

Advancing Wound Care In Canada: Using Infographics To Disseminate Key Insights Of The First Patients' Journey Conference

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Introduction

With an aim toward advancing partnerships between patients, patient-advocates and health-care providers, infographics were designed to disseminate key insights and themes that emerged during the 2022 *Our Voices, Our Stories* patient journey conference.

highlighted the needs, challenges and barriers to health and social care faced by individuals living with complex wounds. The aim of the event was to identify pathways toward improving wound

Our Voices, Our Stories

The *Our Voices, Our Stories* conference held June 9 and 10, 2022, was part of a knowledge mobilization project funded by the Social Science and Humanities Research Council of Canada, Wounds Canada and Lakehead University.¹ The conference shared patients' and patient-advocates' stories of navigating wound care within Canada's health-care system. It



care for all Canadians. A summary of the conference, entitled *Our Voices, Our Stories: A patient journey initiative*, was published as a supplement to *Wound Care Canada*.²

One of the outcomes of the knowledge mobilization project was the development of two infographics—one for patients and one for health-care providers. These infographics summarize what patients and patient-advocates, who shared their stories during the conference, expressed most strongly about their needs and wants when navigating their wound care journey and entering into a relationship with health-care providers and a health-care system.

Infographics (informational graphics) have become an important tool in today's digital era because they can be easily shared.³ They are also useful to disseminate complex evidence-based information in an attractive, succinct, and understandable way.^{4,5} Infographics were identified as valid and important tools for disseminating knowledge learned from the *Our Voices, Our Stories* project. Additionally, they help to advance partnerships among patients, patient-advocates, and health-care providers—an important foundation toward strengthening wound care in Canada and facilitating a shift away from a biomedical model and toward a person-centred approach to care.

Creating The Infographics

The *Our Voices, Our Stories* conference produced a wealth of knowledge and the co-creation of the key messages displayed in the infographics required the engagement of a project team from different areas of expertise, including:

1. **The research team** involved in the knowledge dissemination project, which drew on the knowledge of the academic partners and analyzed data from the conference to extract themes/concepts
2. **The communication and education specialists**, who wove together key themes to create a narrative that would resonate with patients, patient-advocates and health-care providers
3. **The graphic designer**, who brought the combination of themes/concepts to life visually.

The project team worked together in a co-operative and iterative manner, drawing key messages from the conference and choosing appropriate words, phrases and images that would best convey the messages and facilitate the retention of information.

The two infographics were designed to disseminate messages for patients and health-care providers.

For patients: Emphasis was placed on the importance of articulating how their condition affected their life and daily routine, asking ques-




tions and expressing their health-care needs and goals (see Figure 1).

For health-care providers: Emphasis was placed on involving patients in care planning, recognizing the patient as an essential member of the health-care team and on consideration of the whole person, including personal needs, cultural beliefs and how their condition affects all aspects of their life (see Figure 2).

Distributing And Promoting The Infographic

Both infographics are available for download on Wounds Canada's website (www.woundscanada.ca). They can be accessed at <https://www.woundscanada.ca/leader-change-maker/advocacy/infographics>. They will also be shared through social media, with an aim toward raising awareness about improving wound care in Canada through a person-focused approach. The overall goal is to emphasize the importance of collaboration and communication among care providers, patients and patient-advocates (e.g., family members) as a foundation for holistic, person-centred and culturally safe wound care.

Conclusion

As visually appealing, quick reference and action-oriented knowledge dissemination resources, infographics can play an important role in bridging research and practice and translating knowledge into action. These infographics share key insights and themes that emerged during the *Our Voices, Our Stories* conference through the patients' and patient-advocates' shared stories of navigating Canada's health-care system, social life and challenges accessing wound care services. 

References

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Figure 1

OUR VOICES OUR STORIES

DID YOU KNOW?

- In June 2022, the first Patient Journey Conference was held.
- This unique event shared patients' and patient-advocates' stories of navigating navigating life with a wound within Canada's health-care systems.
- Together, patients, care partners, health and social service providers, clinicians, educators and community leaders, students and researchers explored ways to improve wound care for all Canadians.

WHAT DID WE LEARN FROM LISTENING?

While each person's story about their health-care journey was different, each person wanted to be...

HEARD



SEEN



SUPPORTED



CONNECTED



AS A PATIENT OR CARE PARTNER, WHAT CAN YOU DO?



PREPARE FOR APPOINTMENTS

by writing down questions or any concerns you have.



TELL YOUR STORY

by describing how your condition has affected your life and daily routine.



EXPRESS YOUR NEEDS & HEALTH-CARE GOALS

and talk about the supports you'd need to have in place to help you.



RECOGNIZE YOUR ROLE

as an essential member of your health-care team.



KEEP ASKING QUESTIONS

if there's something you don't understand or want to happen differently.

WANT TO KNOW MORE?

Visit www.woundscanada.ca/patient-or-caregiver/patient-stories for more information.



Source: Costa I, Levine D. Our Voices, Our Stories: A Patient Journey Initiative. Wound Care Canada. 2022;20(3):31-2

Figure 2

OUR VOICES OUR STORIES

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AS A CARE PROVIDER, WHAT CAN YOU DO TO SUPPORT YOUR PATIENTS?



CREATE A SAFE ENVIRONMENT

and allow care partners to be involved if the patient wants them to be part of the appointment.



INVOLVE PATIENTS IN CARE PLANNING

to make sure the plan is realistic, achievable and respects their needs.



RECOGNIZE THE PATIENT

as an essential member of the health-care team by allocating sufficient time for discussion, planning, resource provisions and follow up questions.



CONSIDER THE WHOLE PERSON...

not just their health problem. Encourage them to describe how their condition affects their life.



LISTEN, BE CURIOUS AND ASK QUESTIONS

about their challenges and supports. Don't jump ahead of problem solving.

WANT TO KNOW MORE?

Visit www.woundscanada.ca/patient-or-caregiver/patient-stories for more information.

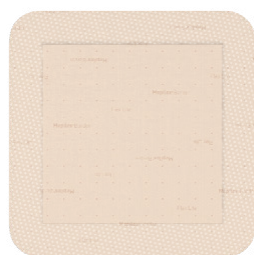


Source: Costa I, Levine D. Our Voices, Our Stories: A Patient Journey Initiative. Wound Care Canada. 2022;20(3):31-2

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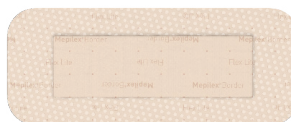
15 x 15 cm



10 x 10 cm



7.5 x 7.5 cm



5 x 12.5 cm



4 x 5 cm

Mepilex® Border Flex Lite

