



The Use of Infographics to Support Knowledge Translation

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Handout for Poster #4658

Benefits of Infographics



Easy and quick to comprehend due to a less cognitive load required



Shares the information clearly with our policymakers and stakeholders



Empowers clinicians to be evidence-based and feel more connected to the evidence



Communicate what research has already been done and where research gaps are present.



Advocates for the OT profession by reaching multiple audiences and stakeholders



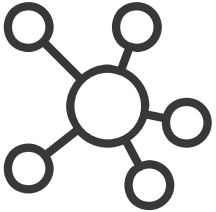
Supports differences in learning styles using visual and text information.



Empowers our clients to be engaged in their care by getting the scientific information distilled in a way that speaks to them. (supports healthcare literacy)



Software to Create Knowledge Translation Resources



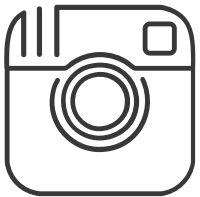
Mind Maps

- [Mind Meister](#)
- [Whimsical](#)
- [Powerpoint](#)



Infographics

- [Infographia](#)
- [Canva](#)
- [Lumin](#)
- [Visme](#)



Social Media Posts

- [Adobe Spark](#)
- [Canva](#)



Website

- [Squarespace](#)
- [Wix](#)
- [Wordpress](#)



One-pager or poster

- [Microsoft Word](#)
- [Microsoft Powerpoint](#)
- [Adobe Acrobat DC](#)
- [Canva](#)



Ways to Track Use of Infographics



- Knowledge checks or questionnaires



- Number of downloads or views



- End-user interviews and feedback



- Altmetric



Full Poster



The Use of Infographics to Support Knowledge Translation



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BACKGROUND

It takes 15-17 years to translate healthcare research into practice⁴

Globally up to 2 million papers are published annually¹



Health care clinicians struggle to find the information they need quickly and in turn, they use out-of-date practices

Research papers are valued in the academic community but for the people on the front line, it needs to be "communicated beyond traditional means".¹



Knowledge translation is "the exchange, synthesis and ethically-sound application of knowledge—within a complex system of interactions among researchers and users—to accelerate the capture of the benefits of research"⁴

FULL POSTER



& HANDOUT

Knowledge translation (KT) includes taking knowledge and making it accessible for the implementation (or use) of healthcare research.

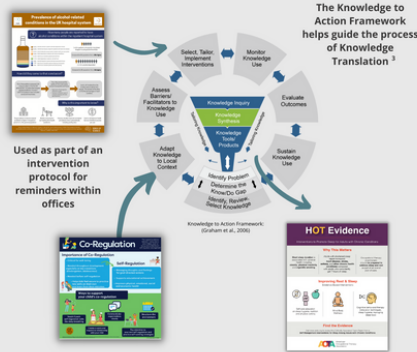
OBJECTIVE



How do infographics support the knowledge translation process?

PROCESS

Infographics can be used throughout the Knowledge to Action process to support knowledge translation.⁵



IMPORTANT QUESTIONS TO CONSIDER:

- What is the intended use of the infographic?
- Who is the intended audience?
- What outcome will be achieved from using it?

MESURING IMPACT



How to evaluate outcomes of using infographics to translate knowledge

- Knowledge checks or questionnaires
- Number of downloads or views
- End-user interviews and feedback
- Altmetric



Feedback on end user of infographics from interviews

- Become more connected to evidence
- Supports more informed decision-making
- Provides a resource to share with clients and stakeholders
- Encourages discussion and problem-solving for ways to apply interventions into practice

TAKEAWAYS

BENEFITS OF INFOGRAPHICS FOR KNOWLEDGE TRANSLATION

- 1 Easy and quick to comprehend due to a less cognitive load required⁷
- 2 Shares the information clearly with our policymakers and stakeholders¹
- 3 Empowers clinicians to be evidence-based and feel more connected to the evidence
- 4 Communicate what research has already been done and where research gaps are present.
- 5 Advocates for the OT profession by reaching multiple audiences and stakeholders
- 6 Supports differences in learning styles using visual and text information.
- 7 Empowers our clients to be engaged in their care by getting the scientific information distilled in a way that speaks to them, (supports healthcare literacy)⁵

REFERENCES



Designed by OT Graphically LLC 2022

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References

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