



Surveillance & Evaluation Webinar Series Presents:

CREATING INFOGRAPHICS AND FACT SHEETS – TOOLS, RESOURCES, AND THE DESIGN PROCESS

Thursday, August 15, 2019

*The findings and conclusions in this presentation are those of the author and do not necessarily represent those of the
Centers for Disease Control and Prevention.*

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CREATING INFOGRAPHICS AND FACT SHEETS – TOOLS, RESOURCES, AND THE DESIGN PROCESS

Presented by:

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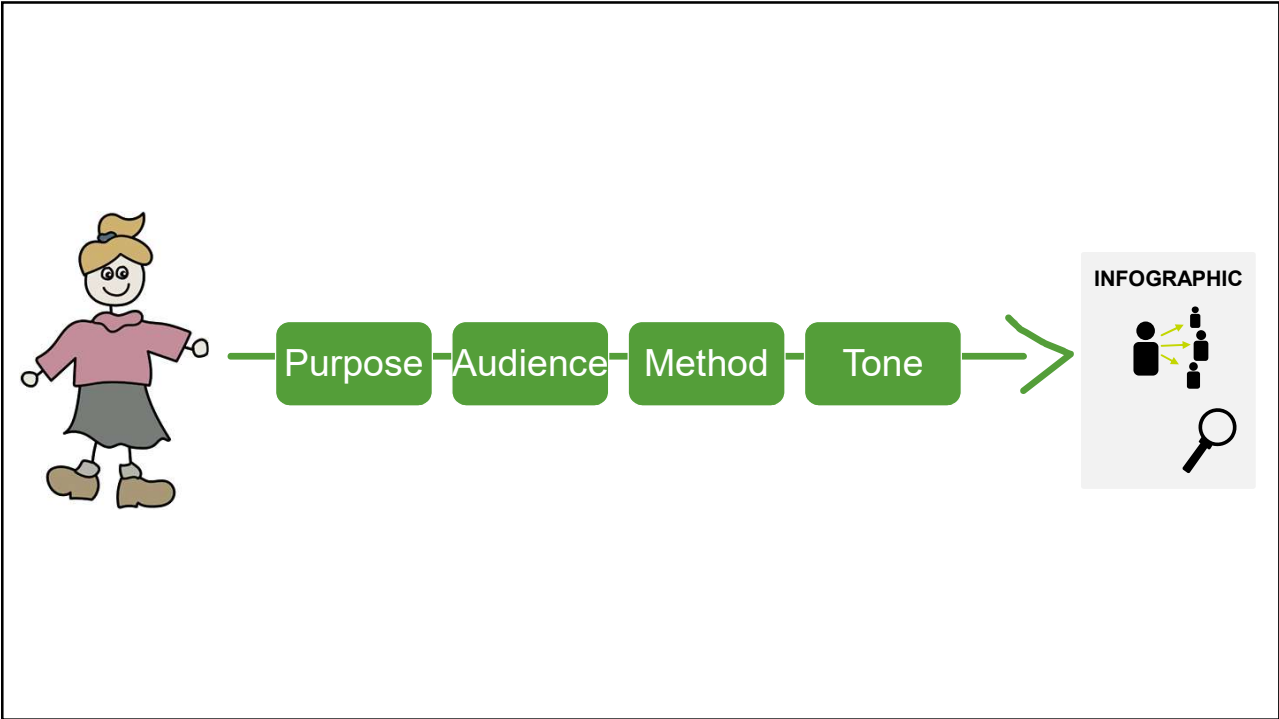
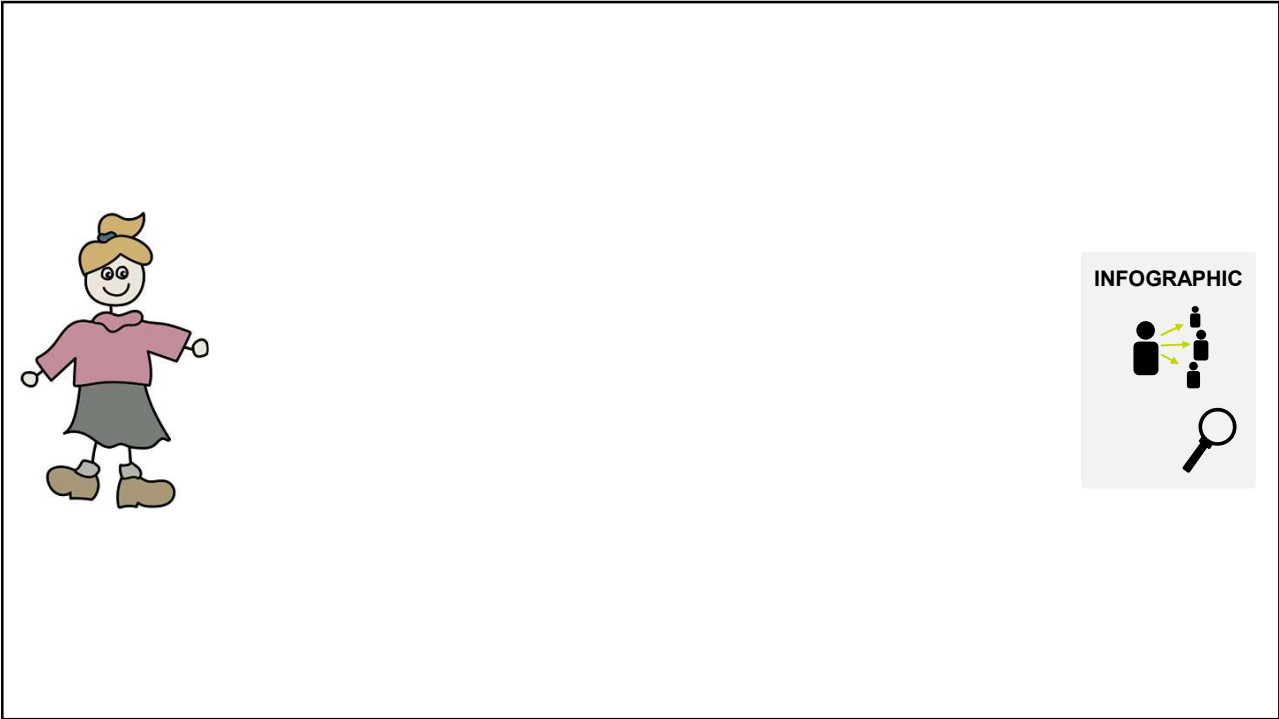
Creating Infographics and Fact Sheets: Tools, Resources, and the Design Process

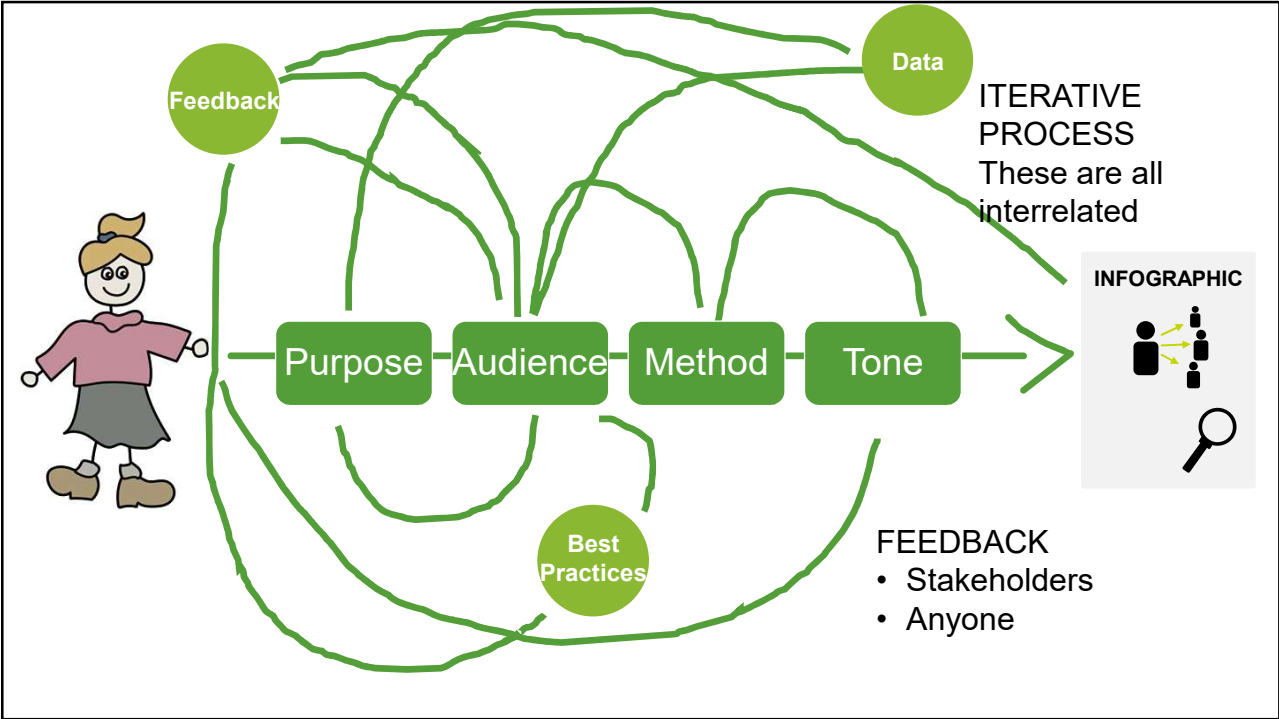
Nola du Toit

Thursday, August 15

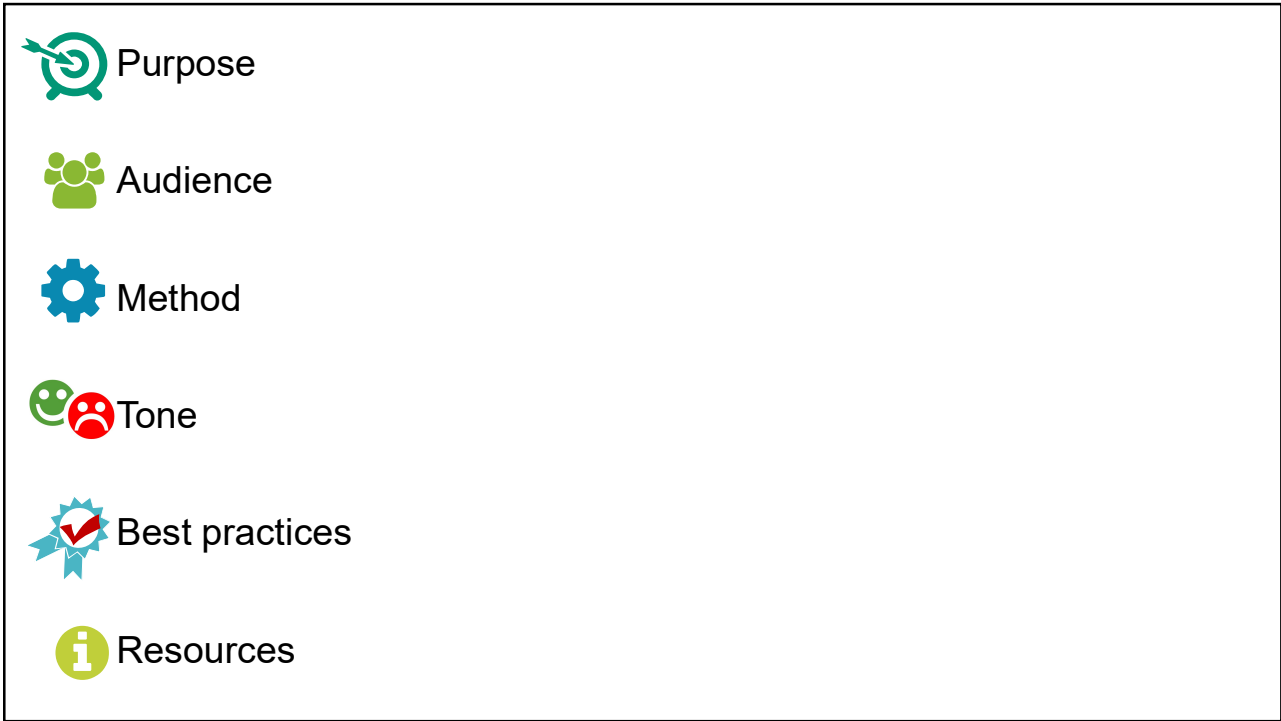
Surveillance and Evaluation Webinar #5












The What



-  Purpose
-  Audience
-  Method
-  Tone
-  Best practices
-  Resources

Thanks Mark!


 Purpose

What do I want them to...?
Think... Know... Do...

Purpose + Audience

- Who am I talking to?
- What do I want to tell them?
- Why should they care?

Thanks Mark!

 Purpose

What do I want them to...?
Think... Know... Do...

Purpose + Audience
Who am I talking to?
What do I want to tell them?
Why should they care?


Purpose + Stakeholders
What do THEY want to say?
What do they NOT want to say?

Raise awareness of an issue

Garner support for an intervention


Attract new funders or increase funding


Prompt a specific action (e.g., call the quitline, screen patients)

 Purpose

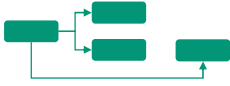
What is the story?

Process or progress towards a goal

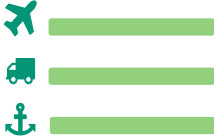



Timeline


Flowchart




List



Map




Comparison



Combination

Factsheet





Purpose

Purpose + Data

How does data match the purpose?

Source, limitations, methodology

How much does the audience need to know?



Audience

Types

Policy makers, potential funders, community members, advocacy groups

General public, teenagers, elderly

Journalists



What do I want them to...? Think... Know... Do...




Why is this important for them?


What matters to them?


How do they regard the issue?




 Audience



Audience + Method     

Accessibility 




Audience + Audience + Audience 




 Method


Platform

- Print
- Digital  
- Website
- Tweet

Functionality



- Version control  
- Fonts
- Sizing 



  

 **Tone**

Formal, campy, cutesy

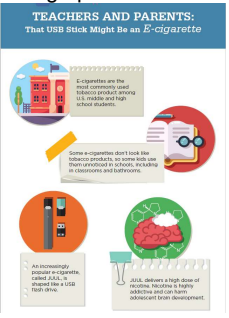
Tone + Audience + Purpose

Meaning of color  

“Tone” of icons  

Infographic


TEACHERS AND PARENTS:
That USB Stick Might Be an E-cigarette




Fact Sheet

Vitalsigns

**Secondhand Smoke:
An Unequal Danger**




 **Best practices**

Feedback!

Come up with standards, checklist

- No decimals points
- Clutter
- Redundancy
- Peer review

Time, cost, quality

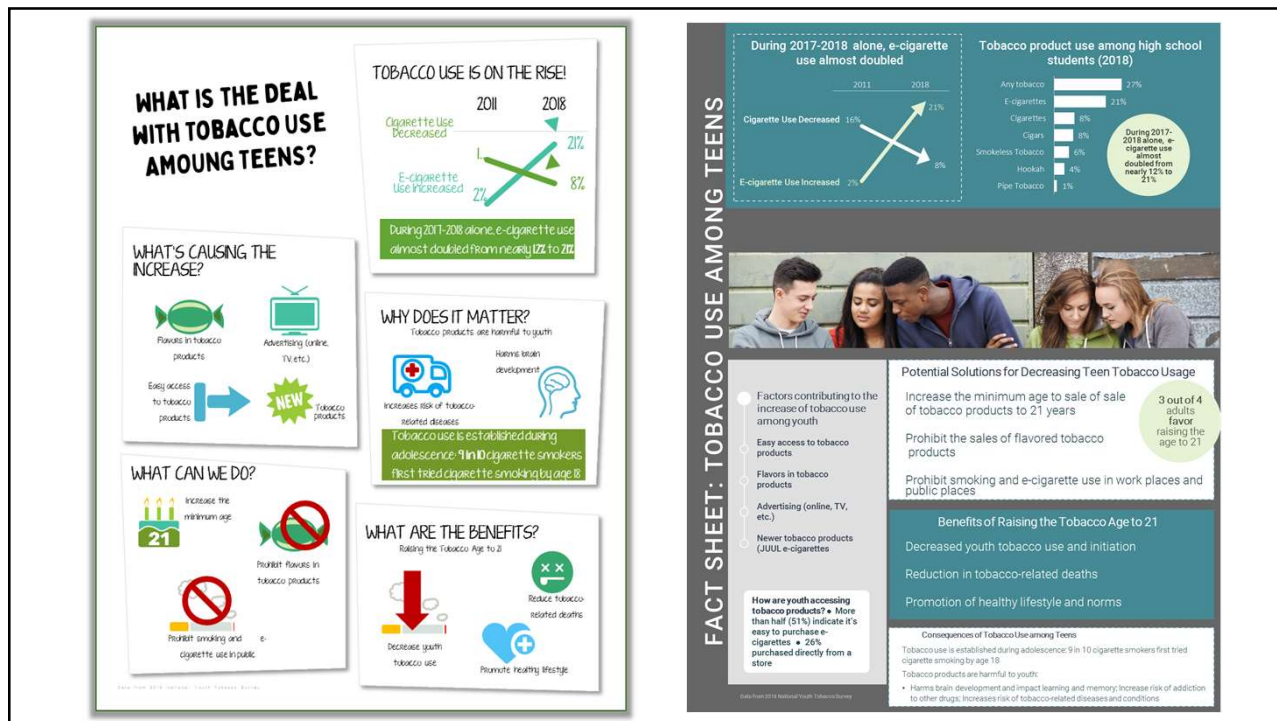


Example

Developing an infographic on T21



National Youth Tobacco Survey
Monitoring the Future
Youth Risk Behavior Survey



WHAT IS THE DEAL WITH TOBACCO USE AMONG TEENS?

WHAT'S CAUSING THE INCREASE?

- Flavors in tobacco products
- Advertising (online, TV, etc.)
- Easy access to tobacco products
- NEW Tobacco products

WHAT CAN WE DO?

- Increase the minimum age (21)
- Prohibit flavors in tobacco products
- Prohibit smoking and e-cigarette use in public

TOBACCO USE IS ON THE RISE!

2011 vs 2018

- Cigarette Use Decreased: 27%
- E-cigarette Use Increased: 21%

During 2017-2018 alone, e-cigarette use almost doubled from nearly 12% to 21%

WHY DOES IT MATTER?

Tobacco products are harmful to youth

- Harms brain development
- Increases risk of tobacco-related diseases

Tobacco use is established during adolescence: 9 in 10 cigarette smokers first tried cigarette smoking by age 8

WHAT ARE THE BENEFITS?

Raising the Tobacco Age to 21

- Reduce tobacco-related deaths
- Decrease youth tobacco use
- Promote healthy lifestyle

Audience: More Youth-focused

Goal: Raise awareness and garner support for raising the minimum age to sale of tobacco to 21

With our audience in mind, will cover:

- What's the problem? Data to show the problem/issue
- What are the underlying causes?
- Why should youth care?
- What can be done to address issue?

Audience: Decision-makers

Goal: Garner support for raising the minimum age to sale of tobacco to 21

With our audience in mind, some examples of data you can include to tailor:

- Consider a different format with less icons and images that will resonate with your decision-makers
- Add more text; more details and information
- Include data that is most compelling to your decision-makers; can also include economic data on burden or benefits
- Can link or mention other issues they care about (e.g., drug use, other)
- Data on public support for the intervention/policy
- Any information on jurisdictions in your states and/or states similar to your own that have passed the policy – and data on any economic issues

FACT SHEET: TOBACCO USE AMONG TEENS

During 2017-2018 alone, e-cigarette use almost doubled

2011 vs 2018

- Cigarette Use Decreased: 16%
- E-cigarette Use Increased: 21%

Tobacco product use among high school students (2018)

- Any tobacco: 27%
- E-cigarettes: 21%
- Cigarettes: 6%
- Cigars: 6%
- Smokeless tobacco: 6%
- Hookah: 4%
- Pipe tobacco: 1%

During 2017-2018 alone, e-cigarette use almost doubled from nearly 12% to 21%

3 out of 4 adults favor raising the age to 21

Potential Solutions for Decreasing Teen Tobacco Usage

- Increase the minimum age to sale of tobacco products to 21 years
- Prohibit the sales of flavored tobacco products
- Prohibit smoking and e-cigarette use in work places and public places

Benefits of Raising the Tobacco Age to 21

- Decreased youth tobacco use and initiation
- Reduction in tobacco-related deaths
- Promotion of healthy lifestyle and norms

Consequences of Tobacco Use among Teens

Tobacco use is established during adolescence: 9 in 10 cigarette smokers first tried cigarette smoking by age 8

Tobacco products are harmful to youth:

- Harms brain development and impact learning and memory; increase risk of addiction to other drugs; increases risk of tobacco-related diseases and conditions

The How



Resources: Infographics

What is an infographic?

<https://blog.adioma.com/what-is-an-infographic/>

<https://www.easel.ly/blog/types-of-infographics/>

Tips

<https://neilpatel.com/blog/12-infographic-tips/>

Layouts

<https://venngage.com/blog/9-types-of-infographic-template/>

<https://piktochart.com/blog/layout-cheat-sheet-making-the-best-out-of-visual-arrangement/>

Word Count: Under 35 words; less for digital/web

Consider dissemination channel

Consider typography

Use color intentionally – should help tell story/convey message; avoid too much color

Show, don't tell - If you remove all the text, the images/illustrations still convey message

Resources: Infographics

Online templates

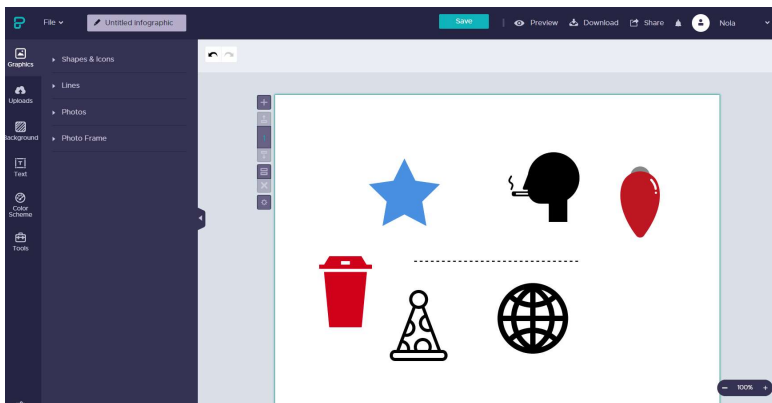
[Create Your Free Account](#)

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Piktochart <https://create.piktochart.com>

Easel.ly <https://www.easel.ly/>

Canva <https://www.canva.com/>



Additional colors cost money
Ownership?
Cloud?

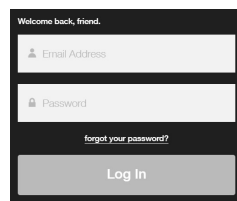
Resources: Icons and Photos

Company Icon library


Search the web for inspiration

The Noun Project

<https://thenounproject.com/>



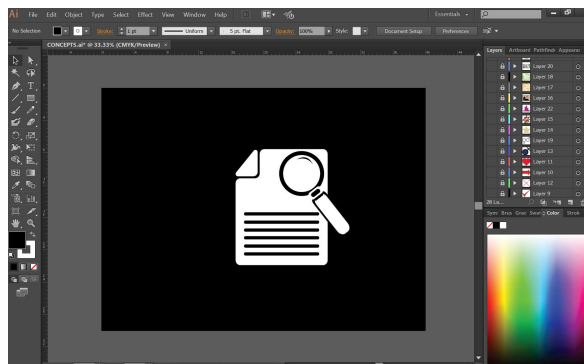
Ownership?

Inspiration, then
create my own


i Resources: Icons and Photos

Create your own

Adobe Illustrator and InDesign



Online alternatives to expensive tools

<https://www.makeuseof.com/tag/free-browser-adobe-illustrator-alternatives/>

PowerPoint 😊



Public

i Resources: Icons and Photos

Create your own

Wingdings

Insert as symbol into text box

<https://speakingpowerpoint.files.wordpress.com/2011/10/symbol-fonts-wingdings-webdings-character-map3.pdf>

Convert to shape for formatting

<https://www.youtube.com/watch?v=Gf9ouk5zULg>



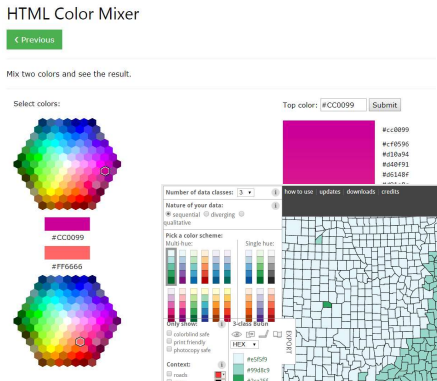
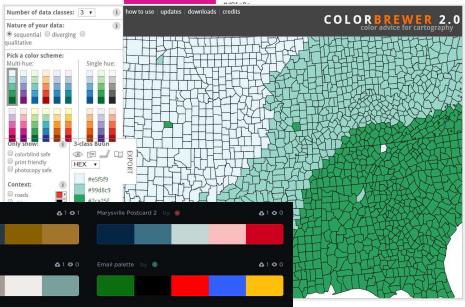
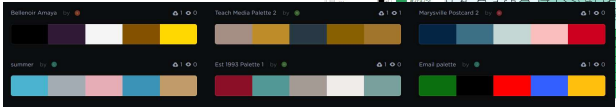
i Resources: Colors

Tools

Mixer
https://www.w3schools.com/colors/colors_mixer.asp

Color-brewer
<http://colorbrewer2.org/#type=sequential&scheme=BuGn&n=3>


Coolers
<https://coolers.co/browser/latest/1>

Search the web for inspiration

Trending colors for 2019

<https://www.canva.com/learn/6-trending-colors-to-use-in-2019/>
<https://piktochart.com/blog/pick-great-color-schemes-your-infographics/>
<https://visme.co/blog/infographic-color-schemes/>





i Resources: Colors



Meaning of colors

Branding
 Yours
 Others?

Color Blindness Simlylator
<https://www.color-blindness.com/coblis-color-blindness-simulator/>

Screens and printing differences

i Resources: Fonts

Download free fonts

<https://www.1001fonts.com/>



IT security
FONTS DO NOT TRAVEL IN PPT or WORD! Convert to PDF.

New & Fresh Fonts

Fonts 1 - 10 of 10,709

headline display text handwritten sans serif handwriting poster narrow serif grunge wide eroded script ...more

Your text here...

↓ 10 ↓ Date added ↻ Permalink

Kepler 296 Donate ♥ 🔒 Download

Kepler 296 Regular

Clab Personal Use *3 Donate ♥ 🔒 Download

Clab Personal Use Regular

Prettigel Donate ♥ 🔒 Download

Prettigel italic

i Resources: Fonts

Fun text creator

<http://flamingtext.com/logo/Design-Neon>



Text Logo Background Image

Logo Text:

Font Size: 70

Font: ▼

Advanced ▼

Shadow: OFF ON

Demo

Thank you!

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