Use of Proximity

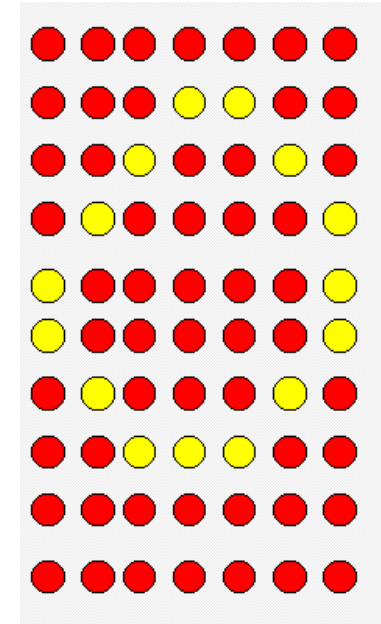
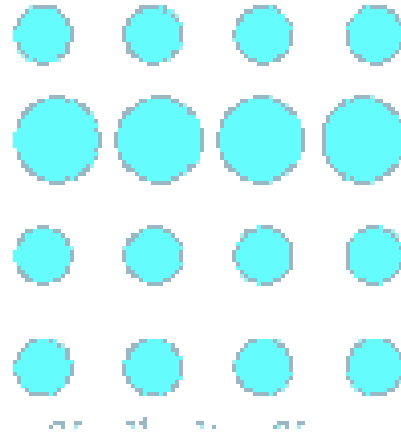


# Grouping: Law of Similarity





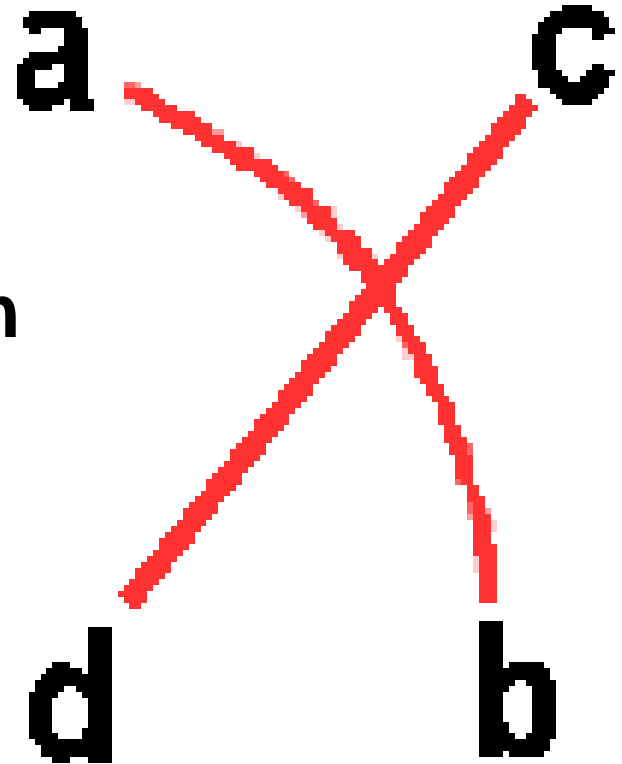
# Grouping: Law of Similarity – Shape, Scale, Colour



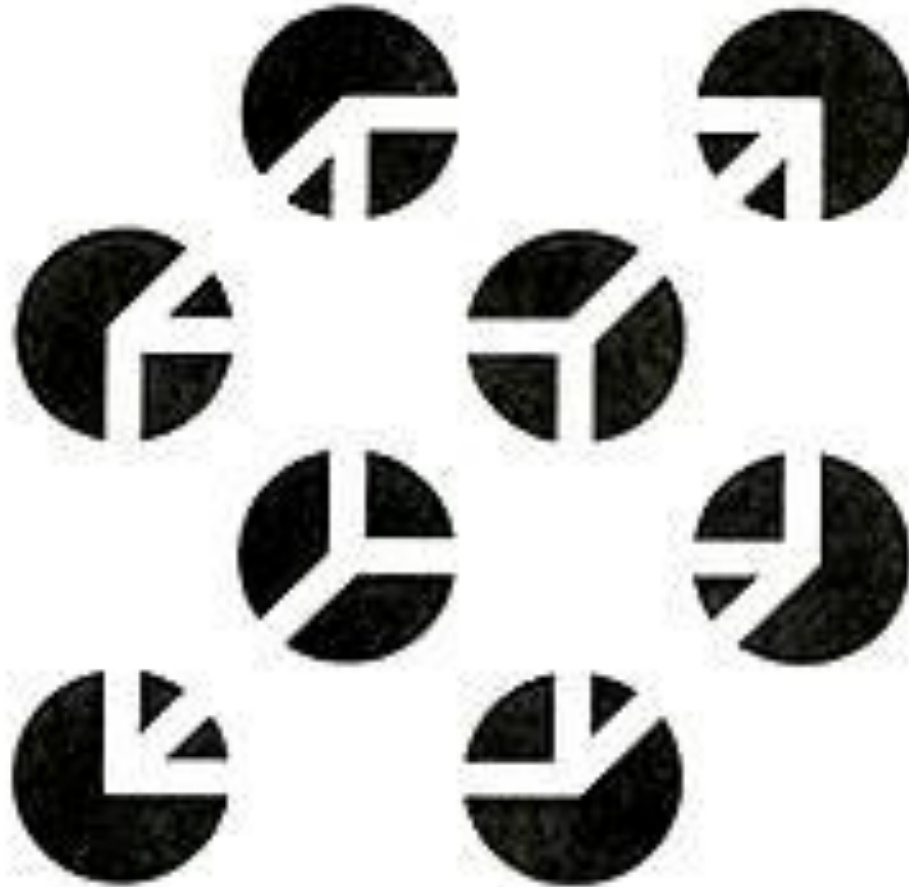
# Law of Continuity

## Or **Law of Good Continuation**

Objects arranged in either a straight line or a smooth curve tend to be seen as a unit.



# Law of Closure



# Use of Closure



# Law of Prägnanz



Also known as the **Law of Simplicity**, or **Goodness of Figure**.

Prägnanz is German for pregnant, but in the sense of pregnant with meaning, not with child.



# Law of Prägnanz



## Hope for African Children Initiative

Also known as the **Law of Simplicity**, or **Goodness of Figure**.

Prägnanz is German for pregnant, but in the sense of pregnant with meaning, not with child.

# The Law of Prägnanz



# Figure/Ground Relationships

**Figure** – seen as the foreground

**Ground** – seen as the background

**Contours** – “belong” to the figure

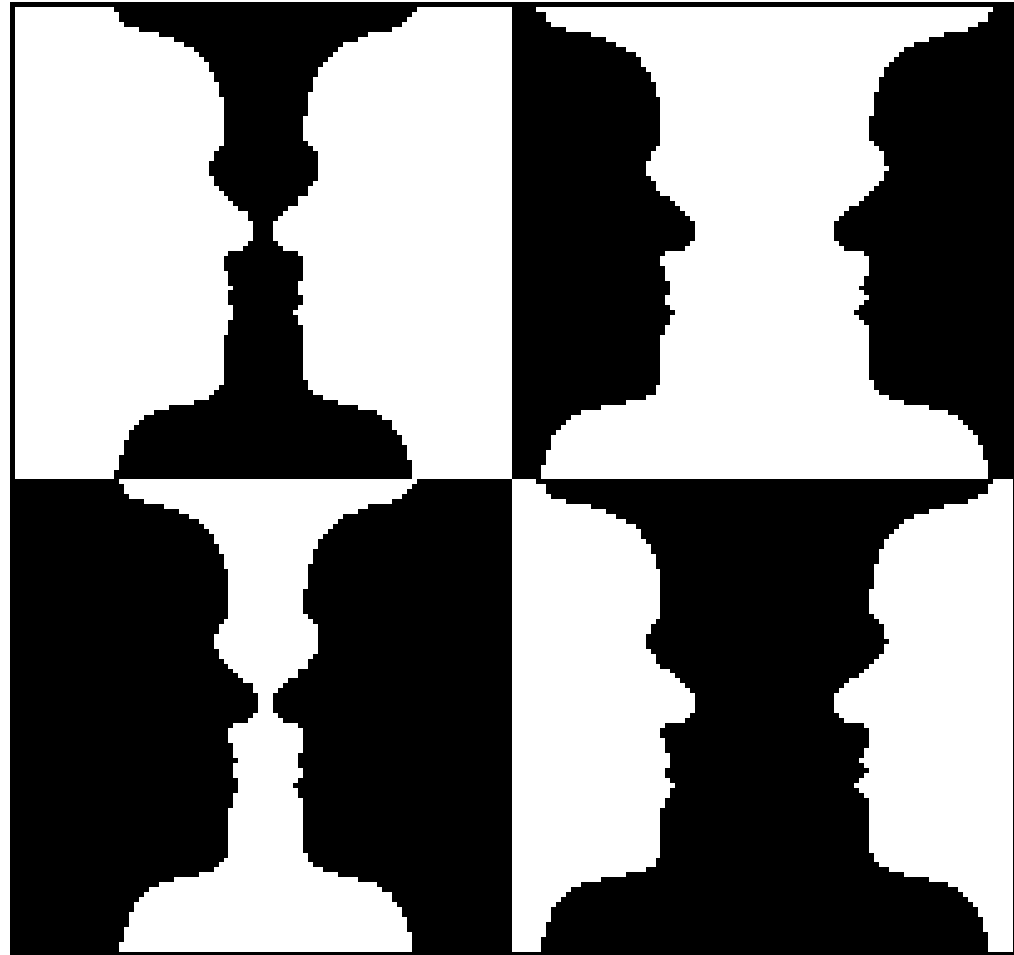
# Reversible Figure/Ground Relationship



# Reversible Figure/Ground Relationship

Can be affected by the **principle of smallness**:

Smaller areas tend to be seen as figures against a larger background.



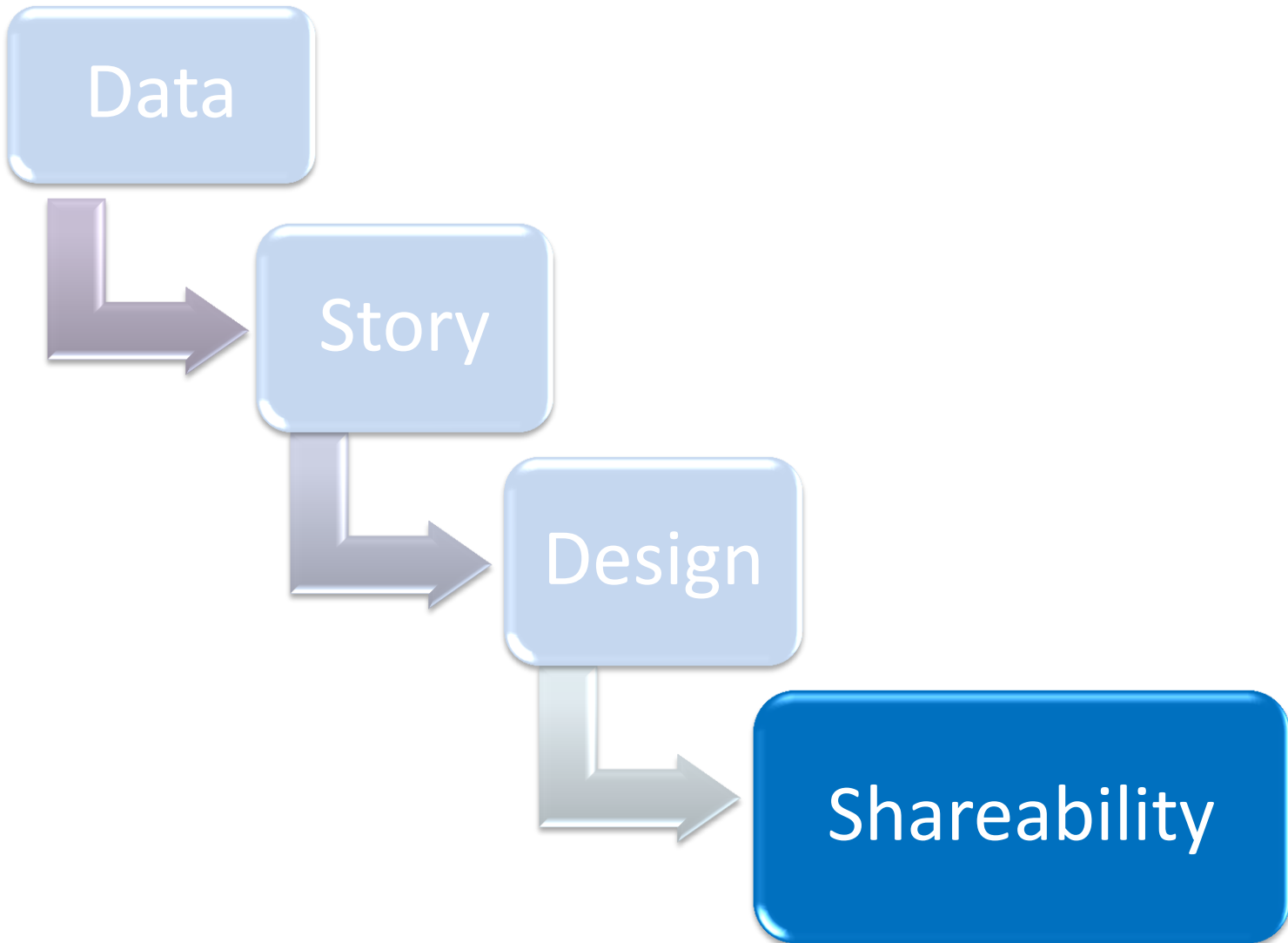
# More on Design

Must have:

- **Clear fonts**
- **Useful icons**
- **Great photography**
  - **Avoid combining photos and icons\***
- **Appropriate use of space**
- **Harmonious colours - best to use brand colours**

**Good design is  
calming and  
engaging**

# So, what makes a good infographic?



# 10 Facts About Hunger In Syria

14 March 2016 — Photo © WFP/ Dina El-Kassaby

Here are 10 facts about hunger in [Syria](#), where the World Food Programme (WFP) has its largest and most complex operation worldwide. Please help WFP raise awareness by sharing these facts on Twitter.

**FYI only!**

10) To fight malnutrition and prevent micronutrient deficiency, WFP is providing **Nutributter & Plumpy'Doz** - specialized nutritious products - to 240,000 Syrian children this year.

[Nutributter](#)



# The Case for **Vegetables** in Public Health Nutrition

**17,580,000**

Canadians report being overweight or obese<sup>i</sup>



Canadian adults  
living with  
a chronic disease<sup>ii</sup>

**3 in 5**

Heart Disease  
Type 2 Diabetes  
Hypertension  
Cancer

**Increased vegetable intake is integral to a preventive care approach**

Vegetables are  
energy-poor and  
nutrient-dense<sup>iii</sup>



Low energy and high fibre  
content increase satiety  
and aid in  
weight management

Bioactive components help  
combat chronic disease

**40.6%**

Proportion of Canadians  
who reported consuming  
vegetables (and fruit)  
5 or more times each day<sup>i</sup>



Increase in the fresh vegetable component  
of the Consumer Price Index between  
Oct 2014 - Nov 2014 alone<sup>i</sup>

**12%**

**Impersonal and personal interventions are needed to increase vegetable intake**

# The Case for **Vegetables** in Public Health Nutrition

**17,580,000**  Canadians report being overweight or obese<sup>1</sup>

Canadian adults living with a chronic disease<sup>2</sup> **3 in 5** 

**Increased vegetable intake is integral to a preventive care approach**

Vegetables are energy-poor and nutrient-dense<sup>3</sup>



Low energy and high fibre content increase satiety and aid in weight management

Bioactive components help combat chronic disease

**40.6%** Proportion of Canadians who reported consuming vegetables (and fruit) 5 or more times each day<sup>1</sup>



Increase in the fresh vegetable component of the Consumer Price Index between Oct 2014 - Nov 2014 alone

**12%**

**Impersonal and personal interventions are needed to increase vegetable intake**


Data retrieved from: Statistics Canada, 2015 (3); The Public Health Agency of Canada, 2015 (4); and Barron et al., 2005 (5). Design by Simone Holligan, PhD Student, Family Relations & Applied Nutrition




**Simone Holligan**

Just now ·  ▼

PAVRO 2017 Live Conference - Simulation


 Tag photo

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 Like

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Write a comment...



Suggested Groups

Put Your Auction Online for **FREE**

**Guelph & Area**  
24 Hour Auction  
2



**Guelph & Area 24 Hour Auction 2**  
7 friends · 17,146 members

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# What tools are out there?

- [Piktochart](#)
- [Easel.ly](#)
- [Visual.ly](#)
- [Infogr.am](#)
- [Canva](#)
- [Venngage](#)
- [Vizualize.me](#)
- [InFoto](#) (phone app)

For Pictures:  
[Pixabay](#)

# Easel.ly creation tool



**The Case for Vegetables**  
in Public Health Nutrition

**17,580,000**  
Canadians report being overweight or obese

Canadian adults living with a chronic disease  
**3 in 5**  
Heart Disease  
Type 2 Diabetes  
Hypertension  
Cancer

**Increased vegetable intake is integral to a preventive care approach**

**Vegetables are energy-poor and**  
Low energy and high fibre content increase satiety and aid in weight management





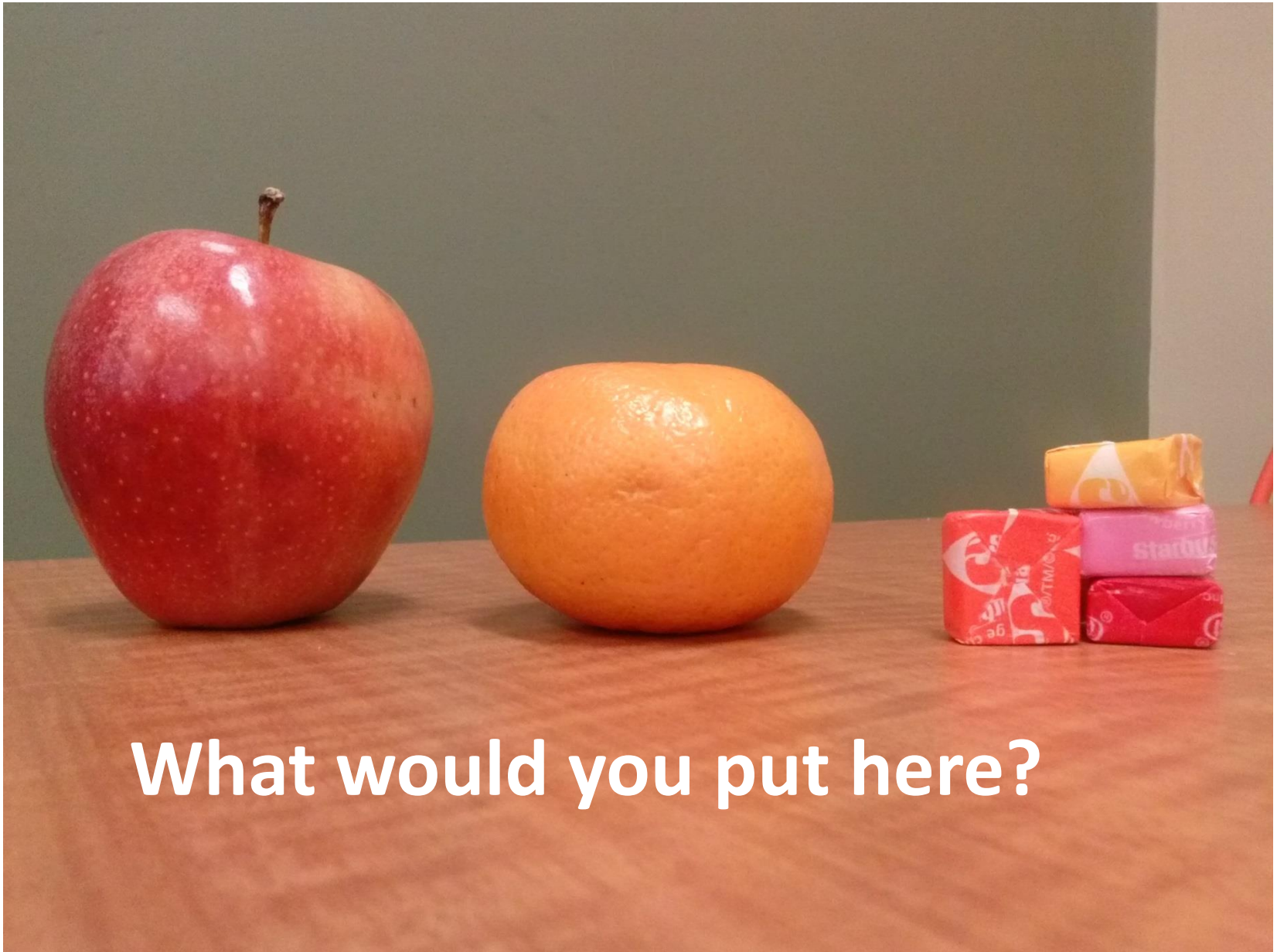
# Beverage Consumption in Ontario



# Beverage Consumption in Ontario, 2017







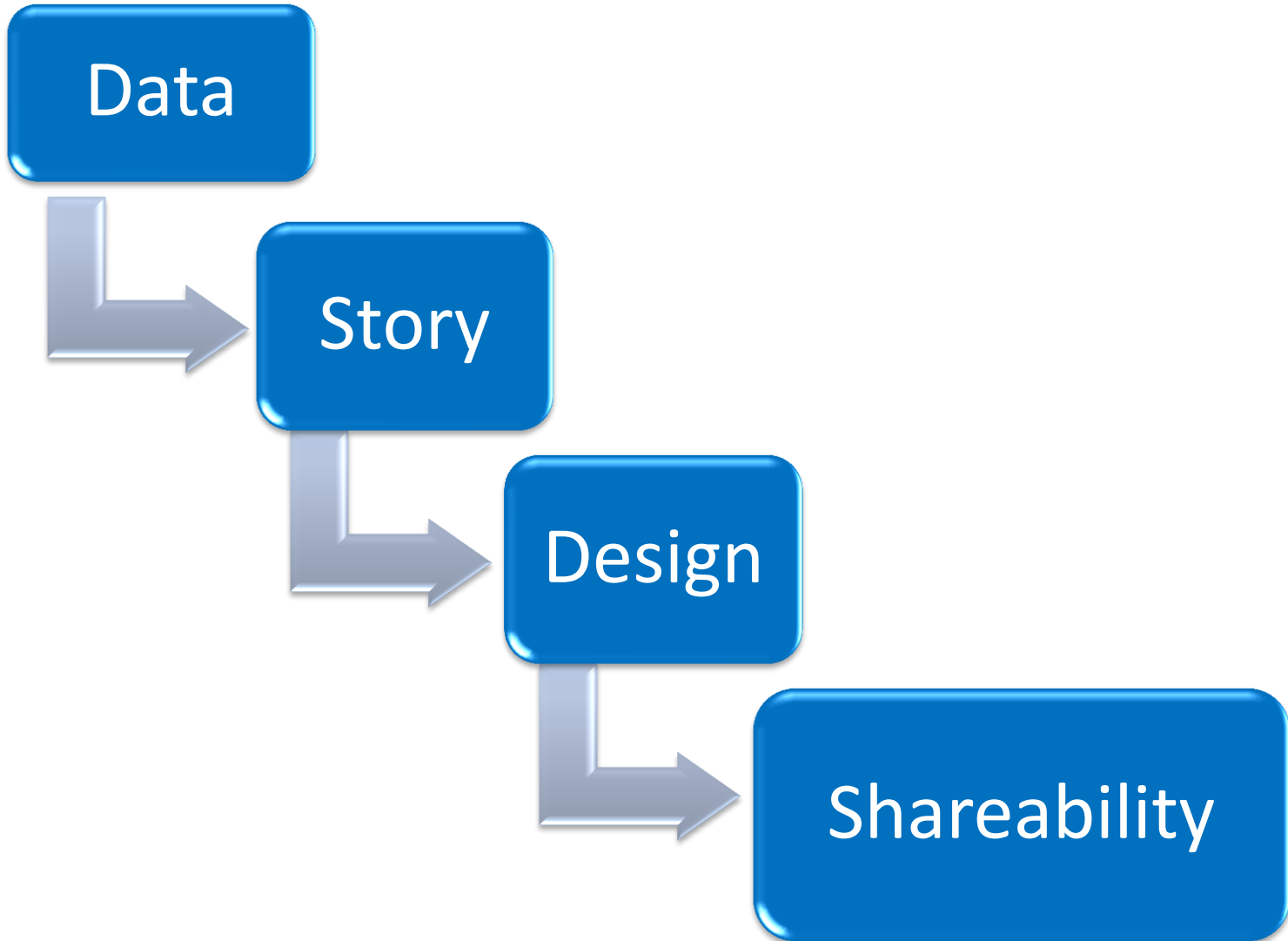
What would you put here?



A woman with long, wavy hair is seen from behind, standing in a field of yellow wildflowers. She is holding several large balloons in shades of yellow, orange, and white. Her right arm is extended to the side, and she is wearing a light blue dress with a black and white striped sash. The scene is bathed in warm, golden light, suggesting a sunset or sunrise. The text "Or here?" is overlaid on the left side of the image.

Or here?

# So, what makes a good infographic?



# Example Infographics for Stakeholders

- [Nutrition International – Senegal](#)
- [Nutrition International – Pakistan](#)
- [Nutrition International – Kenya](#)
- [CBC's Census 2016 Demographic DJ](#)

# Keep in Touch!

- emendWELL Research Consulting Inc.
  - Program evaluation, Data analysis & interpretation, Knowledge mobilization/transfer
  - Concept mapping, ideation sessions
- Volunteer for beta-testing of our **SUBJECTMATTERS™** platform – we need you!
- Email: [info@emendwell.ca](mailto:info@emendwell.ca)