

WORLD
EVIDENCE-BASED
HEALTHCARE DAY
20 OCTOBER
ebhc



WORLD EVIDENCE-BASED HEALTHCARE DAY

VISUAL MEDIA
Guidelines

COLLABORATIVE KNOWLEDGE COMMUNICATION

We invite people to share a visual representation that addresses this year's campaign theme [Collaborative Knowledge Communication](#). Submissions will be published on the [World EBHC Day website](#) and social media accounts as long as they meet the guidelines (below).

PLEASE NOTE: Your submission can be in any language, however an English transcript *must* be provided with submission.

The questions listed below can be used as guidance in creating your visual media.

- How do we close the gap between what we know and what we do?
- How do we communicate scientific uncertainty in a way that does not reduce trust in the science?
- What are we learning from communication failures—and what promising practices are emerging?
- AI, social media, and digital platforms are reshaping knowledge communication and dissemination—how can we use them responsibly?
- Health literacy, interest-holder engagement, and public empowerment are essential to evidence-informed decision-making. How can evidence producers, users, and communicators collaborate in new, more inclusive ways?
- How important are visible champions of knowledge/evidence in collaborative knowledge communication? How do we ensure we are relatable while still accurately communicating complex messages?
- What are some examples of the more memorable and impactful knowledge/EBHC communication strategies and messages you've encountered, and why did they resonate with you so strongly?
- How can we effectively counter harmful or incorrect messages about science/EBHC?

Visual media can be:

- A poster
- A cartoon
- A meme
- A photo/image (perhaps of storytelling, addressing one of the questions above or what inspired you in your research/knowledge communication)
- An illustration

Guidelines:

- Files should be no larger than 10MB
- One of the following formats is acceptable: PDFs, Word documents (DOC, DOCX), image files (JPG, JPEG, PNG, GIF).
- Provide a 100-word explanation of your visual media to provide context.
- Permission has been sought and received for visual media submission to ensure there is no copyright infringement.



Visual Media Submission Process

- Submit your visual media via [the online visual media submission form](#) by **Monday 6 October 2025**.
- A receipt of submission will be sent to your registered email address. The World EBHC Day Communications Committee will review your submission within 10 business days and notify you of the outcome.
- If your submission is accepted, you will be notified once it has been published to the [World EBHC Day website](#).

BECOMING AN EVIDENCE AMBASSADOR

If your submission is published on the World EBHC Day website, you and/or your organisation will automatically become an official World EBHC Day [Evidence Ambassador](#).

For any further queries about being an [Evidence Ambassador](#), please email info@worlddebhcd.org