CREATING A FACULTY DEVELOPMENT INFOGRAPHIC: FROM IDEA TO PUBLICATION

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Family Medicine Focus

Infographics blend text and graphics to communicate a memorable message to a target audience.[1-3] Presenting educational material in this format helps facilitate understanding and recall of key concepts.[4] **Family Medicine Focus** is a publication of infographics designed to help family medicine educators understand, learn, and apply concepts related to academic medicine. Academic departments can use these tools for faculty development. See the journal's collections page for examples *(https://journals.stfm.org/familymedicine/collections/#Family_Medicine_Focus).* Here are some tips for turning your teaching tip into an infographic for publication.

Elements of an Infographic[1-3, 5]

Infographics tell a complete and impactful story, structured in three main parts:

a) **Introduction:** Short summary of the topic that sets the stage—definitions, background, relevance to academic medicine.

b) **Key message:** One main point with one to three subpoints, if applicable.

c) **Conclusion:** A call to action that encourages readers to take the next step and implement new knowledge.

Preparing the Idea for Submission

1) Identify the main topic: What do you want readers to learn? Why is this topic important to educators in academic medicine?
   - Have one clear learning objective.
   - If it is a complex educational concept, pick the single-most important component that you want others to know and apply.
2) Know your audience.
   - Write for busy educators. Assume they'll spend 60 seconds with your infographic.
   - Consider how much prior experience or knowledge they might have with the topic.
   - Consider how you envision them applying the concepts they have learned.
3) Use highly-relevant references.

Writing and Submitting the Infographic

Your submission is the written explanation behind the visualization of the infographic.

1) Ensure the title directly relates to the main point of the infographic.
2) Review your submission for brevity and relevance to the topic and audience. Ensure the main point is introduced early and clearly described. Omit information that is good, but not useful for application of the learning objective.
3) Use concise, high-impact text and show visual hierarchy with use of bullets, numbered steps, or brief definitions. Highlight main ideas with bold headings or callouts.
4) Follow the submission instructions on the publication's website. If accepted, the editorial team should work with you to create the final infographic.
   - Include in a cover letter ideas on how graphics can be used to reinforce your idea. Flowcharts, diagrams, icons, graphs, illustrations, models, timelines are all suitable visual components.[5]

Infographics are an innovative way to quickly deliver faculty development. You can help your fellow educators grow in their knowledge and skills by creating and submitting your infographic topics to *Family Medicine* or related journals.

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