



OAHN Companion Animal Project - FINAL Report

Project #: 09b
Project Title: Companion animal veterinary infographics
Principal Lead: Maureen Anderson
Project Duration: Q1 to Q4 2016 (Jan-Dec)

Executive Summary:

The OAHN Companion Animal expert network worked with a professional graphics designer to produce four separate infographics on current and emerging disease topics (Lyme disease, leptospirosis management, reducing antimicrobial use, *Echinococcus multilocularis*) for use by Ontario veterinarians. The products were released on a quarterly basis and posted on the OAHN website along with pertinent references. Links to the infographics were included in the quarterly veterinary reports and surveys. Feedback to date indicates that of those veterinarians who have accessed the products, the vast majority found them useful, but many survey respondents still have not accessed the infographics. Overall the project came in on time and under-budget. Use of professional infographics for other topics (and possibly other OAHN networks) should be considered going forward if/when budget is available.

Objectives:

The objective of the project was to produce approximately 4 infographics (one per quarter in 2016) or other visual quick-reference tools for veterinarians in Ontario. Topics were tailored to the results of the OAHN surveys from the previous quarters and recommendations from the expert network in order to help maximize interest. The overarching goal was to improve veterinary awareness of regional disease risks and ultimately overall case management.

Methods:

Multiple external graphic design companies were approached regarding interest in the project and to provide cost estimates, and one was ultimately selected (VZION Designs). Topics were suggested at quarterly OAHN meetings and voted on by the members of the expert network. An outline of the infographic content was developed by the co-leads and circulated to the group for comment/editing. The infographics were designed for use by veterinarians when discussing disease concerns with clients and staff, as opposed to stand-alone products for distribution to animal owners. Each outline was then sent to the designer and reviewed by phone to clarify concept and vision. Infographic drafts provided by

the designer were edited by one or both co-leads, and the penultimate version circulated to the group for additional input before being finalized. All infographics were also submitted for GF2 approval so they could be posted publically

Results:

One one-page legal-size infographic was completed for each quarter of 2016 as follows (clicks as of March 2017):

- Q1: Ticks and Lyme Disease in Ontario: What's the Real Risk? (3545)
- Q2: Brush Up on Managing Lepto Patients (649)
- Q3: Using the Best Medicine and Reducing Antimicrobial Use (1500)
- Q4: Emerging Risk: *Echinococcus multilocularis* in Ontario (1728)

Each infographic was released with the OAHN survey for the subsequent quarter, and links to completed infographics were included in the quarterly veterinary reports whenever possible. In addition, a list of useful references was included with each infographic when posted on the OAHN website. Each quarterly survey queried whether respondents had accessed the completed infographics and whether they found them useful. Overall the graphics were well received with the vast majority of respondents who accessed them reporting they found them useful (even posting them in clinic), but there was also a large proportion of respondents each quarter who reported not having accessed the infographics at all. All infographics were GF2 approved. Total cost for each infographic was \$904, for a grand total of \$3616, bringing the project in under budget by \$1184. Over the course of the year, the design process also became more efficient, requiring fewer iterations to produce a final product.

Next Steps:

Laminated double-sided copies of the infographics were also distributed at the OVMA Conference in January 2017, and a smaller number of printed copies were made available at the One Health Summit at the OAVT conference in March 2017. All were very well received. Bayer Animal Health (one of the co-sponsors of the *Echinococcus* research project mentioned on the Q4 infographic) has also requested a larger (18"x 24") version of the infographic for printing (unaltered) and distribution with their materials. The infographics will remain accessible on the OAHN website and links/references to them will be made whenever possible to increase circulation.

Going forward it will also be important to ensure the information on the infographics remains current, particularly for the Q1 (Lyme) and Q4 (*Echinococcus*) infographics that include information on the ongoing emergence of these diseases in Ontario. The designer (VZION) has indicated that he is willing to work with OAHN to update the infographics in the future.

Although it is virtually impossible to measure the exact impact of the infographics on the awareness of veterinarians in Ontario, based on available feedback the objective of creating useful tools for veterinarians regarding current and locally-relevant diseases risks was achieved. Based on the experience gained through this project, production and use of professional infographics for emerging

topics and/or those of concern to Ontario veterinarians should be considered when budget is available, and could be explored for other OAHN networks as well (particularly for producer-targeted materials).