



IAPSM- Public Health Infographics (IPHI)



Guidelines for submitting Infographics under the aegis of IAPSM

1. **Objective:** The purpose of these guidelines is to submit “Infographics” planned under the banner of IAPSM, showcased on IAPSM National Webpage and share it with all IAPSM members
2. **Scope:** The introduction of infographics will significantly enhance the cognitive and creative abilities of young leaders within IAPSM by creating a set of standardized templates tailored to different public health themes and messages
3. **Procedure:**
 - a. **Submission:** The interested individuals have to send their Infographics via mail to official mail-id “ iapsminfographics.iphi@gmail.com “
 - b. **Details to be included in Infographics/ Content of Infographics:**
 - I. The infographic should be in **800 × 2000 pixel size (px)** or **21 × 53 cm** size and should be **one pager**
 - II. An appropriate and engaging **heading/title**.
 - III. Ensure the information is clear, concise, and accurately represents the data or message.
 - IV. The content should be directly related to the topic and tailored to the target audience with formal, suitable language and free from plagiarism.
 - V. Any offensive content, political bias, etc is strictly prohibited and would not be accepted by the IPHI team
 - VI. The design should be visually engaging and professional, using a balanced color scheme and appropriate fonts.
 - VII. A visual representation of data in the form of **images/charts/graphs**. The aim of the data representation is to draw attention to the statistics and also to make them easier to understand and remember.
 - VIII. Some tools/software which can be used by contributors are CANVA, PIKTOCHART, VISME, PowerPoint, etc. depending on his/her choice.
 - IX. Text should be easy to read with a **good contrast** against the background. Avoid clutter
 - X. The content should be free from spelling and grammatical errors
 - XI. Information should be organized in a **logical order**, guiding the viewer through the content smoothly.



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- XII. Ensure the infographic is high resolution to avoid pixelation.
- XIII. At the end of infographic, mandatory to write senders name/created by along with his/her designation and also the source of information (with openable link)
- XIV. On the top left corner of the infographic there should be **IPHI logo** and top right corner should have an **IAPSM logo**.
- XV. Key message / call to action as the last point of infographic (if needed based on topic) to be added.
- XVI. Infographic to be submitted to the mail id given above in the PDF file format.
- XVII. The Infographic file should be sent in this manner: **“Topic name_Author name_Date.pdf”**
- XVIII. Sender can also review some Infographics examples which are uploaded on IAPSM Website before submission.

4. Review and Validation:

- A. After receiving the email, the IPHI editorial team is responsible for reviewing the submitted details and plagiarism check would also be conducted by the team
- B. IPHI team would review and revert back to the concerned (preferably within two/three weeks) if any changes are to be made according to the guidelines or even if the infographic is accepted through confirmation mail.
- C. After the acceptance it would be published on the webpage under concerned heading.



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Guidelines for creating effective Infographics

1. Aspect Ratio

- Use 16:9 format (vertical) and in pixel 800 x 2000 px.

2. Selecting Fonts

➤ **Font type:**

- Choose fonts that are legible and align with your message. Commonly used fonts include:
 - Sans-serif: Modern and clean (e.g., Arial, Helvetica).
 - Serif: Traditional and formal (e.g., Times New Roman, Georgia).
 - Display: Decorative fonts for titles or headings (e.g., Lobster, Bebas Neue).

➤ **Font size:**

- **Headings:**
 - Large and prominent to grab attention (e.g., 80-100 pt).
- **Subheadings:**
 - Smaller than headings but still noticeable (e.g., 18-24 pt).
- **Body Text:**
 - Ensure readability (e.g., 15-20 pt).
- **Footnotes/Small Details:**
 - Smaller size but still legible (e.g., 8-12 pt).

3. Use Colors Effectively

➤ **Color scheme:**

- Choose a color palette that reflects your topic and is visually appealing. use tools like adobe color or colors for inspiration

➤ **Contrast:**

- Ensure there is enough contrast between text and background for readability.

➤ **Consistency:**

- Stick to a limited color palette to maintain coherence and avoid overwhelming the viewer

4. Organizing Content

➤ Hierarchy:

- Use visual hierarchy to guide the viewer’s eye. Highlight key information using size, color, and placement.

➤ Spacing:

- Maintain adequate white space to avoid clutter and make the content easier to digest.

➤ Alignment:

- Align text and graphics consistently to create a clean and professional look.

An Example of an Ideal Infographic:



Monkeypox Awareness: Key Points to Keep You Informed and Protected

Signs and symptoms

- Mpox causes signs and symptoms which usually begin within a week but can start 1-21 days after exposure.
- Symptoms typically last 2-4 weeks but may last longer in someone with a weakened immune system.

Common symptoms of mpox are:

- Headache
- Fever
- Sore throat
- swollen lymph nodes
- Back pain
- Rashes
- Muscle Aches
- Low energy

Self-care and prevention

DO'S

- stay at home and in your own, well-ventilated room if possible;
- wash hands often with soap and water or hand sanitizer
- wear a mask and cover lesions
- keep skin dry and uncovered
- avoid touching items in shared spaces
- use saltwater rinses for sores in the mouth;
- take warm baths with baking soda or Epsom salts for body sores; and
- take over-the-counter medications for pain like paracetamol

DON'TS

- pop blisters or scratch sores, which can slow healing, spread the rash to other parts of the body, and cause sores to become infected; or
- shave areas with sores until scabs have healed and you have new skin underneath (this can spread the rash to other parts of the body).

IPHI TEAM:

Created by: Dr. Krishna Jasani
 Source of information: <https://www.who.int/news-room/fact-sheets/detail/mpox>

Chief Coordinator: Dr. Krishna Jasani
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Assistant Coordinators: Dr. Kushant Shett, Dr. Nanda Kumar, Dr. Nidhi Patel, Dr. Ramakrishnan
Co-chairperson: Dr. Krupal Joshi

For more information visit: <https://iapsm.org>



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Team – IPHI

Chairperson

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Co - Chairperson

Dr. Krupal Joshi

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Dr. Krishna Jasani

Assistant Coordinators

Dr. Kushant Bhatt

Dr. Nanda Kumar

Dr. Nidhi Patel

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For any queries you can contact:

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