CONNECT COPD

Infographic Instructions for a Patient & Caregiver Audience

Infographics are an effective way to visually display a large amount of information and are especially effective digital communication tools.
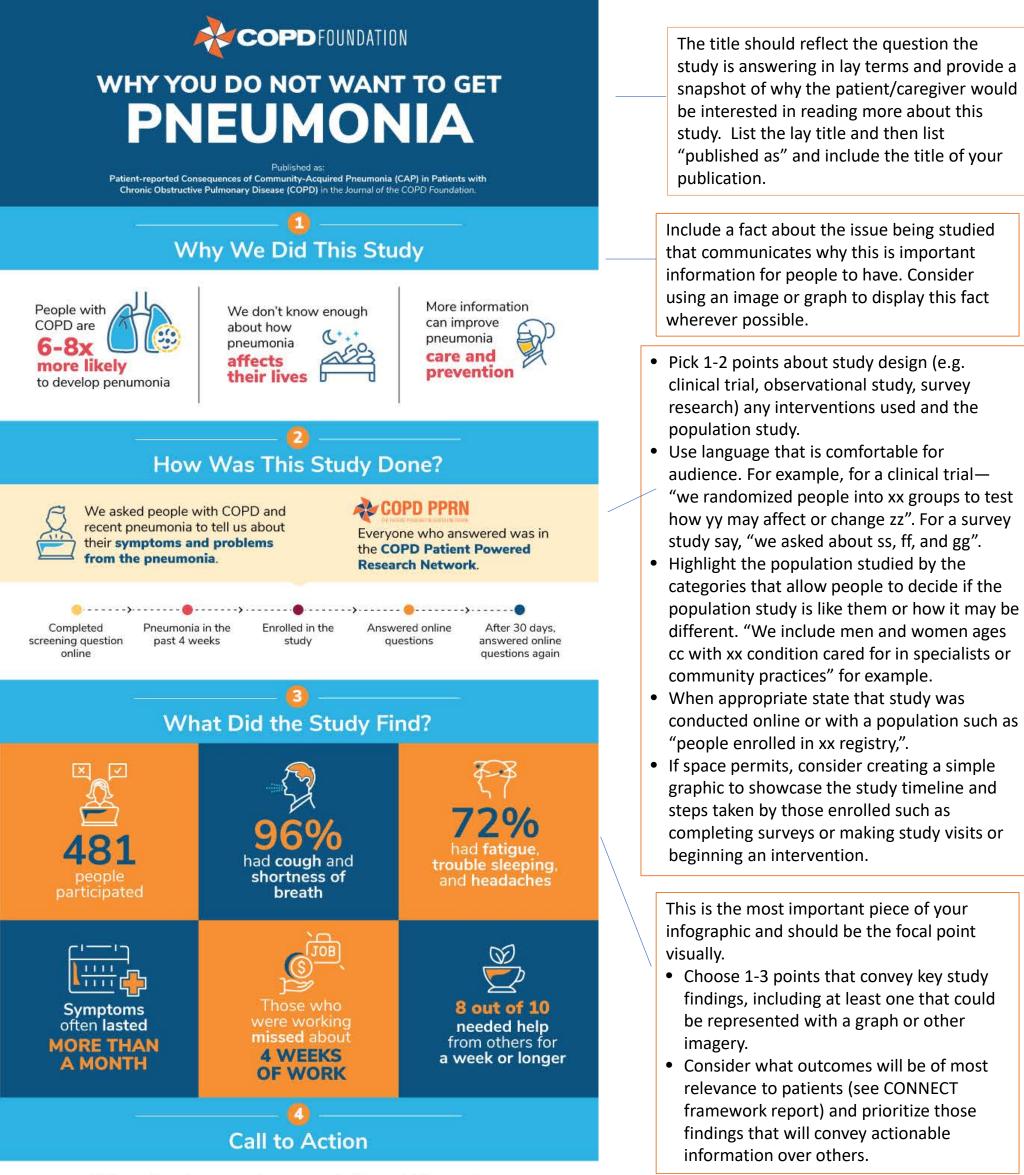
The next slide shows an example infographic and section by section tips for what information to include within each section. Graphic design experience is typically required for creating infographics, but new online resources such as http://science-infographics.org/ offer extensive training and tools for creating infographics without professional expertise. Additional links to infographic resources that you may find helpful are included in the final slide. Please note we do not endorse any particular site and are simply providing the information for external sites that the CONNECT team found valuable in our own efforts.

To get started;

1. Review the instructions for each section in slide 2

2. Create an outline of the specific points you would like to convey in each section. If you are using a graphic designer, keep in mind that they do not know your study and they do not have the scientific expertise that you do, so it is important to spell out the information you would like to include in each section. Their job is to take that information and help communicate it with visuals.

3. Share your outline with your collaborators, especially the patient and/or caregivers who are part of your study team or stakeholder advisory board. If you haven't yet worked with patient or caregiver advisors, consider reaching out to advocacy organizations representing the conditions involved in your study.

4. Once your outline is final, it is time to start creating! If you are leveraging one of the do-it-yourself tools, you can find icon images in the CONNECT Icon Library. Make sure to leave plenty of time to review and tweak the infographic and it is always helpful to run the draft by your collaborators to be sure it is understandable and effectively communicates the actions you want people to take as a result of the research.

COPD FOUNDATION

WHY YOU DO NOT WANT TO GET
PNEUMONIA

Published as:
Patient-reported Consequences of Community-Acquired Pneumonia (CAP) in Patients with Chronic Obstructive Pulmonary Disease (COPD) in the Journal of the COPD Foundation.

1 Why We Did This Study

People with COPD are **6-8x more likely** to develop penumonia

We don't know enough about how pneumonia **affects their lives**

More information can improve pneumonia **care and prevention**

2 How Was This Study Done?

We asked people with COPD and recent pneumonia to tell us about their **symptoms and problems from the pneumonia**.

COPD PPRN
Everyone who answered was in the **COPD Patient Powered Research Network**.

Completed screening question online → Pneumonia in the past 4 weeks → Enrolled in the study → Answered online questions → After 30 days, answered online questions again

3 What Did the Study Find?

481 people participated

96% had **cough** and **shortness of breath**

72% had **fatigue, trouble sleeping,** and **headaches**

Symptoms often lasted **MORE THAN A MONTH**

Those who were working **missed** about **4 WEEKS OF WORK**

8 out of 10 needed help from others for **a week or longer**

4 Call to Action

Take action to prevent pneumonia to avoid the serious health and quality of life consequences.

Get your **flu shot** every year

Get your **pneumonia shots**

Take **precautions** (e.g., wash hands, avoid sick people)

Complete a **COPD Action Plan**

LEARN MORE...

- Find out more about the COPD and Pneumonia Study at http://bit.ly/COPDPneumoniaStudy.
- Learn about the COPD Patient-Powered Research Network at www.copdpprn.org
- Get involved, find support and joing the conversation on COPD360social at www.copdfoundation.org

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Annotations:

The title should reflect the question the study is answering in lay terms and provide a snapshot of why the patient/caregiver would be interested in reading more about this study. List the lay title and then list "published as" and include the title of your publication.

Include a fact about the issue being studied that communicates why this is important information for people to have. Consider using an image or graph to display this fact wherever possible.

- Pick 1-2 points about study design (e.g. clinical trial, observational study, survey research) any interventions used and the population study.
- Use language that is comfortable for audience. For example, for a clinical trial—"we randomized people into xx groups to test how yy may affect or change zz". For a survey study say, "we asked about ss, ff, and gg".
- Highlight the population studied by the categories that allow people to decide if the population study is like them or how it may be different. "We include men and women ages cc with xx condition cared for in specialists or community practices" for example.
- When appropriate state that study was conducted online or with a population such as "people enrolled in xx registry,".
- If space permits, consider creating a simple graphic to showcase the study timeline and steps taken by those enrolled such as completing surveys or making study visits or beginning an intervention.

This is the most important piece of your infographic and should be the focal point visually.
- Choose 1-3 points that convey key study findings, including at least one that could be represented with a graph or other imagery.
- Consider what outcomes will be of most relevance to patients (see CONNECT framework report) and prioritize those findings that will convey actionable information over others.

This is your call to action.
- Include 1-4 key actions that PATIENTS/CAREGIVERS should take as a result of this study and what is already known in medical literature. This could include giving instructions like "ask your doctor xxx" or "get xx test/vaccine etc" or simply "monitor xx" or "we still don't know enough to recommend xxx."

This is where they can find out more.
- Include relevant publication link here, an organization that offers resources on the topic and your research team's contact information if desired.

Additional Resources for Infographic Creation

- Finding, using, and visualizing data: http://science-infographics.org/data-finding-using-visualizing/

- Telling a story with data: http://science-infographics.org/telling-a-visual-story/

- Other infographic resources: http://science-infographics.org/recommended-resources/

- Storytelling with data gallery: http://www.storytellingwithdata.com/gallery/

- Designing and creating science infographics: https://www.clips.edu.au/infographics/

- Communicating results with scientific graphs: https://www.clips.edu.au/displaying-data/

- E-books for download to create "meaningful visual communication": https://www.visme.co/best-graphic-design-books/

- Making your research accessible: https://www.researchtoaction.org/category/making-your-research-accessible/

- Why should we use infographics?: https://blog.mindthegraph.com/how-to-make-an-infographic-2/#.XVxjlHt7nIU

- Other dissemination plan resources: https://www.ahrq.gov/professionals/quality-patient-safety/patient-safety-resources/resources/advances-in-patient-safety/vol4/planningtool.html

- Funny examples to illustrate spurious correlations: http://www.tylervigen.com/spurious-correlations