

# Lunch and Learn: Public Engagement with Infographics and Video

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# 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

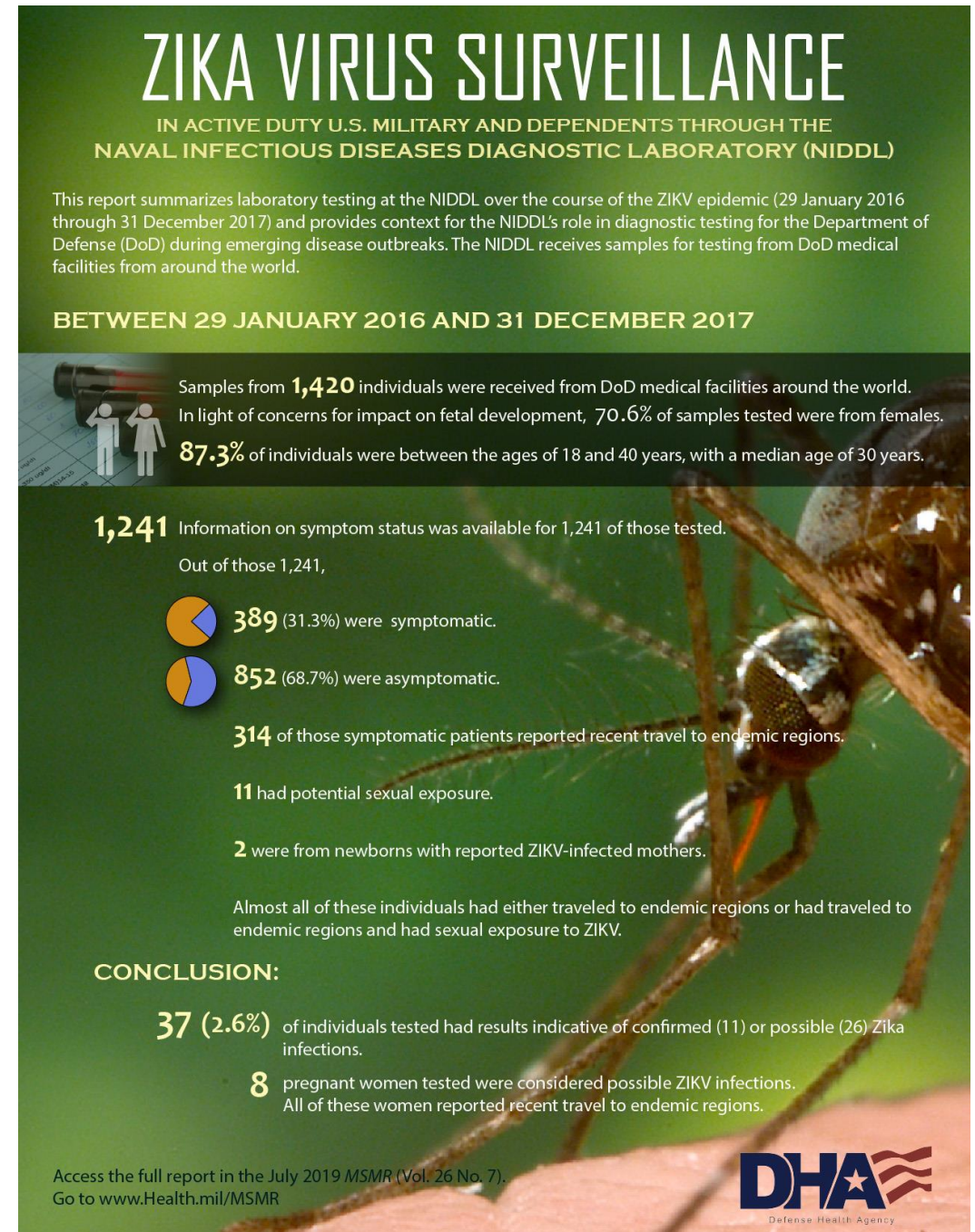


# Infographics

- 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

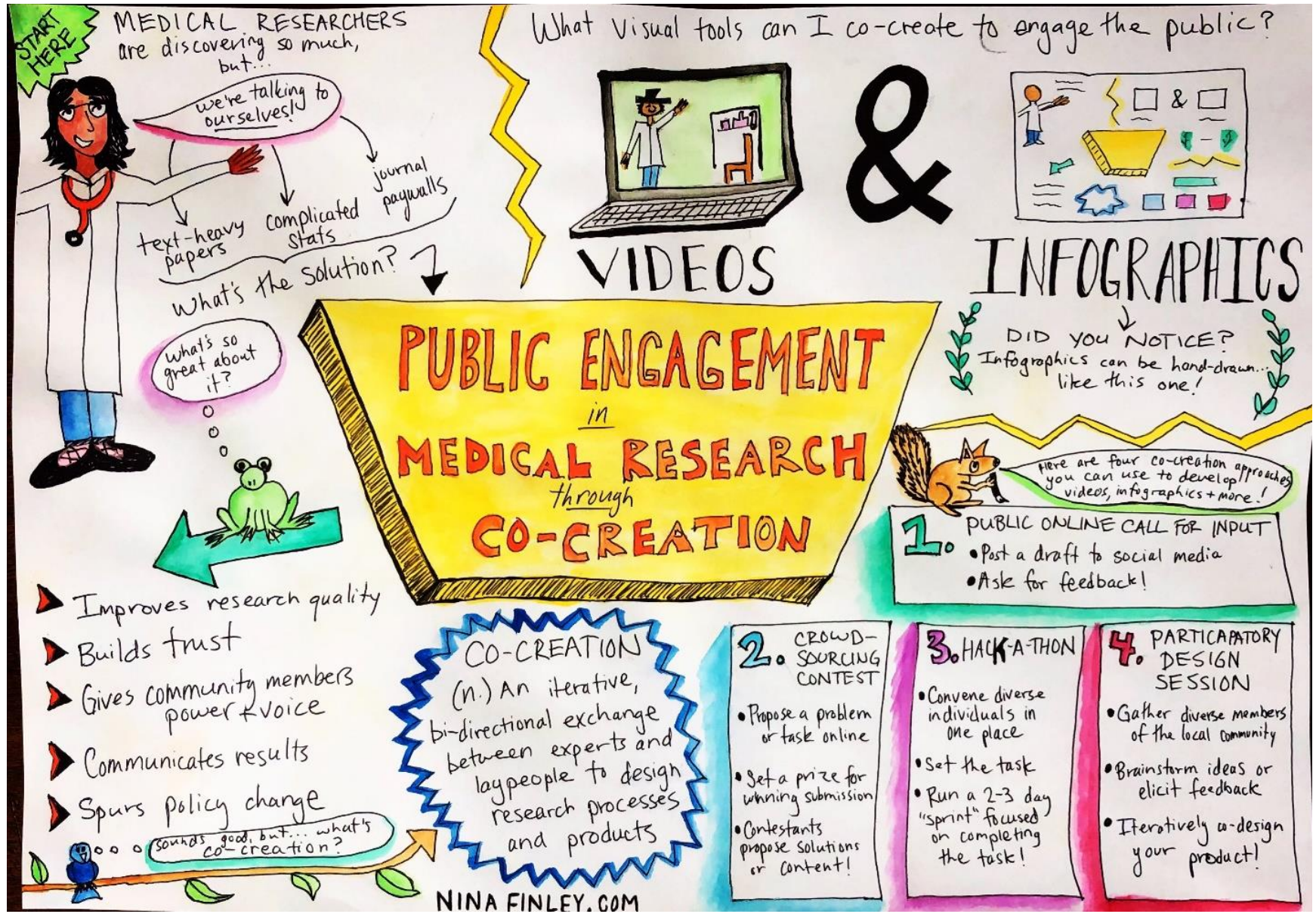


# Video





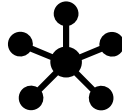

- Able to reach those who cannot read
- Whiteboard time-lapse, interview, short animation
- Learn by doing
- Co-create and include your community partners







**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?
	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/>