HQIP Healthcare Quality Improvement Partnership

2024 case studies
Engaging patients and carers
Projects

Infographics

National Clinical Audit and Clinical Outcome Review

Acute

- Emergency Laparotomy Audit
- Falls and Fragility Fracture Audit
- Medical and Surgical Outcome Review

Cardiovascular

- National Vascular Registry
- Cardiovascular Disease Prevention (CVDPrevent)

Cancer

- National Cancer Audit Collaborating Centre
  - Breast cancer (primary)
  - Breast cancer (metastatic)
  - Ovarian cancer
  - Pancreatic cancer
  - Non-Hodgkin Lymphoma
  - Kidney cancer
  - Prostate Cancer Audit
  - Lung Cancer Audit
  - Gastro-intestinal: Bowel and Oesophago-gastric Cancer Audits

Mental health

- Psychosis Audit
- Mental Health Outcomes
- Eating Disorders

Long-term conditions

- Adult Diabetes Audit
- Rheumatoid and Early Inflammatory Arthritis Audit
- Respiratory Audit
- Sentinel Stroke Audit
- Care at End of Life Audit
- Dementia Audit
- Obesity Audit

Women and children

- Paediatric Diabetes Audit
- Neonatal Audit Programme
- Paediatric Intensive Care Audit
- Epilepsy 12 and Seizures in Young People Audit
- Maternity and Perinatal Audit
- Child Health Outcome Review
- Maternal, Newborn & Infant Outcome Review
- Child mortality

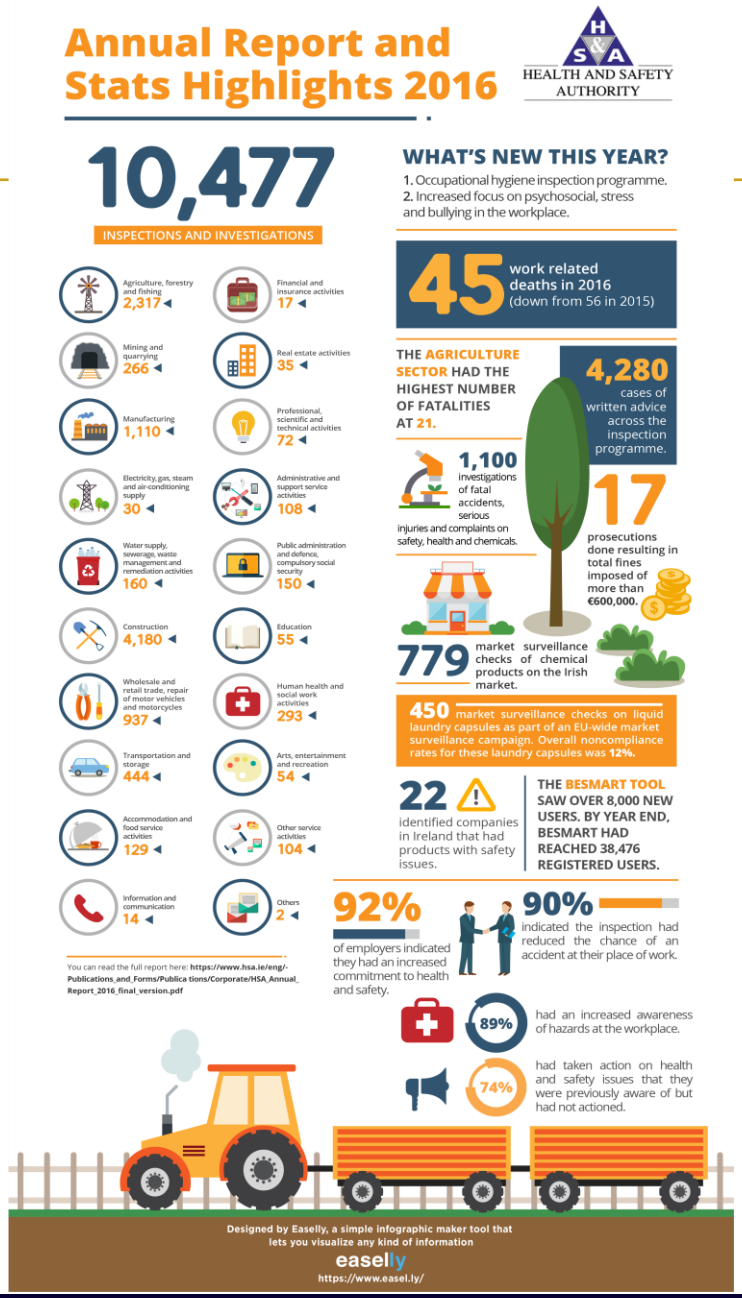
What is an infographic?

- info·graph·ic
- [ˌɪnfə(ʊ)ˈgrafɪk]
- **NOUN**

1. a visual representation of information or data, e.g. as a chart or diagram:
2. *"a good infographic is worth a thousand words" · "complicated scientific information can be made more accessible by using infographics"*

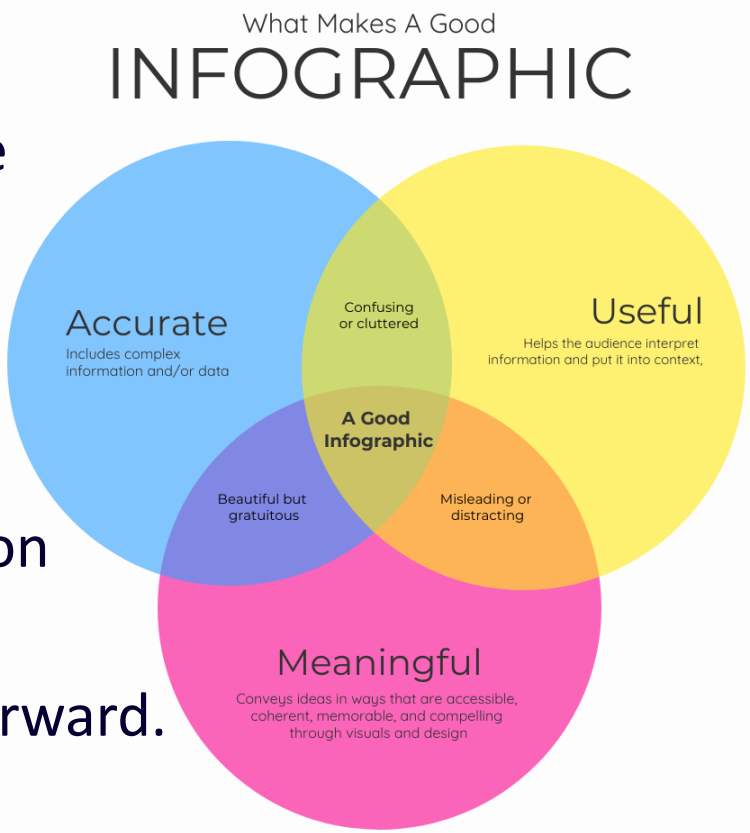
What is an infographic?

- Infographics are a valuable tool for visual communication. The most visually unique, creative infographics are often the most effective because they grab our attention and don't let go



What Makes a Good infographic?

- Avoid misleading or false information
- Do not overload with clutter
- Include and value all types of people
- Make it useful for your target audience
  – make it actionable, relevant, not introduce bias or cause alarm
- Data storytelling
  – include visuals to support your story
- Choose a layout that fits the information
- Visual elements should reinforce key messages, be as concise and straightforward.
- Make it memorable



Read full blog post: https://venngage.com/blog/good-infographic/

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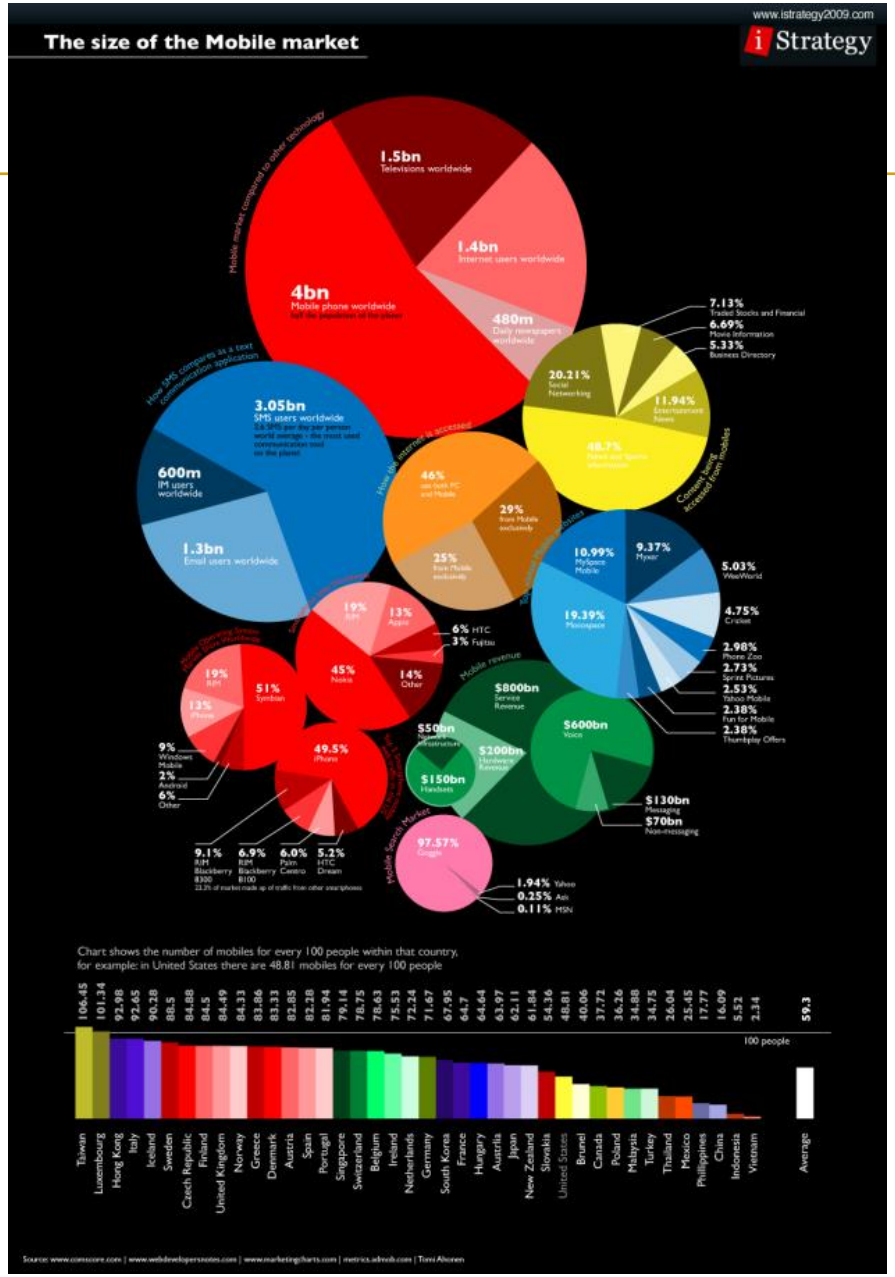
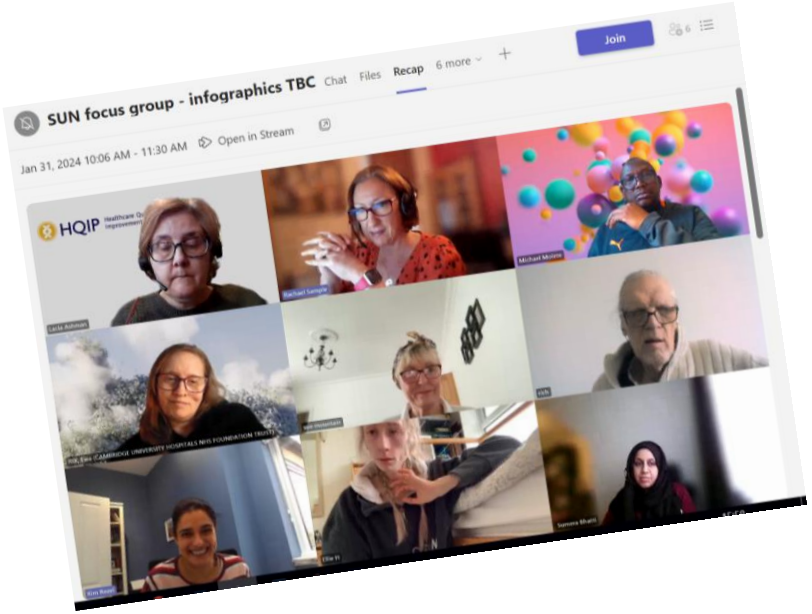
Problem infographics

Problem infographics



SUN focus group

- 10 SUN members invited
- Reviewed 6 random infographics from NCAPOP
- Commented in writing and during an online session



31st January 2024

Questions to consider

- Can you make sense of the content? Please think about what you do and don't like.
- Are the messages clear and easy to understand? Please expand on the images and graphics that you like.
- Are there any images that are unclear and that don't make sense?
- Which infographic do you like best and why?
- What else can this infographic add to make it more meaningful to patients and carers?
- What could be removed from this infographic that doesn't add anything and helps to make the message clearer?
- Any other comments?

Feedback from SUN – positives

I enjoyed the text at the bottom of the pages explaining use of language

There are good carer quotes which bring the narrative to life

There is a timeline or journey mapping process, which makes the narrative easy to understand.

I like the inclusion of a QR code (which is an app I don't use but it's good to know there are other sources of info out there. This is better than uses of supporting reference materials seen elsewhere

This is a really, relatable and human focused infographic for the patient and public view.

I appreciate how the findings are presented in distinguishable boxes, with emboldened words to highlight key information. This makes the messages clear and easy to understand.

Feedback from SUN – negatives

Like lots of data, but don't like that there isn't much space to explain what each header means.

The white boxes against a white background are not easy to read and I feel some of the graphics could benefit from different colour contrast.

- What is 'curative intent'? Multimodal? Morphology?
- What does median survival (remission or cured)
- What is tier 1 training?

Make it more meaningful to patients and carers, the infographic could include patient testimonies and practical advice for managing the condition in daily life.

Over-reliance on dense text. This can be very time-consuming to process and defeats the purpose of a visually engaging infographic.

Feedback from SUN – overall

The graphics allowed me to access a world I would not usually want to enter.

Separating the recommendations from other statistics and giving them more visual prominence would reinforce their importance.

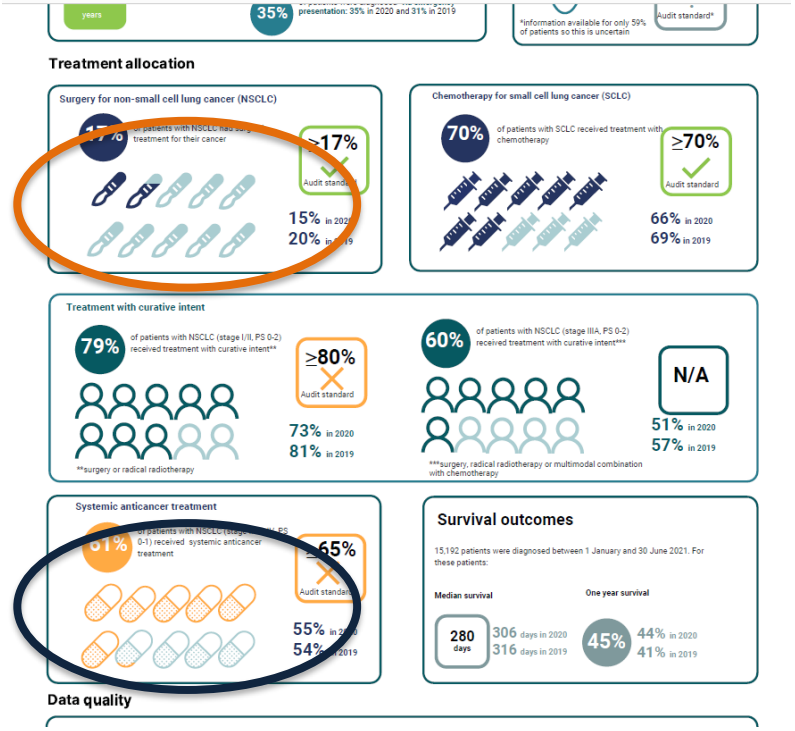
While there are signposts to 'refer to recommendations' in several sections, it would be beneficial to include specific recommendations for improving care and carer involvement to enhance the meaningfulness and impact of the infographic.

I gained a lot of knowledge within a few minutes. Very visual and easy to understand. Use of colour is good.

To make it more meaningful and personalised to patients and carers, the infographic could include information about support services, resources, or patient testimonies.

Conclusions

- Who is the audience?
- Are the images and symbols decipherable
- Add headings and explainers
- How much text to use?
- Colours and background
- Further information



INVOLVE PEOPLE

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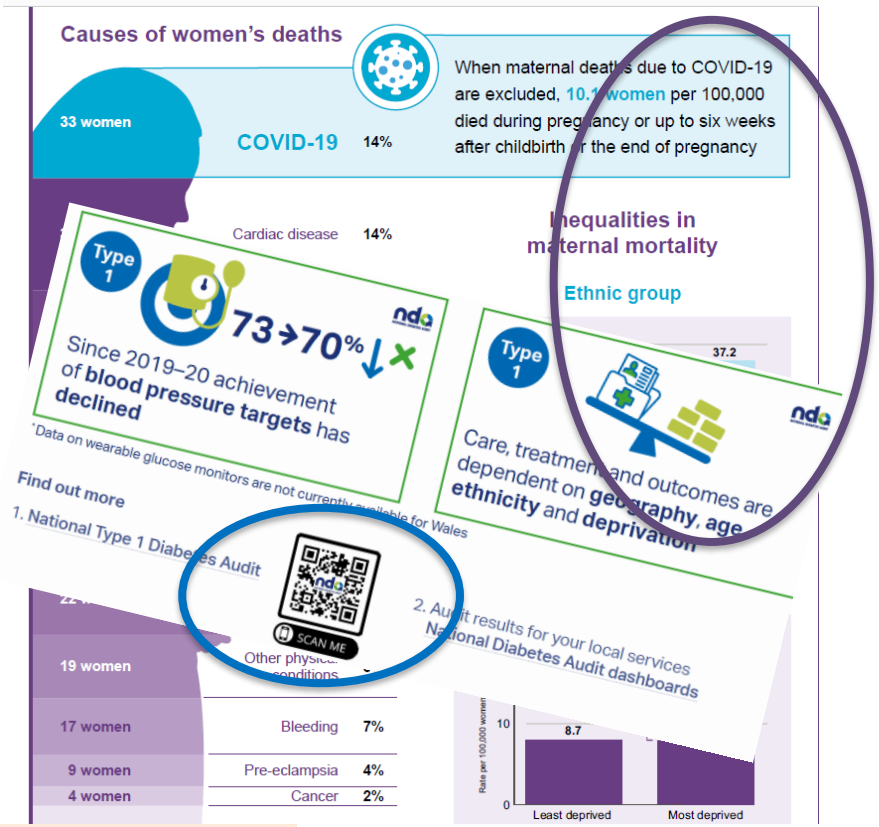

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CHECKLIST FOR INFOGRAPHIC:

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Read full blog post: https://venngage.com/blog/good-infographic/

IS IT USEFUL?

- [ ] Relevant to a target audience
- [ ] Coherent narrative that forms a story
- [ ] Concise, summarized content
- [ ] Clear takeaways and/or calls to action
- [ ] Audience-appropriate language

IS IT ACCURATE?

- [ ] Trustworthy sources of information
- [ ] Information is put into context for audience
- [ ] Charts and diagrams are appropriate for data
- [ ] Data visualizations have clear titles and labels
- [ ] Name, date, and link to source is included

IS IT MEANINGFUL?

- [ ] Layout or template that fits the information
- [ ] Easy to understand at a glance
- [ ] Color is used to highlight, group, or order
- [ ] Fonts are easy to read and add character
- [ ] Photos and icons used to make it memorable

BEFORE SHARING

- [ ] Key messages are clear and supported by visuals
- [ ] Is accurate and does not mislead audience
- [ ] Clutter-free and not too overloaded
- [ ] Formatted for sharing in key channels
- [ ] Shared with others for review

AFTER SHARING

- [ ] Results and impact being measured
- [ ] Asked audience for feedback
- [ ] Any errors not previously caught are fixed
- [ ] Key learnings are documented
- [ ] Identified skills to keep working on