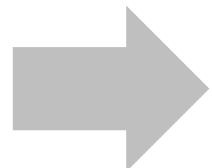


Infographics at WHO/Europe

Holly Nielsen
Designer, Web Communications

World Health Organization
Regional Office for Europe



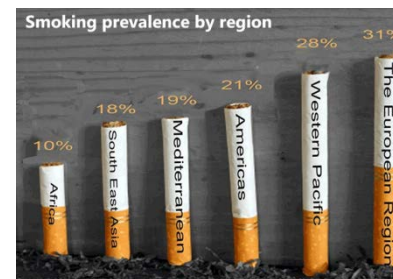
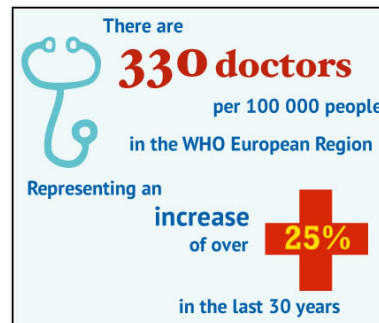
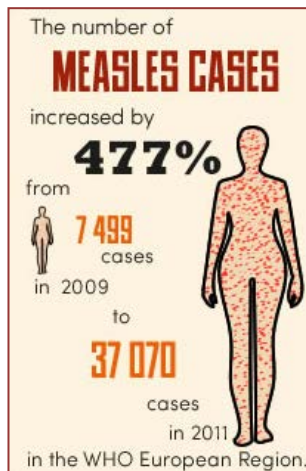
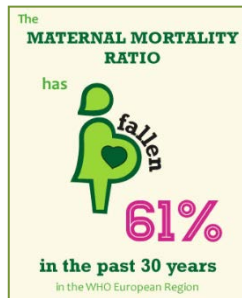


WaSH WATER
SANITATION
HYGIENE



World Health Organization
Regional Office for Europe

The early years



Standard elements

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



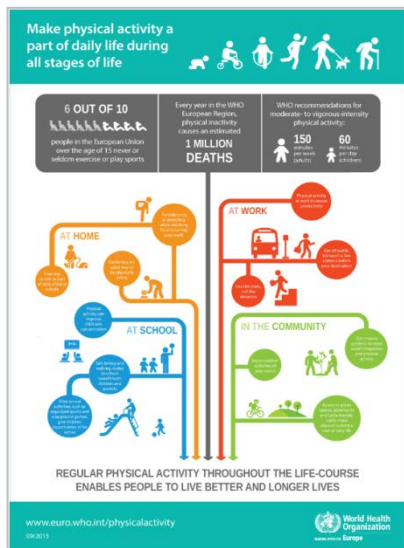
Procedures

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

Workflow

- Preparation (1-2 weeks)
- Design (1-2 weeks)
- Publishing (1 week)

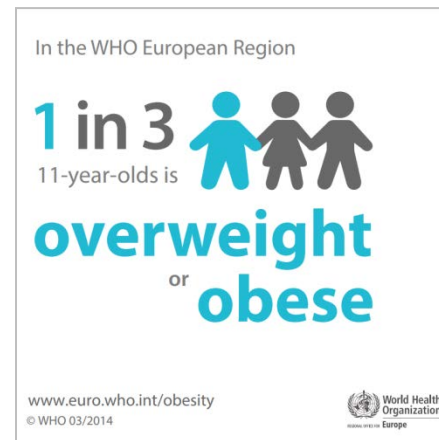
Types & Intention



Raise awareness or persuade (48%)



Inform or instruct (33%)



Facilitate understanding (19%)

Target audiences

Return on investment of treating depression in the WHO European Region

Every **US\$ 1** invested in treating depression with therapy or antidepressants



leads to a return of **US\$ 4** in better health outcomes and work ability.





04/2017

World Health Organization
REGIONAL OFFICE FOR Europe

Policy-makers

TB/HIV coinfection in the WHO European Region

People suffering from tuberculosis (TB)/HIV coinfection have a **7 times higher risk of failing treatment** and a **3 times higher risk of losing their lives** than people suffering from TB only.

Risk of failing treatment

TB/HIV	7 X
TB ONLY	

Risk of losing life

TB/HIV	3 X
TB ONLY	

Test all TB and HIV patients for coinfection and provide rapid treatment. Turn the tide on TB/HIV coinfection.

www.euro.who.int/tb


03/2017

World Health Organization
REGIONAL OFFICE FOR Europe

Health workers

ALCOHOL AND YOUNG WOMEN

Anna is 22 and likes to go out for a drink with her friends. She is typical of young women in the WHO European Region, where alcohol intake is the highest in the world and alcohol is the common factor in most deaths in the group aged 15–29. Anna thinks she's a moderate drinker but all alcohol consumption comes with risk, and the effects on young women are worse than on young men. See how alcohol affects Anna.



ADDING IT UP:

2 beers (1 litre)	= 5 units	= 400 calories
1 rum (double) and cola	= 2 units	= 400 calories
2 vodka orange	= 2.8 units	= 332 calories
3 glasses wine (175 ml)	= 6.3 units	= 390 calories

WHAT IT MEANS FOR ANNA

- Dehydrated skin, causing facial lines
- Increased cellulite
- Puffy red skin from dilated blood vessels
- Morning headaches and reduced productivity
- Increased cancer risk
- Disturbed sleep
- Higher risk of accidental injury
- Impaired judgement → morning-after regrets
- Steady weight gain over time

1522 EXTRA CALORIES PER WEEK

↓

+12 UP TO 12 KG PER YEAR

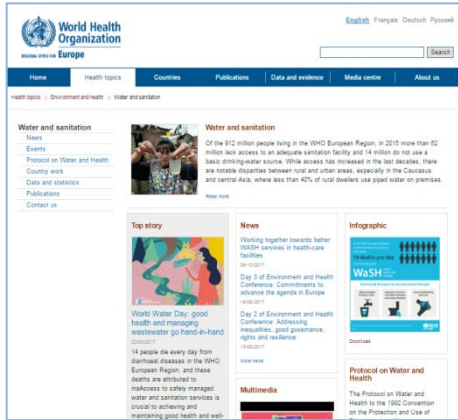
LESS IS BETTER

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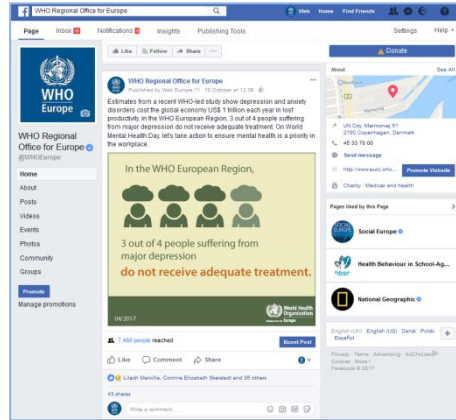
www.euro.who.int/alcohol

General public

Channels



Website



Social media



Documents & publications



Conference flyers & banners

Most popular (2017)

In the WHO/European Region



over 50%
of people are
overweight or obese



over 20%
of people are
obese

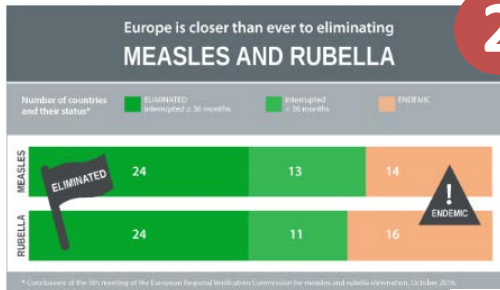
www.euro.who.int/obesity
© WHO 07/2013

1

In the WHO European Region

1 in 3
11-year-olds is
**overweight
or
obese**

www.euro.who.int/obesity
© 03/2014



2

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

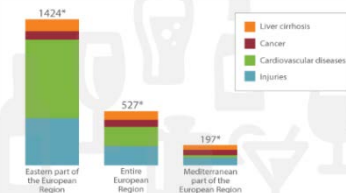


3

Europe



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



www.euro.who.int/alcohol
09/2016



5

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