

Ducks for dissemination

#DisseminationDucks

Today people are overloaded with information so getting your message out there requires more than just plain text. Infographics are a great way of helping people to understand lots of complex information.


Infographic top tips



Emphasize key messages by using larger text or striking colours

Have a balance of images, charts and text

Create a 'breaking news' title - what is your most impactful finding



Use lines and arrows to guide your audience through your infographic - tell a story!

Use infographics to support your social media activity and blog posts

Don't use too many colours - use 3 - 5 complimentary colours

For more information contact the communications team:

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 healthandcareresearch.gov.wales/research-route-map



Don't leave your research on the shelf

We all have a story to tell, but some tales stand out more than others. Simply announcing that a research study has taken place just won't fit the bill, those results need to be relatable - and we need to know how it's going to help real people. So, tell your research story...

Think about your audience. Who are they and what do they need?



Keep it simple! Avoid using jargon to encourage audiences to want to learn about your research.



What is the impact of your research for your audience? Why should they care?

What's your 'wow' factor? The best told stories create emotion for their audience - find the 'wow' in yours.



Audiences want to know about more than just data. What's the story behind your research project?

For more information visit the Research Route Map at healthandcareresearchwales.gov.uk



Your research story