i2i CASE STUDY

Bridging the Gap Between Research and Practice

Problem Statement

The UC Davis Center for Reducing Health Disparities (CRHD) wanted to translate their academic research to be more accessible to their community

HOW WE WORK WITH OUR CLIENTS

Diving into the data

Understanding your goals

Developing a compelling story

Creating a stunning presentation

Reviewing & reporting

Development

01
UC Davis CRHD staff shared a poster at the 2018 American Public Health Association Annual Meeting in San Diego
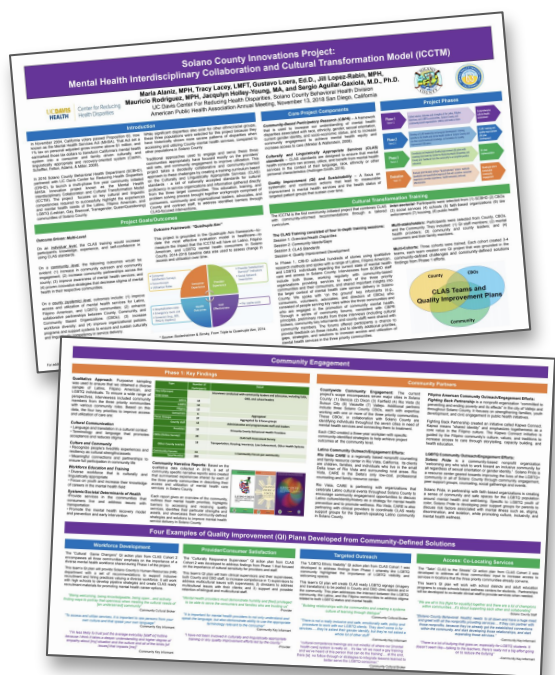
02
i2i met with CRHD staff to identify the most important aspects of the research project and then deconstructed the research poster

03
i2i used content from the conference poster and input from CRHD staff to create graphics that communicate the core principles of the research; then designed a 7-foot banner infographic in simple plain English that tells the story of the Solano County Innovations Project

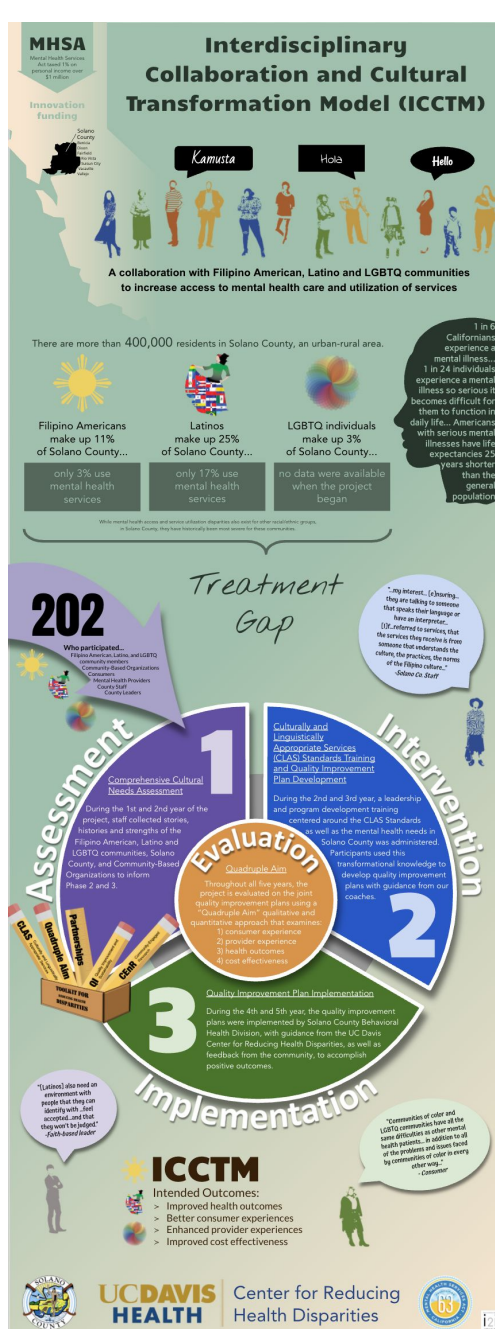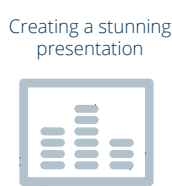### Solano County Innovations Project

- 400,000 Solano residents
- 11% Filipino American
- 25% Latino
- 3% LGBTQ
- All 3 groups underutilized mental health services

Solution

i2i synthesized key parts of UC Davis' detailed research poster. The infographic combines facts about the community, a high level summary of the problem, the treatment applied by CRHD and the intended outcomes.

ICCTM
Intended Outcomes:
> Improved health outcomes
> Better consumer experiences
> Enhanced provider experiences
> Improved cost effectiveness

The new infographic helped CRHD staff to:
1. Clarify their core messages
2. Develop the "Toolkit for Reducing Health Disparities"
3. Translate academic research into simple plain English
4. Share their research with practioners and policy makers

> In this era dominated by at-a-glance information, the creative work of Dr. Joel Rabin, stands out. He thoughtfully captures complex ideas and translates them into easy-to-understand graphic representations without trivializing its complexity.

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Data + Design = i2i

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