SWIMMING UPSTREAM: DEVELOPING INNOVATIVE METHODS FOR TRANSLATING BIOMONITORING DATA FOR THE PUBLIC

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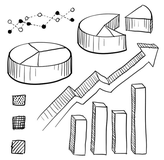
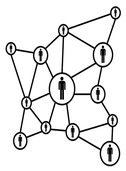
INFOGRAPHICS



Use visual representations of data and information to encourage more complete understanding of complex concepts



Help participants better grasp trends and comparisons between personal and group level results

Use images to make data accessible for individuals with minimal health literacy

Have proven to be a cost effective communication tool

PROJECT PROCESS

Infographics summarizing study results from 3 projects were created using Piktochart, a freely available online software program

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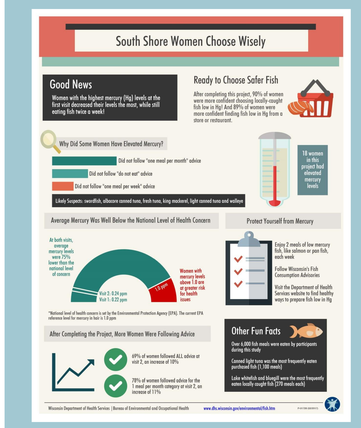
Data displayed included:

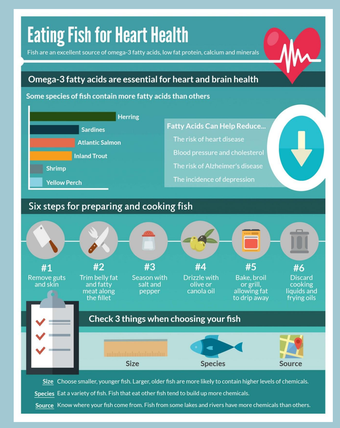
- Fish consumption habits
- Mercury Levels
- PCB Levels
- Vitamin D Levels

Each infographic included a comparison of study participants to similar results for the US population

Infographics were distributed either via email or US mail to project participants

INFOGRAPHIC EXAMPLES





CONCLUSIONS

We found infographics to be an effective method of communicating complex health information, including biomonitoring results. Participant response to these materials has been universally positive.

Using graphics and imagery to convey complex information including fish consumption advisories has increased the accessibility of this information.

Questions and comments can be sent to dhsfishstudy@wi.gov