# Developing Guidelines for Public Health Infographic Design

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Physical inactivity is responsible for 1 in 6 deaths in the UK, making it as dangerous as smoking. But over 1 in 4 of us take less than 30 minutes of physical activity each week



Everybody Active, Every Day

EPH Conference

National consultation 11-25 September 2014

Public Health data can be complicated and it is not always designed to be compelling.



".....We will increasingly use a wider range of production models such as documentaries, Massive Open Online Courses, or infographics. We should emphasise this is not content for content's sake. All activity will have a clear line of sight to behavioural outcomes and will use a test-learn-refine model to assess Return on Investment"

## Key Questions

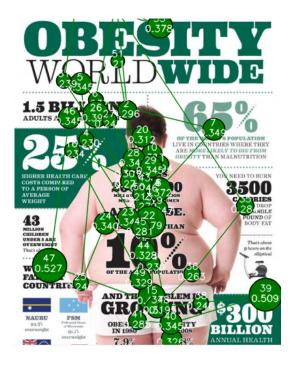
What is the evidence base for public health infographic effectiveness?

What aids the appeal and cognition of public health data?

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What are the key messages required to guide commissioning/design?

## We used a mixed methods approach: systematic literature review, interviews, public consultations, design outcomes

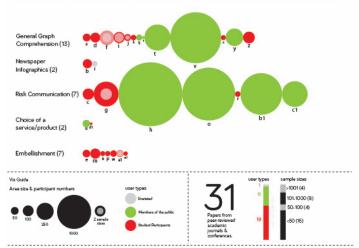






#### Evaluating infographics with users How many people are tested and who are they?





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It was difficult to find studies that focus on public health infographics.

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## Relevant imagery can make a difference to both appeal and recall.







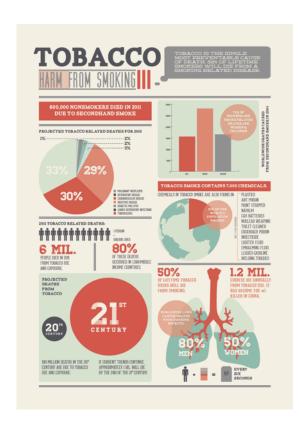


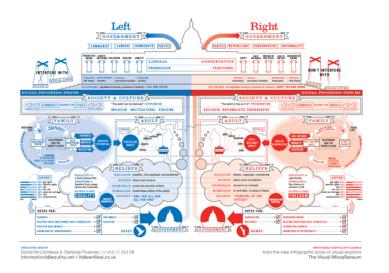
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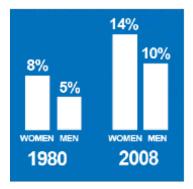
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#### People feel strongly about colour Choose 3-4 colours for your palette





## Many people don't like Maths and make a negative association with graphs and school.



"Bar charts are boring - you've got to look for longer"

Male, 46

"Charts...I don't understand them properly"

Female, 33

"Graphs don't do anything for me"

"Bar charts are so boring"

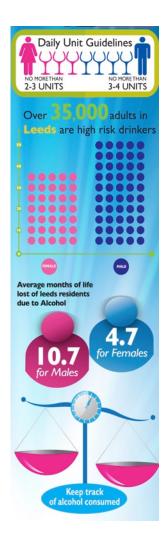
Female, 24

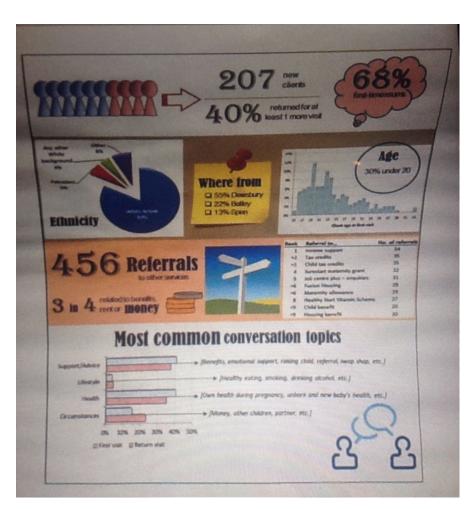
"Charts are ok if you're really into graphs and charts. They can be overwhelming"

Female, 33

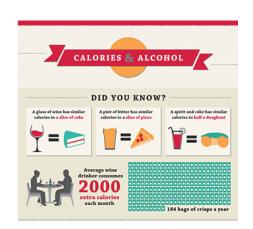
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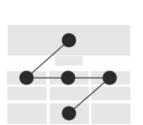
#### Collaboration is vital (but with the right people!)



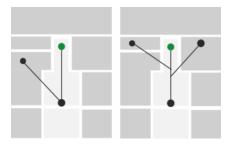


### Layout can make an big difference to information attention.

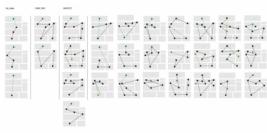




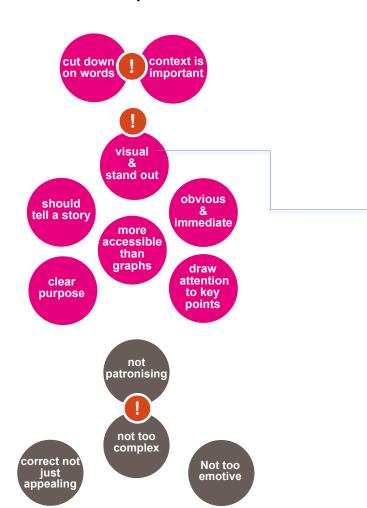








## Public Health Professionals helped us stress the importance of audience.



"We've got a lot of same-ish infographics like the Guardian's do-nut charts and you see them again and again. They're still useful but they're not arresting anymore"

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Public Health Professional, Leeds, UK









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Get to know your audience Restrict Colour Align Elements **Prioritise Parts** Highlight the Heading Invest in Imagery Choose Charts Carefully

#### So far...

www.visualisinghealth.com (over 2000 visitors since it went live from all over the world) Practical workshops given for a number of Public Health Departments across the UK and public health trainee registrars Consultancy for Drinkaware.co.uk

#### Any questions?

A copy of the guidelines is free to download from: www.visualisinghealth.com

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