Engaging Stakeholders

Through Infographics

There is a constant need to share information with new and current families, colleagues, stakeholders and community members and, often, limited time to pull something together. The need to engage and gather the support of stakeholders is ever present as programs strive to promote positive outcomes for children and families in an era where significant challenges appear to multiply by the day. How can programs, faced with limited resources (budget, staff, marketing/graphic design knowledge) actively inform others about what is working, what is changing, and how they might support our cause? Infographics may be a step in the right direction.

BRAND

Infographics are a popular form of content marketing that can help illustrate

**Who You Are
What You Do**

SIMPLIFY

Infographics simplify complicated subjects by
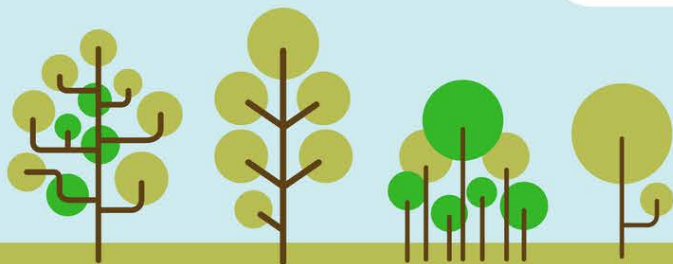
**Limiting
Words
Using Pictures**

FACTUAL

Infographics include information that supports understanding or the need for action

**Graphs
Timelines
Process Steps**

QUICK

Creating an infographic is simple and can be uploaded to social media quickly

**Select
Template
Insert Adapt**

Using Infographics in Family Engagement

Misty D. Goosen, Ed.S
Modified with permission by
The National Federation of Families for Children's Mental Health

NFFCMH

National Federation of Families
for Children's Mental Health

USING INFOGRAPHICS
T O
SUPPORT
ENGAGEMENT

10 STEPS TO CREATING AN INFOGRAPHIC

1. Identify the Topic	2. Identify Audience and Desired Impact
3. Summarize Pupose and Create a Title	4. Identify Key Words, Phrases and Ideas
5. Organize Information into Categories	6. Identify Potential Visuals
7. Identify Supporting Information/Data Visualization	8. Sign Up for an Infographic Service and Select Template
9. Share Infographic	10.Practice New Skill

Using Infographics in Family Engagement
By
Misty D. Goosen, Ed.S.
Kansas In-service Training System
Adapted with permission by National Federation of Families for Children's Mental Health

What is an Infographic and why are they so popular?

Anybody spending time on the internet will have a hard time ignoring the recent popularity of infographics. These web-based "posters" are everywhere. They grab attention and simplify complex information through a narrative using powerful pictures, a smattering of data, and limited words to tell an important story. Infographic stories most often address topics related to business, technology, the economy, and health but are quickly being utilized by others such as public education, non-profits, and individuals. For those in doubt, look no further then Pinterest to quickly get a sense of the surge in infographics.

A prevalent form of content marketing, infographics helps inform others about "who a group is" and/or "what the group believes." They can be used to illustrate and simplify steps in a process and keep people up to date regarding upcoming activities or work that has been accomplished. Their primary purpose is to make it easier for others to understand something, and thus may make it simpler for individuals to become engaged or support the organization in some way. While infographics are not designed to provide a complete understanding on a given subject, they are very useful in setting the stage for initial and ongoing conversations with various stakeholders, including families, staff, community partners, and others important to program success.

The growing popularity of infographics is largely related to the use and reliance of the Internet and social media to access information quickly. A task once assigned to graphic designers and/or webmasters, the creation of infographics has become much easier for the layperson to master. As the need for infographics grew, so did the availability of infographic services, providing a viable option for the "less tech savvy population" to create them. (Crooks, 2014)

Seeing Is Believing

What makes infographics so powerful? When it comes to attention and focus, the eyes have it. Humans are designed to look first, ask questions second. We attend to moving things first, followed by colorful/meaningful pictures second, with symbols and text falling far behind as attention grabbers. It's not hard to understand the power of infographics given that 50% of the brain is devoted to processing information in a visual way (e.g. right hemisphere), 90% of information transferred into the brain is visual, and visual information is processed/understood 60,000 times faster than text (MIT, 1996; Medina, 2008; Pieters & Wede.)

Goosen, M. D. (2017). *Using Infographics in Early Intervention.* Parsons, KS: Kansas In-service Training System/Kansas University Center on Developmental Disabilities.

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In Summary-Infographics:
- Popular form of content marketing/branding to quickly inform others
- Simplify complicated information by telling a visual story often supported with data
- Used most often on websites/social media
- Some infographic services are free, others require a fee

Potential drawbacks:
- Free sites limit how much you can produce
- Was designed primarily for use on the Internet (can be costly to print)

Why Use Infographics in Family Engagement?

Family-run programs routinely share information through printed materials such as brochures, and many have become adept at using social media (e.g. Facebook, Twitter) to keep others current, while at the same time promoting the program's "brand." A possible enhancement to information-sharing activities is the creation and use of infographics by family-run programs. As discussed previously, infographics are a quick and easy way to share information that is understandable, easy to read, and can be used in a number of ways. This is especially true for programs which have made the leap to web-based communication to promote their program.

Program administrators and staff are well aware of the constant need to share information with others. Newly referred families are unlikely familiar with the role evaluation plays in the delivery of services. They come to us with general questions such as 1.) why are these questions being asked, 2.) what will be done with the information, 3.) who will see my family's information and 4.) can participating in evaluation negatively affect my family. Sometimes families come with already formed ideas based on misinformation presented to them before ever connecting with staff. In such situations, information may be needed to dispel myths in a way that is positive without pointing fingers at those who may have led these parents astray. For families and staff already engaged in the program, it may be necessary to share information related to upcoming initiatives or other changes that may impact services in some way. Other stakeholders, such as community partners (e.g. medical staff, funders, benefactors) might benefit from having a clear understanding of the research that supports what we do, our impact, and ways in which they currently support or could support us in the future that is a "win-win" for all involved. Providing ongoing information in a non-threatening easy to understand manner may increase overall support for the program down the road, helping programs to galvanize support when needed. Infographics are a viable approach to sharing information quickly, easily, and routinely.

Visit the following sites to learn more about infographics (These are actual infographics about infographics).
- https://visual.ly/blog/11-infographics-about-infographics/
- http://neomam.com/interactive/13reasons/
- https://www.customermagnetism.com/infographics/what-is-an-infographic/

Bibliography

Goosen, M. D. (2017). *Using Infographics in Early Intervention*. Parsons, KS: Kansas In-service Training System/Kansas University Center on Developmental Disabilities.

Crooks, R. (January, 14, 2014). Are Infographics Still Effective as Part of Your Content Strategy? Forbes/Tech. https://www.forbes.com/sites/rosscrooks/2014/01/14/are-infographics-still-effective/#1014cff81138

Medina, J. (2008). Brain rules: 12 principles for surviving and thriving at work, home and school. Pear Press. Seattle, WA

MIT Research-Brain Processing of Visual Information. Downloaded 5/13/17 at http://news.mit.edu/1996/visualprocessing

Pieters, R., Wedel, M. (April, 2004). "Attention Capture and Transfer in Advertising: Brand, Pictorial, and Text-Size Effects." Journal of Marketing: Vol. 68. No 2, pp. 36-50.

Infographics 101: How to Create an Infographic

The purpose of an infographic is to tell an easy to understand story that is defensible and is presented visually. What follows is a general listing of the steps needed to create an infographic. In each section, a space has been provided to jot down initial ideas as a starting point for creating your own infographic, or using the full worksheet located at the end of the document (page 19) if you prefer to have all the information in one spot. As appropriate, we have provided additional web-based resources throughout the document that can be visited for more specific information and details.

For the purposes of illustration, a sample infographic has been created titled **The Family Voice in Evaluation of Mental Health Services.** (Complete infographic is located on page 23.)

Step 1: Identify the infographic topic

Identifying a topic is the first step to creating an infographic. The topic should be listed in general terms. Following the steps below, we will create a new infographic on Engaging Families in Evaluation.

> **Infographic topic: Family Voice in Evaluation of Mental Health Services**

Step 2: Identify the audience and potential infographic impact

Knowing the audience is the critical next step when creating an effective infographic. Understanding the primary audience and their unique needs will help inform what ultimately gets on the infographic. For the sake of example, let's pretend the infographic topic was "The Wizard of Oz". Ideas and images might come to mind such as "There's no place like home," a picture of a young girl with braids in a gingham dress, a scary witch, and a ruby slipper." If the primary audience for the infographic is a group of 17-year-old girls, chances are the infographic will be received well. However, if the plan was to share the infographic at a "Witches Convention," the infographic might not result in the way it was first intended. Infographics must therefore be created with the primary audience in mind.

To create an effective infographic, one must know who their primary audience is, and what the desired aim of the infographic will be. What will this audience be able to do as a result of reading the infographic? What challenges might this group be facing that keeps them from moving forward as desired? What information are they lacking at this point in time that is necessary for them to have a productive conversation about the topic? What feelings might

the audience be experiencing now related to the topic, that stand in the way of a more positive outcome? Creating an infographic based on the unique characteristics and/or needs of the primary audience will help identify the critical elements to be included, as well as a good understanding of "what to avoid" in both content and visual representations.

Here is information gathered about the primary audience used to create the infographic:

Parents and Caregivers of Children Receiving Behavioral Health Services		
As a result of reading the infographic…		
What will they know?	What will they do?	How will they feel?
The important and valuable role they play in the successful evaluation of services	They will participate in evaluation and share their experience	Motivated/Relieved
What challenges might they currently be facing?	Concern about how the information they share will be used	

Record information related to your primary audience below:

Primary Audience:		
As a result of reading the infographic…		
What will they know?	What will they do?	How will they feel?
What challenges might they currently be facing?		

Goosen, M. D. (2017). *Using Infographics in Early Intervention.* Parsons, KS: Kansas In-service Training System/Kansas University Center on Developmental Disabilities.

Step 3: Summarize primary purpose of the infographic and Create a Title

Identifying the primary purpose will help determine what type of infographic structure or template to use and create a title. The primary purpose of our infographic, is to increase the understanding of families in the need to participate in evaluation and promote a positive starting point for further conversations. A **visual article template** was selected providing the general "gist" of the Need for Family Engagement in Family Driven Evaluation.   The title selected for infographic was simple, but straight forward: "**Family Voice in Evaluation of Mental Health Services"**

Infographics generally fall into 7 categories:

Type	Point	Examples
Visual Article	Increase understanding of a topic or idea	Sharing Information about a Family Driven Evaluation
Comparisons	Highlight similarities/differences Dispel myths Illustrate uniqueness Make a convincing argument	Evaluation with active family engagement vs Evaluator/Data Driven
Timelines	Illustrate change over time Simplify a complicated story Show how one thing leads to another	History of a Family Engagement/Inclusion as part of the evaluation process
Process	Teach an ordinal task Understand what comes first, second, last.	Developing staff agreement on Family Driven Evaluation How to present Evaluation Participation to families
Flowcharts	Illustrate how different situations can reach the same conclusion, or conversely how all start at the same place, but depending on the situation may end up at a different point	Decision Trees
Data Visualization	Simplify facts/statistics making it easier to understand	Charts graphs or graphics to visualize numbers (e.g. size comparisons)
Maps	Compare places/locations	Identify where services are located

Evaluation Infographic Worksheet Example:

What is the primary purpose of the infographic?	To increase the understanding of families new to evaluation, and promote a positive starting point for engagement in family-driven evaluation for all team members
What format will work best?	**Visual article template** was selected providing the general "gist" of the Family Driven Evaluation
Add title here:	**Family Voice in Evaluation of Mental Health Services**

Write down the primary purpose of the infographic, the format that works best for the purpose, and the infographic title below:

What is the primary point of the infographic?	
What format will work best?	
Add title here:	

Goosen, M. D. (2017). *Using Infographics in Early Intervention.* Parsons, KS: Kansas In-service Training System/Kansas University Center on Developmental Disabilities.

Step 4: Identify Key Words/Phrases/Ideas

After the purpose, format, and title of the infographic has been determined, make a list of key words, phrases, or ideas which represent the basic content that will be included. The Engagement in Family-Driven Evaluation infographic included the following key words, phrases, and ideas.

Key Words-Phrases-Ideas
Family members are an integral part at every step
Family Driven
Families as experts
Determining the most needed and effective services
Family Voice

For the sake of discussion, here is a list of details that were omitted in the infographic:

- ➢ Discussion of data evaluation
- ➢ Details about training to participate in evaluation
- ➢ Specifics about how, when and who will participate in the evaluation process

Remember, an infographic is not to be used as a sole source of information. It is a starting point for a conversation. More specific details will need to be provided through discussions, question/answer opportunities, other printed resources (e.g. articles, information packets), or social media.

List the Key Words-Phrases-Ideas that are important to be included in your infographic:

Key Words-Phrases-Ideas

Step 5: Organize Information into Categories

The content generated in Step 3 is then organized under **Headings** and **Sub-Headings**.
The content of the infographic was organized into 4 categories: 1.) what is it, 2.) how does it work, 3.) where does it happen, and 4.) who else supports this approach? In the example, the information was very basic, so no sub-headings were necessary.

List Categories of Information below	**Headings with Text**	**Sub-Heading with Text**
Families play an essential role	**What is Family Voice?** Input from parents and caregivers that accurately reflects their experience.	NA
What is evaluation	**What is Family-Driven Evaluation?** It is evaluation where the family's input on services is essential to the evaluation of services.	NA
Why does it matter	**Why is it important?** If the data show what works, then that service and the funding for that service can be increased to help more families succeed.	NA
How will this impact my child and family	**What is done with the information I provide?** The evaluators use the information provided by the families to determine what the families saw as the most effective and needed services. This data is then used to advocate for more of the needed services.	NA

Answers to questions is one method for organizing infographic information. However, other organizational techniques might be in 1.) a sequence of events or steps in a process, 2.) a timeline of events, 3.) a comparison such as pros/cons, 4.) or an analogy, metaphor, or simile that helps illustrate a relationship to something.

Keep in mind the content in an Infographic represents "bite-size" pieces of information. The best infographics have limited text and have plenty of white space between sections. Providing information in this way simplifies complicated information and motivates the reader to attend to the most important points of the topic.

Organize the infographic information into categories below:

List Categories of Information below	**Headings with Text**	**Sub-Heading with Text**

Step 6: Identify Potential Visuals/Icons

As the saying goes, a picture is worth a thousand words. The strength of an infographic often corresponds to the visuals that are used. However, those with visual impairments will need the ability to access the images used in the infographic in another way. There are two ways to make this happen. The first and easiest way is to provide a written alternative of the image, known as alternative text (alt text). Alt text is used to describe the image using as few words as possible. A second way to address accessibility is to use HTML/CSS rather than using an image file to create the infographic. Instructions for this method go beyond the scope of this document and are therefore not included.

To identify the visuals used in the infographic, the key words/phrases/ideas were reviewed and then a list of potential images conveying the same meaning were identified. From the list, a final visual representation was selected, and the alt text was recorded.

List Key Words-Phrases-Ideas	Identify Potential Icons/Pictures	Visuals Selected	Alternative Text (alt text) of Visuals selected
Family Voice	Icon or Picture of a person speaking	Icon-Person	**alt** = "Icon representing a person talking"
Evaluation	Icon or picture indicating a test or assessment	Icon-Check box	**alt** = "Icon of a check box"
Why it is important	Icon or picture of money	Icon-Money	**alt =** "Icon of dollars representing money"
What impact they have	Family or families or children	Icon-Family	**alt** = "Icon of a family with children"

Using real pictures of people, places or things is desirable, but not always feasible. Including pictures sometimes requires more steps (e.g. taking the picture, getting permission to use the picture, paying fee to use pictures vs. common source, and printing issues). For more information regarding the use of pictures in infographics, visit the following website: https://venngage.com/blog/6-amazing-image-hacks-enhance-infographic/

Icons were selected to be used as images for the infographic. The icons for the sample infographic on pg. 23 were selected using Canva www.canva.com. Additional resources you might use include The Noun Project. This site provides free common source icons that can be used in any way as long as appropriate credit is provided: https://thenounproject.com. Icons and pictures may be available through the online infographic service you select and may

already be included on templates where information can be inserted directly. Another option is to create icons using a simple (and free) service from Google called AutoDraw: https://www.autodraw.com/. A short YouTube video (5:54 minutes) created by Teacher's Tech provides step-by-step instructions for using this tool: https://www.youtube.com/watch?v=sWbEqMC3DQw.

When using icons or pictures from an outside source, remember to include proper citations if necessary. Another option for citation is to include credit at the bottom of the infographic.

Use the table below to identify visuals for the infographic including alt text descriptions:

List Key Words-Phrases-Ideas	Identify Potential Icons/Pictures	Visuals Selected	Alternative Text (alt text) of Visuals selected
			alt= "description of image here "
			alt= "description of image here "
			alt= "description of image here "
			alt= "description of image here "

Goosen, M. D. (2017). *Using Infographics in Early Intervention.* Parsons, KS: Kansas In-service Training System/Kansas University Center on Developmental Disabilities.

Step 7: Identify Supporting Information and/or Data Visualization

It is a good idea to include supporting information or data whenever possible. Supporting information can be a listing of everything a program has accomplished, identification of recognized groups in support of the topic or idea being shared, and/or statistical data that has been collected through surveys or other sources. Infographic sites offer templates where data can be easily visualized within charts, graphs, or other methods. For those who desire a more comprehensive understanding of the importance of data visualization and potential tools that can be used to display such information, visit the **Data Visualization Toolkit** found at *The Center for IDEA Early Childhood Data Systems* at http://dasycenter.org/data-visualization-toolkit/.

If you plan to include supporting data in the infographic, use the table below to brainstorm the type of data that might be used, how and where it can be gathered, the data visualization method decided upon (e.g. graphs, tables, other) and the alt text description of that visualization method.

Type of Data	How/where will it be gathered?	Data Visualization Method	Alternative Text (alt text) of Data Visualization selected

Goosen, M. D. (2017). *Using Infographics in Early Intervention.* Parsons, KS: Kansas In-service Training System/Kansas University Center on Developmental Disabilities.

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Step 8: Join an Infographic Service and Select a Template

Online infographic service sites allow individuals who are not experts in using desktop vector graphics applications (e.g. Adobe Illustrator) to pull together a professional looking end product. Vector graphics applications treat images such as illustrations, charts, graphics, and icons as separate objects. By treating each object as a separate entity, they can be easily moved and resized while visually remaining clear and crisp. Most infographic sites require the user to sign up and create a password for using their program. Many of these services offer a free version, making a large but limited number of their templates available. Free versions often limit how much additional information can be added to a template (e.g. pictures from computer files) and/or how many times the infographic can be downloaded or shared. Most infographics offer fee-based plans, many of which are tailored toward educators. When getting started, it is advisable to sign up for the "free" option to try out the service first.

Below is a listing of infographic sites that can be accessed for free or through a fee-based plan for those desiring more capability. In the chart below, a link to each site and corresponding YouTube video tutorial has been included. The selected videos are relatively short and provide step-by-step directions for creating a simple infographic using a particular site. "How To" instructions are also available on each infographic site, however, for those just starting out, watching YouTube videos first might be the most helpful.

Infographic Service	URL	YouTube: "How To" Videos
Pictochart	https://piktochart.com/	https://www.youtube.com/watch?v=lN0MbQQoXDo
Easel.ly	https://www.easel.ly/	https://www.youtube.com/watch?v=0VHyKgdbUhU
Venngage	https://venngage.com/	https://www.youtube.com/watch?v=oJxkLpN4I1I
Canva	https://www.canva.com/	https://www.youtube.com/watch?v=nShmwzh879g&t=16s

Infographic service sites are not the only way in which Infographics can be created. Google Drawings (free online application) and Power Point (desktop application) can also be used. Step-by-step YouTube videos can be accessed below:

- YouTube-How to Create an Infographic in Power Point (May 8, 2015), Bonnie Gean. (5:50 minutes) https://www.youtube.com/watch?v=bX4TWRMZBlE

- YouTube-Using Google Drawings for Infographics (March 8, 2017), Jen Jonson. (10:21). https://www.youtube.com/watch?v=71dJAOtb3S8&t=124s

Step 9: Sharing the Infographic

Once the infographic has been created, it's time to prepare it to share with others. Instructions for uploading to web-pages/social media sites or downloading directly onto the computer are provided by each infographic site. In general, infographics saved and downloaded as a "png" or "jpeg" file are best for online purposes and can be easily inserted into Power Point presentations. To use as a printed handout, the infographic *must be saved as a pdf*. Keep in mind, the amount of color used (especially the background color) may impact the cost of printing. Infographics can also be saved to be printed as a poster. The PSP infographic used in the examples was downloaded as a pdf file and then inserted into a Word document.

508 Accessibility Compliance
Infographics include text and images that create potential accessibility barriers for people with disabilities. The use of color, contrast, reading structure and order, as well as the visual images can make them difficult to follow or even see all together. Section 508 of the Rehabilitation Act requires that technologies are made accessible to the public when developed or used by federal agencies. Infographics that are posted on the web fall under this category. Therefore, designing the infographic with accessibility in mind, and checking it for 508 compliance when it is completed is essential. What follows are a few tips to remember while creating the infographic to increase accessibility.

Typeface/Fonts
To make the infographic accessible to a larger population, select typeface that are more upright and not associated with italic or oblique style (sans serif). Fonts such as Arial, Veranda, Helvetica, and Times New Roman are all good choices. Consider making the default font a few points larger when possible (12pts-14pts).

Use of Color
One of the elements that make infographics so attractive and interesting is the use of color. Color can evoke powerful emotions and quickly attract attention. At times, color can even convey meaning (e.g. a red face). However, the use of color in an infographic can also become a significant barrier for those reading it who have a visual impairment. Some have difficulty seeing specific colors (e.g. red, green); others have difficulty when the contrast between colors being used is not significant enough. To avoid such challenges, follow these tips from WebAIM (http://webaim.org/intro/#principles):

- Do not rely on color alone to convey meaning
- Avoid using red/green and pastels
- Use an annotation such as * in addition to color to denote importance
- Make sure there is at least a 4.5:1 contrast ratio between the foreground and background colors. Check the ratio at: http://webaim.org/resources/contrastchecker/

Making an Alternative PDF or Full Text Version of the Infographic Available

To make the overall infographic accessible to those with visual impairments or blindness, it might be necessary to create an alternative version. One alternative is to save the infographic as a pdf file and run it through a program such as Adobe Acrobat using the accessibility tools. The program will check to see if the document includes native HTML elements and allow it to be tagged so that screen readers can appropriately identify and convey that information back to the reader. Once the program has been run, and information inserted (e.g. alt text described in steps 6 & 7), a new pdf copy would be saved. For infographics shared on the web, a link can be provided somewhere on the page to access the adapted pdf for those who need it.

Another alternative is to make a full text version of the infographic. Although less desirable, it is a simple way to make the content available to a broader community. An example of a full text version of the Family Voice in Evaluation infographic can be found on page 24. In this example, information was copied from Step 5 (Headings with Text, Sub-headings with Text); Step 6 (Alternative Text of Visuals Selected); and Step 7 (Alternative Text of Data Visualization) and included to create a Microsoft Word document. To create the full text alternative as a Microsoft Word document, the following guidance suggested by The American Council of the Blind (Sutton, 2002) was followed:

- Use tabs and hanging indents rather than using the spacebar
- Use the "insert page break" option rather than repeatedly the "enter" key to move to the next page
- Use the "insert page numbers" option rather than adding page numbers manually
- Don't use columns in the document
- Do use style codes to generate passages of text when appropriate such as italics or underlining
- Use boldface type for the entire document
- Use simple fonts that are easy to read
- At a minimum, the font size should be 14, however 18 is suggested

The following resources provide additional detailed information useful in address Section 508:

- The Center for IDEA Early Childhood Data Systems (DaSy) provides general infographic accessibility information as well as tips for maps, charts and data tables. http://dasycenter.org/data-visualization-toolkit/infographics/#access

- An infographic about 508 accessibility and IDEA is available on the Whole Brain Blog at http://blog.thewholebraingroup.com/americans-with-disabilities-act-23rd-anniversary

- The "whys" of making infographics accessible are explained well on a site called "webbism" and can be viewed at http://webbism.com/2013/05/28/making-infographics-accessible/

- Access iQ, a media access service out of Australia also provides useful information for creating accessible infographics at http://accessiq.org/create/content/how-to-create-an-accessible-infographic

- Office of Special Education Programs, IDEAs That Work: Section 508 at https://www.osepideasthatwork.org/resources-grantees/508-resources

Engaging Others

Providing an opportunity to share a draft of the infographic with a few representatives of the target audience is an excellent way to answer important questions such as:
- Did the infographic convey/inspire the target audience as intended?
- Was the infographic easy to understand?
- Were "hot button" words or pictures used that you hadn't noticed?

Gathering feedback and using information to edit the infographic is one way to engage with stakeholders. However, when feasible, creating an infographic from scratch with a group of stakeholders can provide benefits beyond the final product. The process of identifying a topic, intended audience, key messages, words/phrases and images is a highly engaging process. Productive conversations and insights across all partners can be gained and will likely result not only in effective infographics, but also strengthen partnerships.

The co-creation of infographics with other stakeholders provides an opportunity to learn other perspectives on the topic, negotiate the message, build relationships, gain new insights, and stimulate dialogue (Goosen et al, 2017). To identify the stakeholders who might engage in such an activity, they suggest considering "who else cares about this infographic topic" and/or "who else seeks our shared outcome?" Co-creating an infographic provides an opportunity to communicate a value that is shared beyond just one group resulting in a broader understanding of the issue and possibly broader support of the cause.

Goosen, M.D., Linehan, P, Rosser, M., Cashman, J., Rosborough, J. (2017, August). Using Infographics to Tell Your Center Story. Presentation conducted at the Better Together: Region 2 and Region 3 Parent Center Conference, Austin TX

Step 10: Practice Your New Skill and Keep on Learning

A Final Note
Sometimes the best way to learn something new is to jump in with both feet, not expecting perfection. The example infographic provided in this document is an example of that approach. It is a very simplistic version of what can be produced and by no means represents perfection. Many improvements can/should be made. For example, the color and contrast could be improved, and utilizing actual pictures of staff and families would certainly be more visually appealing and consequently more powerful. For the purposes of this document, the example was used to illustrate how simple and quick infographics can be created. Local programs may wish to use the PSP as a template to improve upon inserting information and pictures unique to their network.

There is a lot more to be learned about the ins and outs of making powerful infographics that are beyond the scope of this document. For example, there is extensive information about selecting the right type of font, color pallet, and formats to name just a few. Below are several web sources that provide more details to help perfect this new skill.

The Do's and Don'ts of Infographic Typology (a Free Guide): Hubspot
https://blog.hubspot.com/marketing/infographic-design

The Do's and Don'ts of Infographic Color Selection: Venngage
https://venngage.com/blog/infographic-design-the-dos-and-donts-of-color-selection/

The Importance of White Space in Web Design: Visually
https://visual.ly/community/infographic/computers/importance-whitespace-web-design

Special Thanks
Much of the information that was gathered and used to create this guide was done with the help of Mariola Rosser who works for the National Center on Systemic Improvement (NCSI). Her hard work and dedication to the field is truly appreciated.

Infographics 101: How to Create an Infographic

Step 1: Identify the infographic topic

Step 2: Identify the audience and potential infographic impact		
Primary Audience:		
What will they know?	**What will they do?**	**How will they feel?**
What challenges might they currently be facing?		

Step 3: Summarize primary purpose of the infographic and Create a Title	
What is the primary point of the infographic?	
What format will work best?	
Add title here:	

Step 4: Identify Key Words/Phrases/Ideas

Step 5: Organize Information into Categories		
List Categories of Information below	**Headings with Text**	**Sub-Heading with Text**

Goosen, M. D. (2017). *Using Infographics in Early Intervention*. Parsons, KS: Kansas In-service Training System/Kansas University Center on Developmental Disabilities.

Step 6: Identify Potential Visuals			
List Key Words-Phrases-Ideas	**Identify Potential Icons/Pictures**	**Visuals Selected**	**Alternative Text (alt text) of Visuals selected**
			alt= "description of image here "
			alt= "description of image here "
			alt= "description of image here "
			alt= "description of image here "
			alt= "description of image here "

Step 7: Identify Supporting Information and/or Data Visualization			
Type of Data	**How/where will it be gathered?**	**Data Visualization Method**	**Alternative Text (alt text) of Data Visualization selected**

Step 8: Join an Infographic Service and Select a Template		
Infographic Service	**URL**	**Password (if you choose to write it down)**

Goosen, M. D. (2017). *Using Infographics in Early Intervention*. Parsons, KS: Kansas In-service Training System/Kansas University Center on Developmental Disabilities.

Step 9: Sharing the Infographic		
List stakeholders who may help create/review infographic draft:		
Name	**Contact Info**	**Organization/Group Affiliation**

Step 10: Practice Your New Skill and Keep on Learning	
Skills to improve/master	**YouTube or other sites/methods to support mastery**

Goosen, M. D. (2017). *Using Infographics in Early Intervention*. Parsons, KS: Kansas In-service Training System/Kansas University Center on Developmental Disabilities.

FAMILY VOICE IN EVALUATION OF MENTAL HEALTH SERVICES

The voice of parents and caregivers in the evaluation of their children's mental health services is essential. You are the expert!

01 FAMILY VOICE

Input from parents and caregivers that accurately reflects their/their child's experience.

02 EVALUATION

Mental health services are evaluated based on what families say is working or not working for their child.

03 IT MATTERS

When families share what works, data can be collected to help increase funding for those services.

04 YOUR IMPACT

While the information families share is kept confidential, ultimately their input is used to advocate for services that help all children who receive mental health services and their families.

(Full Text Version)

Infographic Title: Family Voice in Evaluation of Mental Health Services

Heading 1: What is Family Voice?

alt = "Black icon representing a person speaking"

Text: Input from parents and caregivers that accurately reflects their/their child's experience.

Image Credit: Images provided by Canva

Heading 2: What is evaluation?

alt = "Check box Icon representing a test or assessment"

Text: Mental health services are evaluated based on what families say is working or not working for their child.

Image Credit: Images provided by Canva

Heading 3: Why does it matter?

alt = "Icon indicating dollars to represent funding"

Text: When families share what works, data can be collected to help increase funding for those services

Image Credit: Images provided by Canva

Heading 4: What is the impact?

alt = "Icon of a family with children"
Text: While the information families share is kept confidential, ultimately their input is used to advocate for services that help all children who receive mental health services and their families.
Image Credit: Image provided by Canva