### Background
- Traditionally, faculty development material is static and text-based.
- Infographics are synoptic communication tools that use visual images such as a chart, diagram or picture to represent information or data. Studies show that:
  - People remember 10% of what they hear, 20% of what they read and 80% of what they see and do.
  - By pairing concepts with visuals, one is more likely to store this information into their long-term memory and to transmit the message more quickly.
- Community faculty have limited time to do faculty development.

### Objectives
- Form a statewide partnership among family medicine departments to development faculty development materials.
- Create and disseminate time efficient Faculty Development materials using infographic format.

### Process
1. **Eleven WISE-FM Faculty** from 3 institutions collaborated and prioritized a list of faculty/preceptor development topics including:
   - Priming for Efficient Patient Encounters,
   - Feedback using the ARCH mnemonic,
   - EBM in Teaching Encounters
2. **Half-Day F2F Working Meetings** with 3-4 Faculty assigned to each infographic topic:
   - Brainstormed the critical inclusions and infographic layout.
   - Previewed infographic layout with group providing feedback.
   - Revisited and finalized assigned infographic using PowerPoint or software app (Pikochart).

### Results
- 8 Infographics have been developed.

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree/Disagree</th>
<th>Strongly Agree</th>
<th>Mean (N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The WISE-FM infographic(s) is a TIME EFFICIENT way to enrich my skills as a clinical teacher.</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>19</td>
<td>7</td>
<td>4.0 (30)</td>
</tr>
<tr>
<td>2. The WISE-FM infographic(s) is an EFFECTIVE way to enrich my skills as a clinical teacher.</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>20</td>
<td>5</td>
<td>4.0 (29)</td>
</tr>
<tr>
<td>3. I intend to incorporate the WISE-FM infographic strategies into my teaching.</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>15</td>
<td>9</td>
<td>4.1 (29)</td>
</tr>
<tr>
<td>4. I will share WISE-FM infographic(s) with my colleagues and/or post in clinic staffing space.</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>16</td>
<td>8</td>
<td>4.0 (29)</td>
</tr>
</tbody>
</table>

### Conclusions
- The WISE FM Collaboration successfully developed innovative and dynamic faculty development material in a time efficient manner.
- Preceptors positively evaluated infographics and reporting intent to use strategies in teaching.
- Dissemination initiatives underway.

* WISE-FM *

**Wisconsin Institute of Scholars and Educators in Family Medicine**
Infographics available at:
[HTTP://WWW.FAMMED.WISC.EDU/PCC/PRECEPTOR/](HTTP://WWW.FAMMED.WISC.EDU/PCC/PRECEPTOR/)
click on preceptor role.