# Lunch and Learn: Public Engagement with Infographics and Video

Joe Tucker





### Public Engagement

- Improves research quality
- Consolidates external support
- Enhance dissemination
- Expand readership
- Boost impact

### The Problem

- Patient engagement often neglected
- Often limited to early phases of research
- Community advisory boards
- Limited time for the public
- Research for researchers



### **Co-creation**

- Iteratively work with public
- Public online calls for input
- Challenge contests
- Hackathons
- Participatory design sessions



Co-creation Milan Hub, 2009

## Infographics

- Image for non-experts
- Easy to read and usually one message
- Not the same as research figures
- Decreases cognitive fatigue
- Research articles with infographics more likely to be read<sup>1,2</sup>

<sup>1</sup>Thoma et al., CJEM, 2018 <sup>2</sup>Ibrahim et al., Ann Surg, 2017

### ZIKA VIRUS SURVEILLA

IN ACTIVE DUTY U.S. MILITARY AND DEPENDENTS THROUGH THE NAVAL INFECTIOUS DISEASES DIAGNOSTIC LABORATORY (NIDDL)

This report summarizes laboratory testing at the NIDDL over the course of the ZIKV epidemic (29 January 2016 through 31 December 2017) and provides context for the NIDDL's role in diagnostic testing for the Department of Defense (DoD) during emerging disease outbreaks. The NIDDL receives samples for testing from DoD medical facilities from around the world.

#### BETWEEN 29 JANUARY 2016 AND 31 DECEMBER 2017

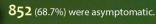


Samples from 1,420 individuals were received from DoD medical facilities around the world. In light of concerns for impact on fetal development, 70.6% of samples tested were from females. 87.3% of individuals were between the ages of 18 and 40 years, with a median age of 30 years.

1.241 Information on symptom status was available for 1,241 of those tested. Out of those 1,241,



**389** (31.3%) were symptomatic.



**314** of those symptomatic patients reported recent travel to encemic regions.

11 had potential sexual exposure.

2 were from newborns with reported ZIKV-infected mothers

Almost all of these individuals had either traveled to endemic regions or had traveled to endemic regions and had sexual exposure to ZIKV.

#### CONCLUSION:

37 (2.6%) of individuals tested had results indicative of confirmed (11) or possible (26) Zika infections.

> pregnant women tested were considered possible ZIKV infections. All of these women reported recent travel to endemic regions

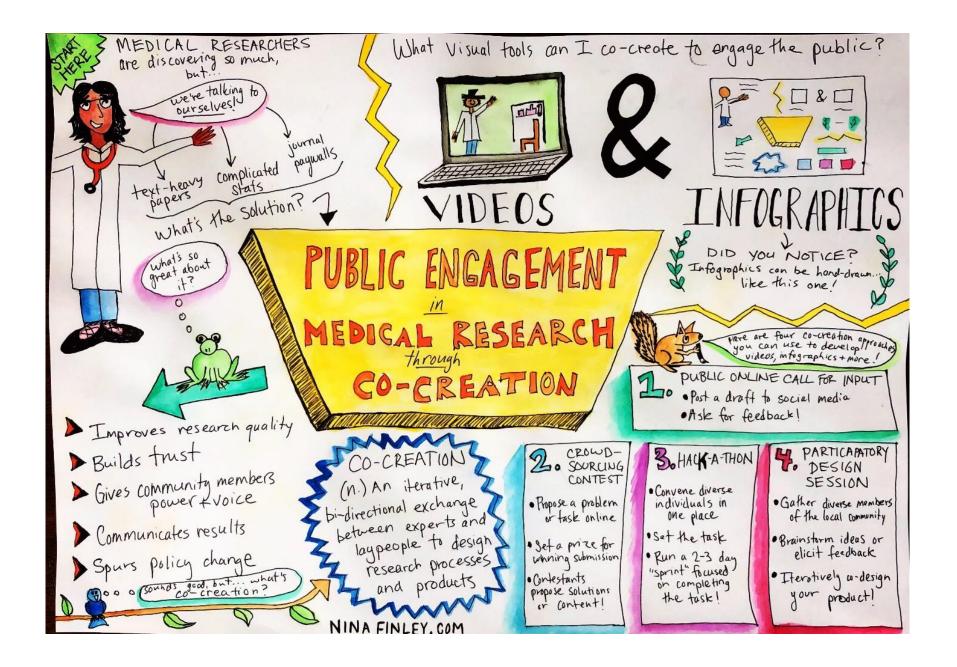
Access the full report in the July 2019 MSMR (Vol. 26 No. 1 Go to www.Health.mil/MSMR



## Video

- Able to reach those who cannot read
- Whiteboard time-lapse, interview, short animation
- Learn by doing
- Co-create and include your community partners





# Table 1. Key questions to answer in preparing an infographic or video related to medical research.

	Who?	Who is the intended audience of this infographic/video and what are their visual preferences?
•••	What?	What is the key message that needs to be conveyed? What can be simplified and what needs to retain complexity?
6	Why?	Why should the viewer care about this medical research finding or topic?
	When?	What makes this topic urgent now? Why is now an important time to convey this infographic or video?
*	How?	How will this message be delivered to viewers (e.g., print, social media)?
	Where?	Where is the group or groups that you intend to reach (e.g., geographic region, demographic group)?

### **Open Access Resources**

Open access resources for designing infographics for public health (non-commercial): Visualising Health: https://visualisinghealth.files.wordpress.com/2014/12/guidelines.pdf

Video Production Tips (non-commercial from PennState): https://mediacommons.psu.edu/2017/02/01/video-production-tips/

Creating video abstracts (from BMJ Author Hub): https://authors.bmj.com/writing-and-formatting/video-abstracts/