Infographics at WHO/Europe

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World Health Organization
Regional Office for Europe
In the WHO European Region, diarrhoeal diseases cause an estimated 14 deaths per day due to inadequate WaSH (WATER SANITATION HYGIENE). Diarrhoeal diseases can be prevented through:

- safely managed drinking-water
- adequate sanitation and safely managed wastewater disposal
- good handwashing practices.

The early years

**NEW HIV INFECTIONS**

per 100,000 population

range widely from

0.2

in some countries
to

44.1

in other countries

**MEASLES CASES**

The number of cases increased by 477% from 7,499 in 2009 to 37,070 in 2011 in the WHO European Region.

**MATERNAL MORTALITY RATIO**

has fallen 61% in the past 30 years in the WHO European Region.

There are **330 doctors** per 100,000 people in the WHO European Region, representing an increase of over 25% in the last 30 years.

36% of adults in the European Region are not active enough.

The risk of colon cancer drops 40% for active people.

Smoking prevalence by region:

- Western Pacific: 50%
- Americas: 21%
- Mediterranean: 19%
- South-East Asia: 16%
- Africa: 10%
1. Write a good headline
2. State the problem
3. Support with facts
4. Wrap up with a call to action
Design standards

- Logical information flow
- Limited information
- Harmonized colors and fonts
- Relevant, consistent graphics
Process

Procedures
- Standard operating procedures (SOP)
- Design brief
- Design guidelines

Workflow
- Preparation (1-2 weeks)
- Design (1-2 weeks)
- Publishing (1 week)
Types & Intention

- Raise awareness or persuade (48%)
- Inform or instruct (33%)
- Facilitate understanding (19%)
Target audiences

Policy-makers

Health workers

General public
Channels

- Website
- Social media
- Documents & publications
- Conference flyers & banners
Most popular (2017)

1. In the WHO/European Region
   - Over 50% of people are overweight or obese
   - Over 20% of people are obese

2. Europe is closer than ever to eliminating measles and rubella.

3. Depression
   - Every year, about 1 out of 15 people suffer from major depression in the WHO European Region.
   - If anxiety and all forms of depression are included, nearly 4 out of 15 people are affected.

4. In the WHO European Region
   - 1 in 3 11-year-olds is overweight or obese

5. The risk of dying from an alcohol attributable cause is 7 times higher in people from the eastern part of the European Region than from the Mediterranean part.

World Health Organization
Organisation mondiale de la Santé
Weltgesundheitsorganisation
European Regional Office
European Regional Office
Challenges

1. Imbalance in topics
2. Definition of an infographic
3. Updates and revisions
4. Changing messages and data
5. Supporting those who want to do it themselves
6. Demand and resources
Moving forward

- In-house training
- Strategic planning
- Push towards outsourcing
- Interactive infographics