



PRIORITY AREA: INFORM AND COMMUNICATE

Communicating Cancer Burden Through Visual Explainers

Lead Researcher: Mr Muhammad Haroon

Cancer Epidemiology explores the patterns and drivers of cancer within populations, addressing complex concepts such as cancer prevalence, incidence and excess mortality. For non-specialists, these terminologies and concepts can be difficult to understand and can form a barrier to effective communication and engagement. We seek to use visual explainers to translate complex epidemiological data into clear, accessible and visually engaging content.

What is the study?

We have developed a series of interactive, web-based visual explainers to complement the Australian Cancer Atlas (<https://atlas.cancer.org.au/>) to make some of the more complex cancer statistics more accessible for the broader public, cancer patients, caregivers, policymakers, and healthcare professionals.

Our visual explainers were made in collaboration with leading cancer experts and epidemiologists, and each visual explainer is drafted through a peer-review process that includes consultation with cancer patients, donors, and members of the public.

Why is this project important?

Understanding and addressing the patterns of cancer disparity identified by The Australian Cancer Atlas is critical for improving cancer outcomes across Australia. Visual explainers link population statistics to real stories of cancer patients, caregivers and healthcare professionals, to better communicate how cancer impacts individuals in the community. By doing so, they are designed to enhance awareness, support evidence-based decision-making and ultimately contribute to improved cancer outcomes across Australia.