



Faculty of Applied and Creative Arts

**AN INFOGRAPHICS HANDBOOK OF HAND FOOT AND
MOUTH DISEASE**

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**Bachelor of Applied Arts with Honours
(Design Technology)
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AN INFOGRAPHICS HANDBOOK OF HAND FOOT AND MOUTH DISEASE

NEEROSHINI A/P CHENDIRASEGHARAN

This project is submitted in partial fulfillment of
the requirements for the degree of Bachelor of Applied Arts with Honours
(Design Technology)

Faculty of Applied and Creative Arts
UNIVERSITI MALAYSIA SARAWAK
2015

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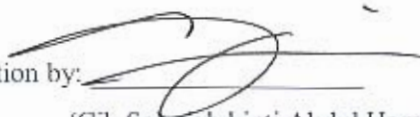


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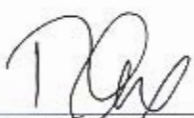
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ABSTRACT

This project is about an infographics handbook of hand, foot and mouth disease (HFMD). The project also aims to study the affect of an infographics handbook of hand, foot and mouth disease towards young adults. The inspiration of this project is the uniqueness of the infographics as a medium to convey information more effectively and creatively to the public.

ABSTRAK

Projek ini adalah mengenai buku panduan infografik penyakit tangan, kaki dan mulut (HFMD). Projek ini juga bertujuan untuk mengkaji kesan buku panduan infografik tangan, kaki dan mulut terhadap golongan muda. Inspirasi projek ini adalah berdasarkan keunikan infografik sebagai medium penyampaian informasi yang lebih efektif dan kreatif kepada orang ramai.

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CHAPTER 1

INTRODUCTION

1.0 Background of Study

According to World Health Organization (2011), hand foot and mouth disease (HFMD) is a common infectious disease caused by a group of enteroviruses, including Coxsackievirus A16 (CA16) and Enterovirus 71 (EV71). Even though there are about twenty types of enteroviruses that leads to Hand Foot and Mouth Disease, the common pathogens are Type 16, Type 4, Type 5, Type 9, and Type 10 for Coxsackievirus Group A, Type 2 and Type 5 for Coxsackievirus Group B, and Enterovirus 71 (Liu, 2010). Coxsackievirus A16 and EV71 are the utmost common, and causes severe mortality among infants and children stated Liu (2010). Therefore, the incidence of Hand Foot and Mouth Disease particularly caused by EV71 and CA16 infection seems to be

increasing. Infection with it is of specific concern as it can cause severe disease among infants and young children, sometimes resulting in death.

Liu (2010) stated that hand, foot and mouth disease (HFMD), commonly occurs in children under the age of five. However, the high incidence happens for those under the age of three which includes infant. Hand Foot and Mouth Disease may result in herpes (sexually transmitted disease) in such body parts as hands, feet and mouth in infant and young children. Not only that, infection is spread from person to person by direct contact with nasal discharges, saliva, fluid from blisters, or the stools of infected persons and children are most contagious during the first week of the illness (Diane, 2009). The viruses will appear in the stools of infected infant or young children for few weeks. Some severely affected patients may also die due to the quick progress of the disease during the first 7 days of acute stage (Liu, 2010).

However, Cleveland (1994) states “*A picture is worth a thousand words*”, is the familiar phrase. If data is encoded into visual forms, the human brain tends to be more able to identify and comprehend relationships and patterns. Therefore, an infographics is an information through a graphic visual representation, clarification and integration of data or knowledge that is intended to interpret difficult information more quickly and clearly claims Smiciklas (2012). Apart from that, Smiciklas (2012) points out that visual information has something almost quite magical where it is effortless and it literally pours in. Infographics is done in an ingenious way to let people certainly understand the message or the story being conveyed. Besides, it is also designed to make the data effortlessly understandable at a glimpse of a second. Infographics is likewise an

intersection of disciplines such as graphics, theme and data. It is an artwork to our brain that is easily digestible and fun.

Not only that, Siricharoen (2013) mentions, now the infographics have been functional for many purposes such as telling stories, giving information and many more. In addition, the varying lifestyle in digital age, data and information required to be processed speedier and easier. Individuals scan for the headlines and graphics usually in the form of pictures, graphs, charts that appeal their attention. They tend to occupy less time in order to deliberate whether it is worth further reading.

1.1 Problem Statement

Over the last decade, many outbreaks of HFMD have been reported. According to Chan *et al.* (2000), HFMD caused 34 children to die when epidemic attacked Sarawak, Malaysia in 1997. According to Sarawak Health Department, in the year of 2006, 7 people died in an outbreak in Kuching, Sarawak as stated in the New Straits Times, March 14. Moreover, HFMD reaches at epidemic level where 1907 cases recorded in the state thus far, with Miri and Sibul noted hardest hit (The Borneo Post, 2013).

Malaysia Department of Health (2012) shows the graph trend of HFMD Malaysia where 21 950 cases have been recorded. These cases cover the whole 14 states in Malaysia. Besides that, based on The Borneo Post (2013), Dr. Jerip described that “the outbreak as ‘quite unusual’ as a surge in cases would generally occur every two years. We just had an outbreak at the end of 2011 which tailed down in June 2012. Based on our surveillance, we expected the next outbreak

to occur next year in 2014, but this time it came very early.” This has prompted concerns that, without intervention, the public health impact and spread of the disease will continue to intensify. Even though there are a large increase of HFMD in Asia such as Malaysia, most of the young adults have insufficient level of information, knowledge and awareness about this disease that occurs among infants and young children. They do not know much on what Hand Foot and Mouth disease is all about and they do not realize how this disease will create a negative impact in infants and young children. Furthermore, young adults are not updated with current knowledge and information of HFMD. Therefore, they do not know how to detect and control epidemic of HFMD as early as possible.

Besides that, they have lack of knowledge on how to strengthen the capacity for emergency response to epidemics of HFMD and they do not know how to improve the outcome of HFMD cases through effective way of management among infant and young children in order to prevent the HFMD from getting worse. All these are because young adults have insufficient information, knowledge and awareness regarding this disease and therefore they will not be able to lead a healthy lifestyle in infants and young children in order to prevent HFMD.

1.2 Research Objectives

1. To study on knowledge about Hand Foot and Mouth Disease and a healthy lifestyle among infants and young children.
2. To analyze the impact of an Infographic Handbook of Hand Foot and Mouth Disease towards young adults.

3. To produce an Hand Foot and Mouth Disease Infographic Handbook in educating young adults about Hand Foot and Mouth Disease and a healthy lifestyle among infants and young children.

1.3 Research Questions

1. How to acquire knowledge of Hand Foot and Mouth Disease and a healthy lifestyle among infants and young children?
2. How does a Handbook of Hand Foot and Mouth Disease using Infographics helps in creating an impact towards young adults?
3. How does an Infographics Handbook of Hand Foot and Mouth Disease publication helps to educate young adults about Hand Foot and Mouth Disease and a healthy lifestyle among infants and young children?

1.4 Research Scope

By conducting this research, Malaysian young adults will get to know what HFMD is all about and they will realize how this disease will create negative impact especially among infants and young children through an Infographics Handbook where it tends to communicate information more clearly and effectively by using graphical means. Besides, it tends to deliver a prospect to enhance the element of novelty or uniqueness to the information and create it to be extra noticeable mentions Smiciklas (2012). Furthermore, they will be updated with proper current knowledge of HFMD via an infographics where it produces helpful and much detailed information as possible and it saves time besides considers further reading. Therefore, they will be able to know how to detect and control epidemic of HFMD as early as possible apart from

being able to lead a healthy lifestyle among infants and young children. Moreover, they will get to know on how to strengthen the capacity for emergency response to epidemics of HFMD and they will be updated on improving the outcome of HFMD cases through an effective way of management among young children in order to prevent the HFMD from getting worse. Hence, adults will have sufficient level of information, awareness and knowledge about it that causes among infant and young children in order to prevent HFMD from spreading because HFMD is moderately contagious. All these are interpreted using infographics because it makes information easier to understand and process it quickly.

1.5 Target Audience

The target audience for this Infographics Handbook of Hand Foot and Mouth Disease (HFMD) are any young adults with kids and young adults who are soon to be parents. This research and project is intended to educate the young adults with kids plus young adults who are soon to be parents about HFMD and ways of living a healthy lifestyle without this disease.

1.6 Media

In general, printed media is anything that is offline that may spread any information in gaining the responsiveness of my target audience. Publications such as books are the composition of a printed media. As Kipphan (2001) mentions, the necessity and importance for printed media is emerging worldwide. Printed media still sustains its posture as a powerful and essential component as consumers are more engaged when reading it. Moreover, a printed media permit for limitless exposure of carrying information. It also allows us to present static information