

# GRAPHIC MEDICINE: COMICS AT THE CROSSROADS OF RESEARCH AND CARE

Marjorie Bardiau

# Graphic



# Medicine

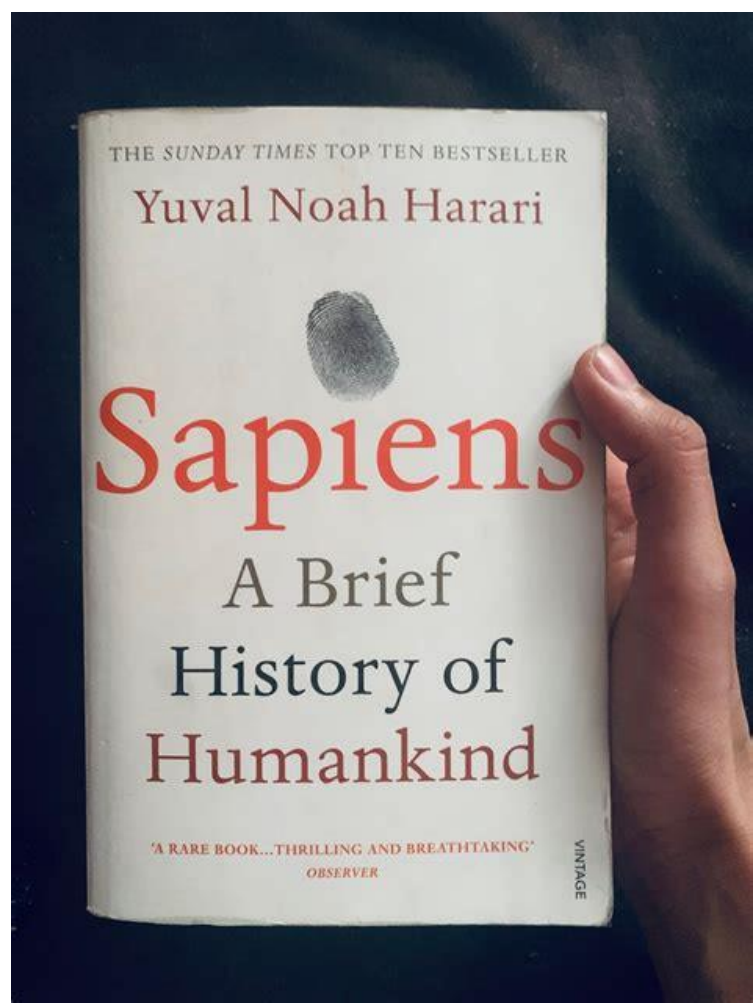


# THE POWER OF STORYTELLING

STORIES HAVE BUILT SOCIETY AND ARE THE BASIS FOR LARGE-SCALE COOPERATION.

***"HOMO SAPIENS HAVE CONQUERED THE WORLD AND BUILT THEIR SOCIETY BECAUSE THEY CAN TELL STORIES THAT INSPIRE PEOPLE TO COOPERATE IN VERY LARGE NUMBERS AND INVENT NARRATIVES ABOUT THINGS THAT DON'T EXIST."***

YUVAL NOAH HARARI



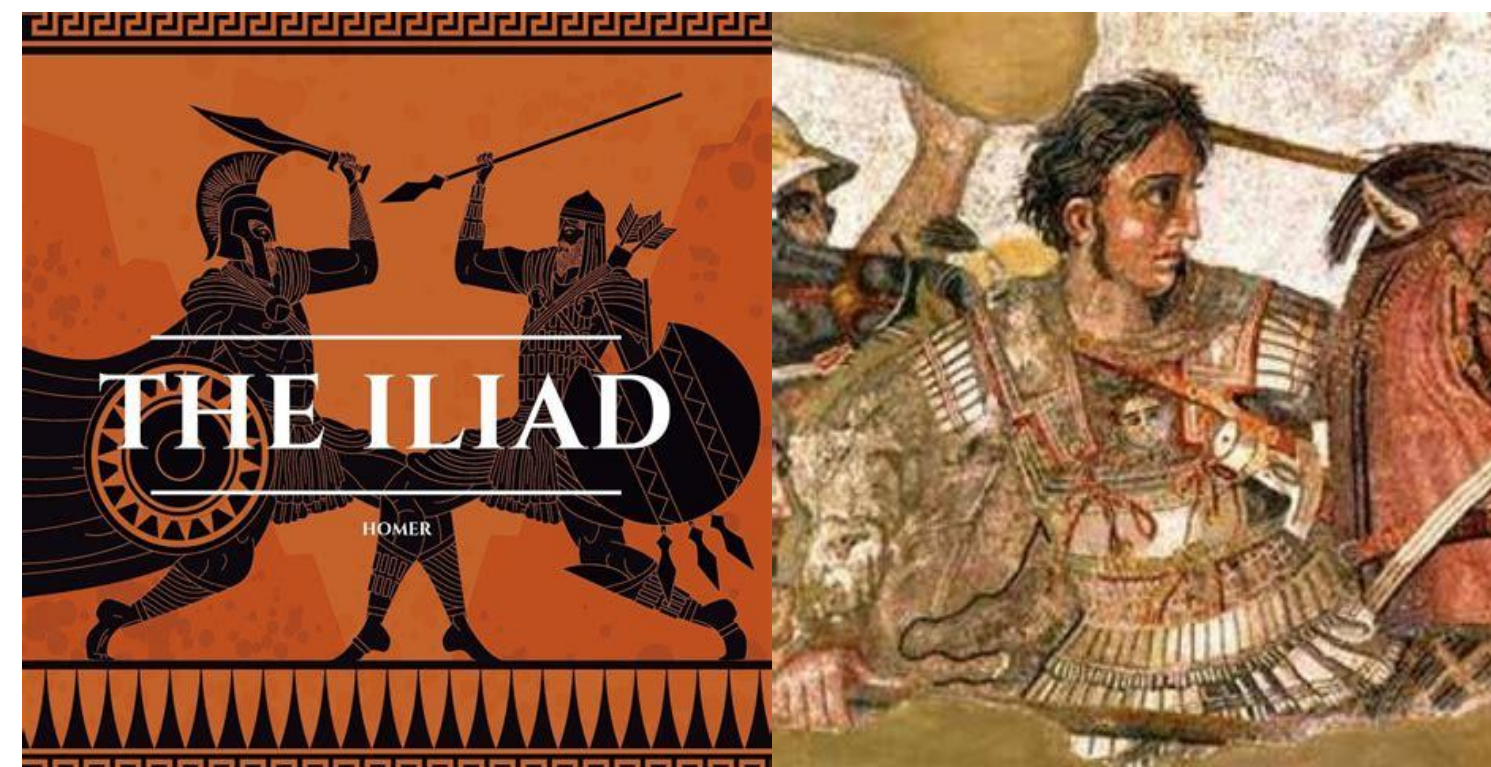


# THE POWER OF STORYTELLING

STORIES HAVE BUILT SOCIETY AND ARE THE BASIS FOR LARGE-SCALE COOPERATION.



Conquests



Wars



Religions



Society codes and rules



Brand marketing

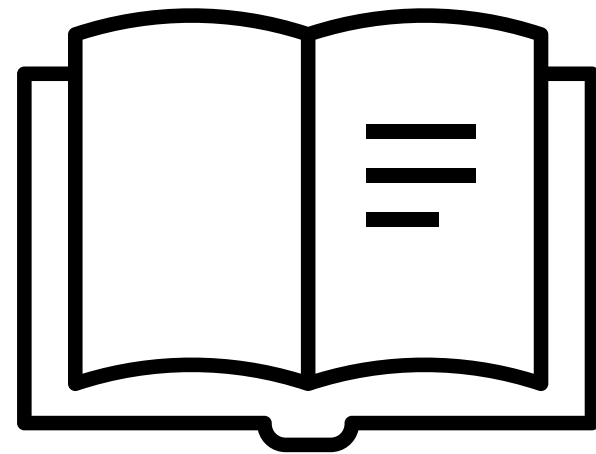


Political projects



# THE POWER OF STORYTELLING

STORIES HAVE BUILT SOCIETY AND ARE THE BASIS FOR LARGE-SCALE COOPERATION.



- Creating an emotional connection
- Explanation and transmission of complex ideas and concepts
- Identification with characters for better adherence



- Visual power (images show what cannot be said)
- Visual-enhanced immersion
- Pace chosen by the reader

# GRAPHIC MEDICINE

WHAT ARE WE TALKING ABOUT?

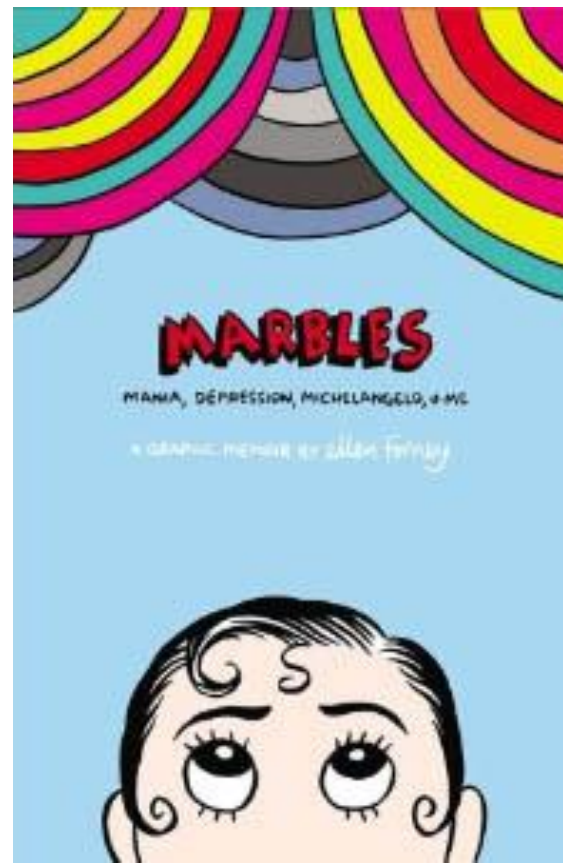
Use (read and create)

- comics (and their storytelling power)
- speaking of experiences related to health, disease and medicine
- with healthcare staff (doctors, pharmacists, etc.) and patients



# GRAPHIC MEDICINE

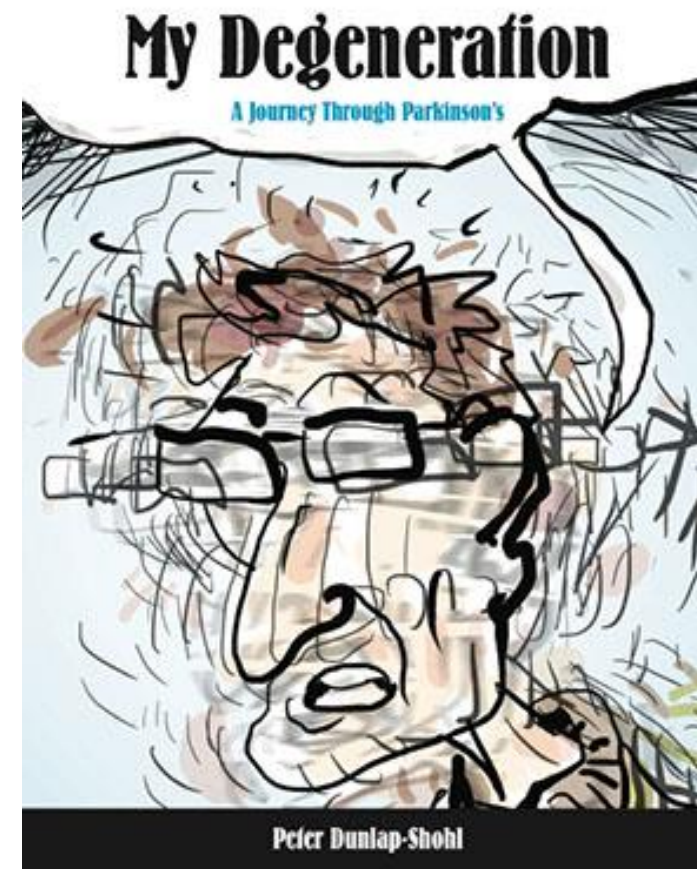
WHAT ARE WE TALKING ABOUT?



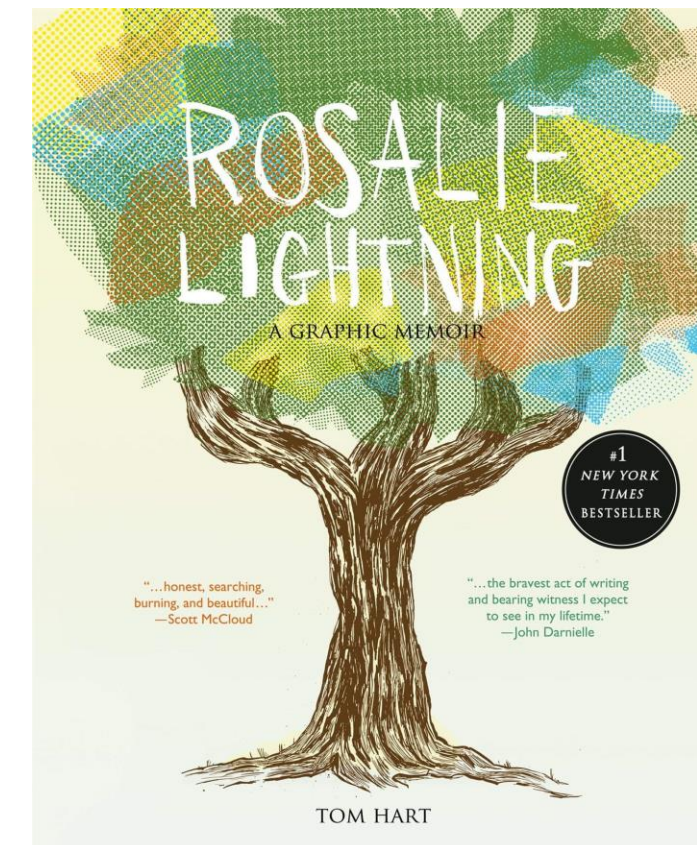
Bipolarity



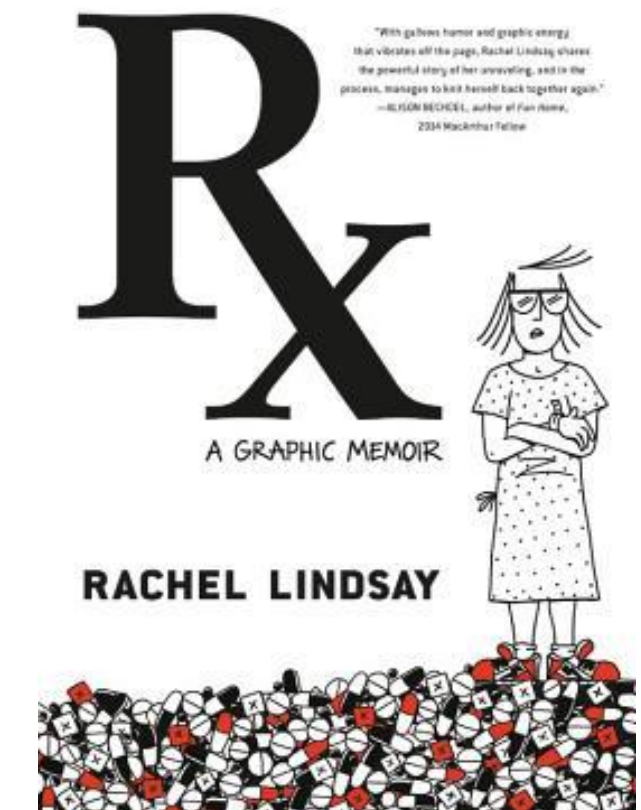
Cancer



Parkinson



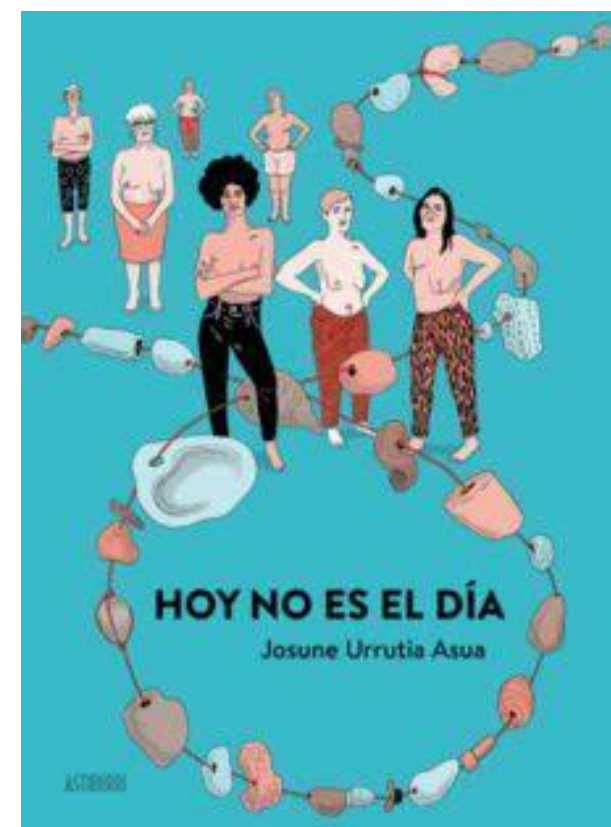
Grief



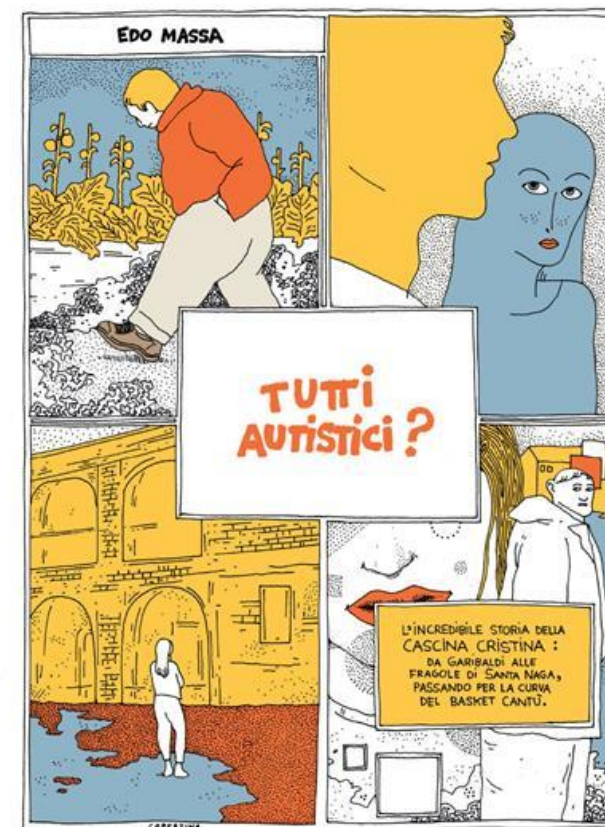
Hospitalisation



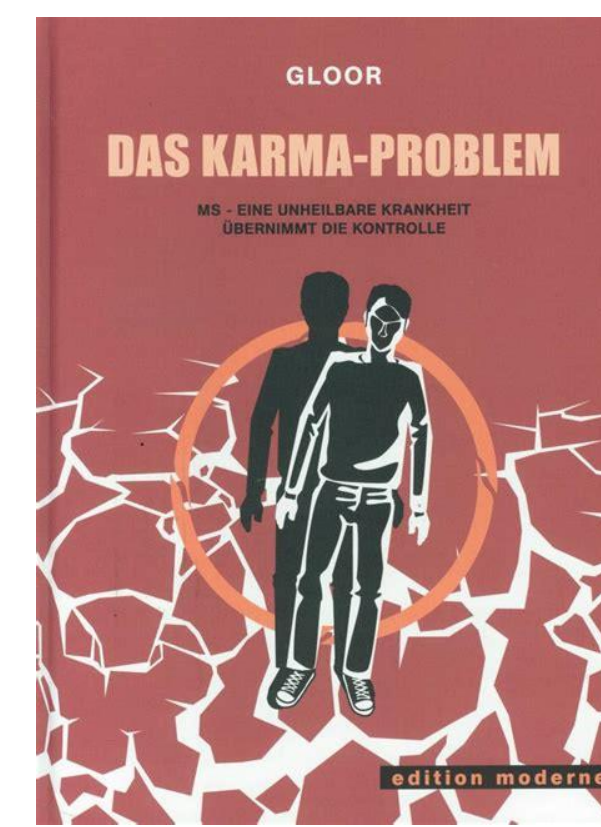
Alzheimer



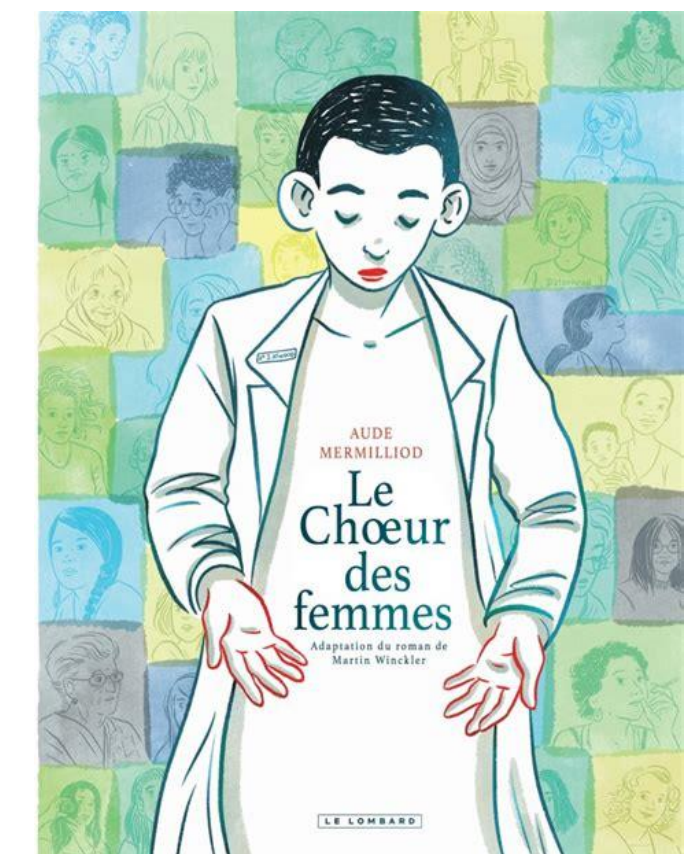
Cancer survivor



Autism



Multiple sclerosis



Miscarriage



# GRAPHIC MEDICINE

WHAT ARE WE TALKING ABOUT?

Caricatures  
18è century

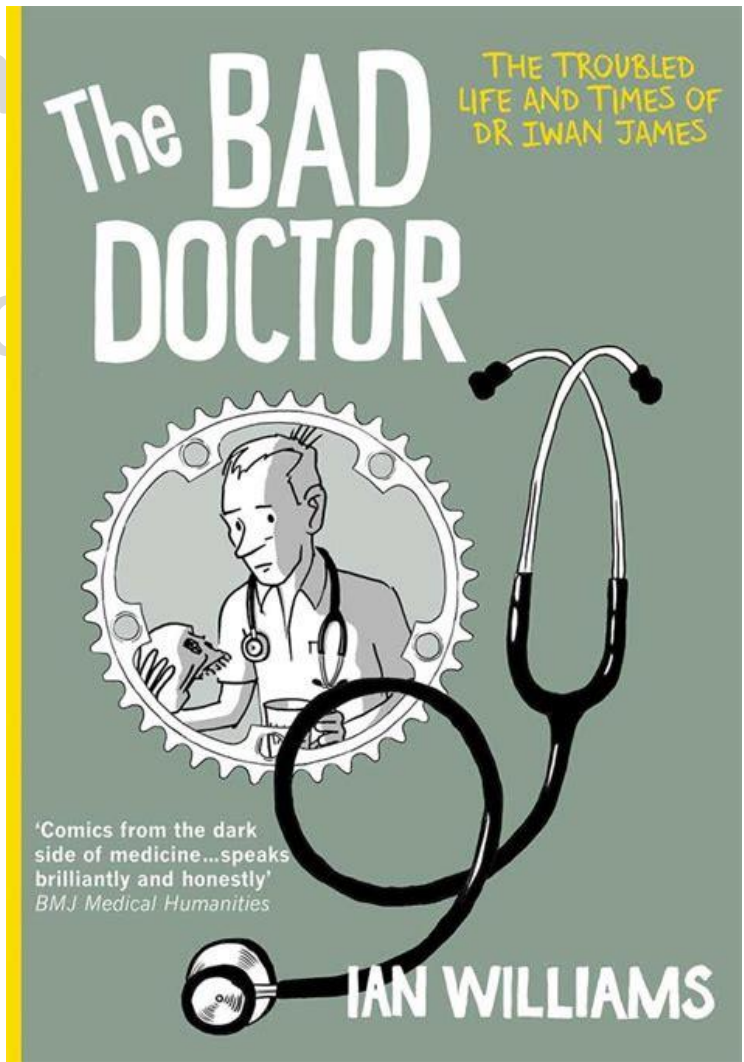
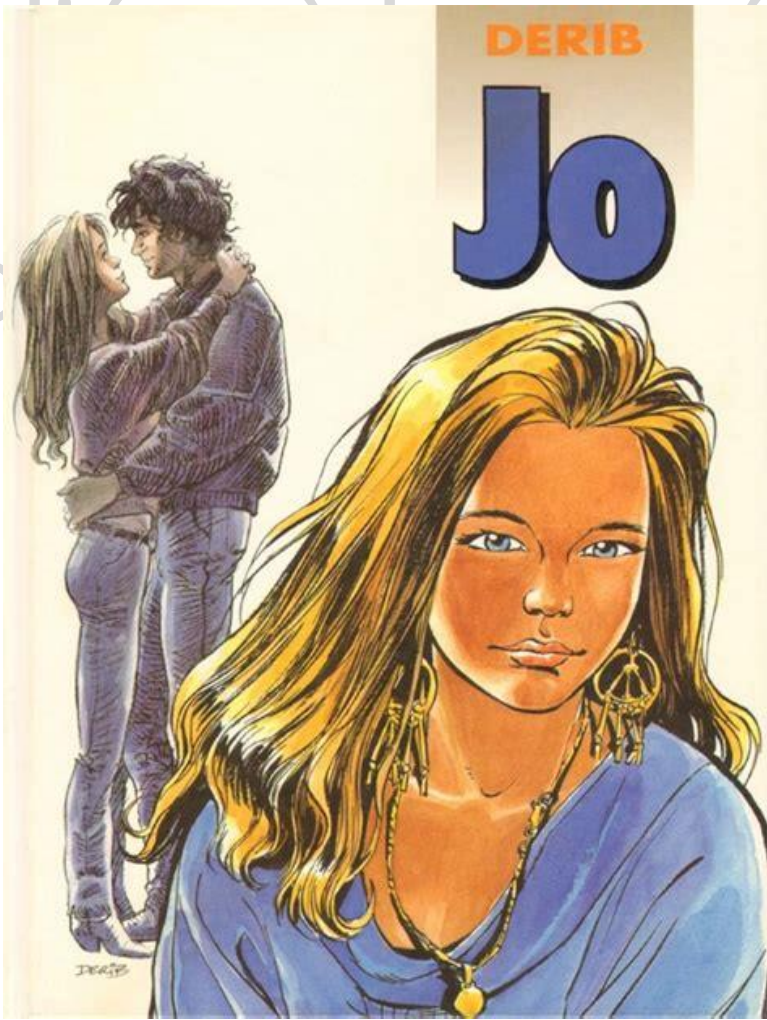
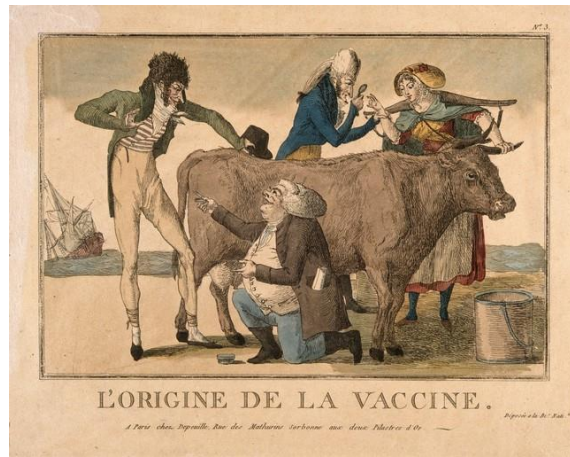
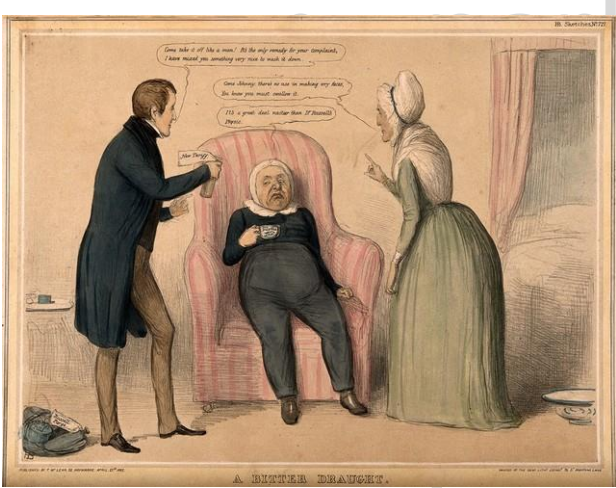
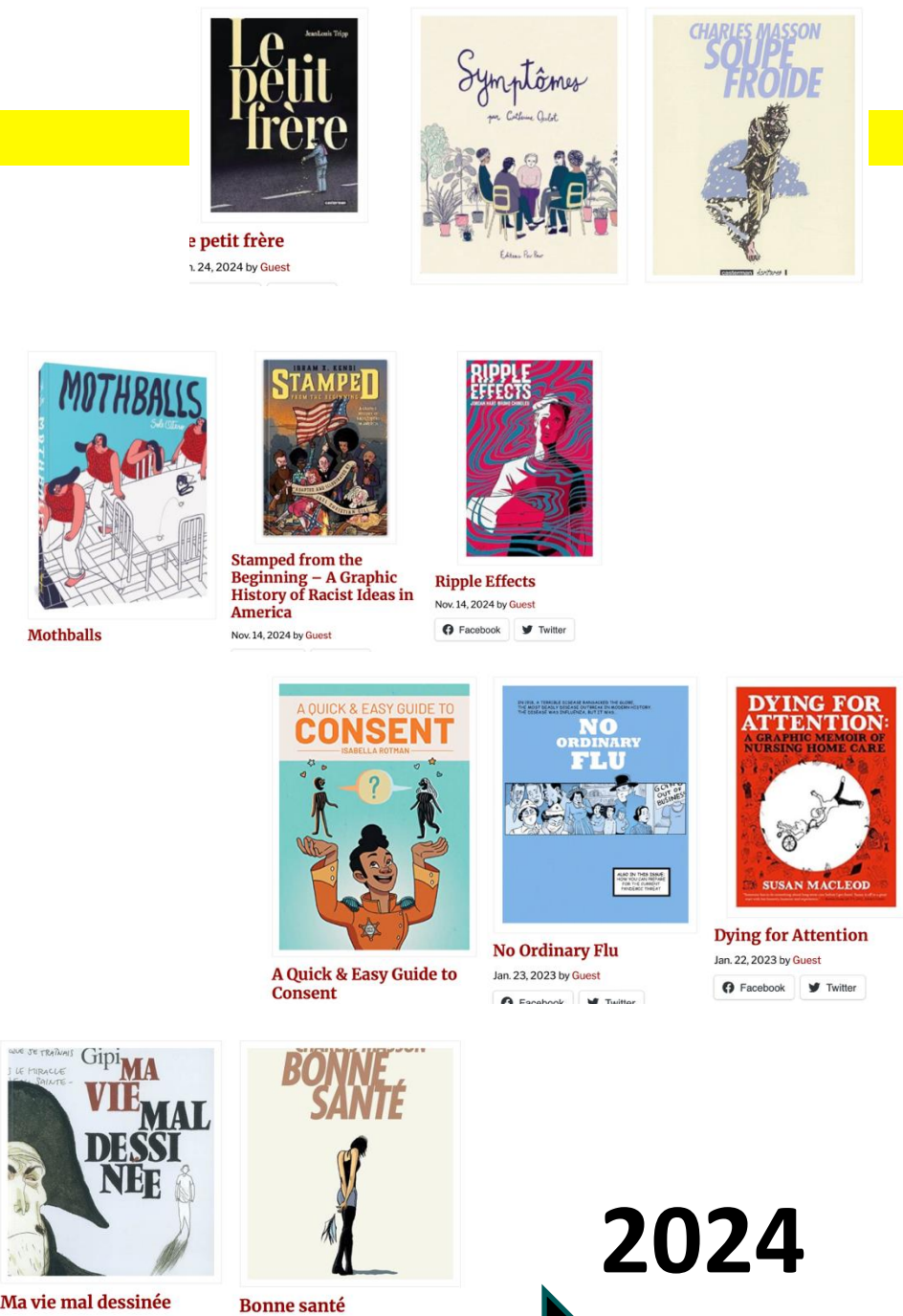
HIV awareness campaign  
(Foundation for Life)

Jo, Derib  
1991

Ian Williams  
2007

Utilisation

2024



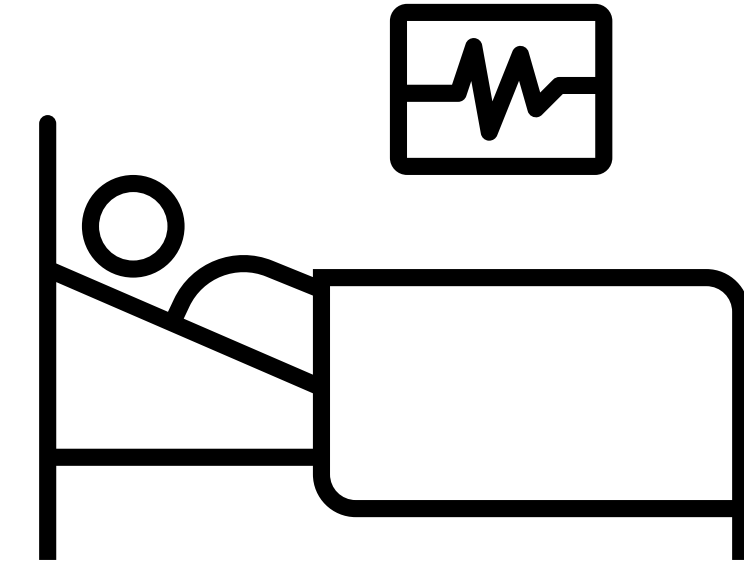


# GRAPHIC MEDICINE

TRANSDISCIPLINARITY OF THE MEDICAL HUMANITIES



- Improve soft skills (empathy, etc.)
- Improve communication
- Desacralize certain pathologies/situations
- Cathartic effect to reflect on one's own practices or difficulties

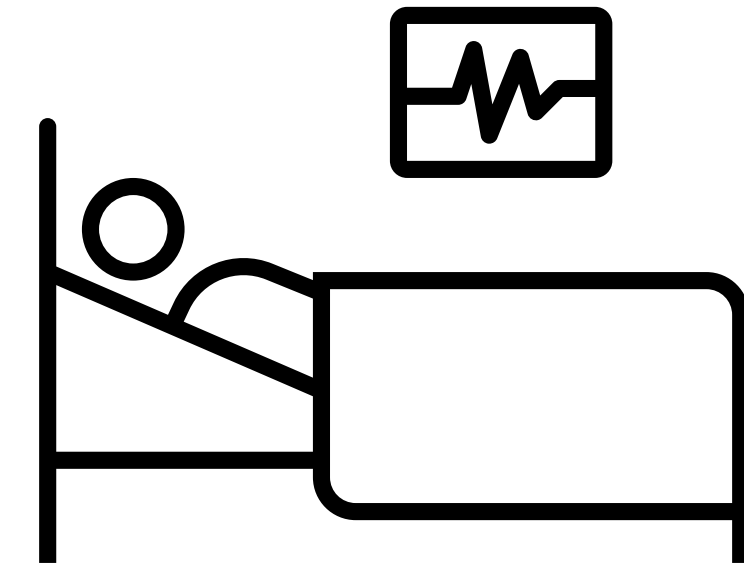
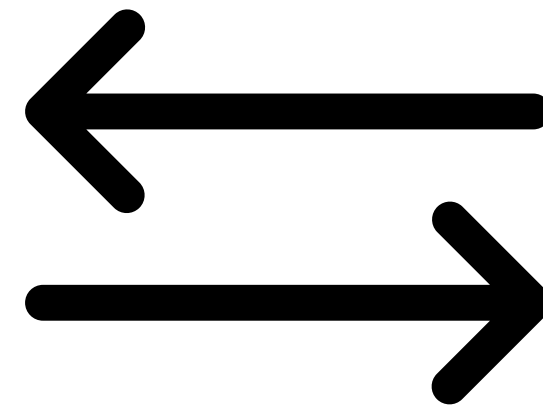


- Facilitating health literacy
- Feeling understood and not alone
- Encouragement to express emotions
- Educating and raising awareness



# GRAPHIC MEDICINE

TRANSDISCIPLINARITY OF THE MEDICAL HUMANITIES



Improving the relationship between healthcare professionals and patients



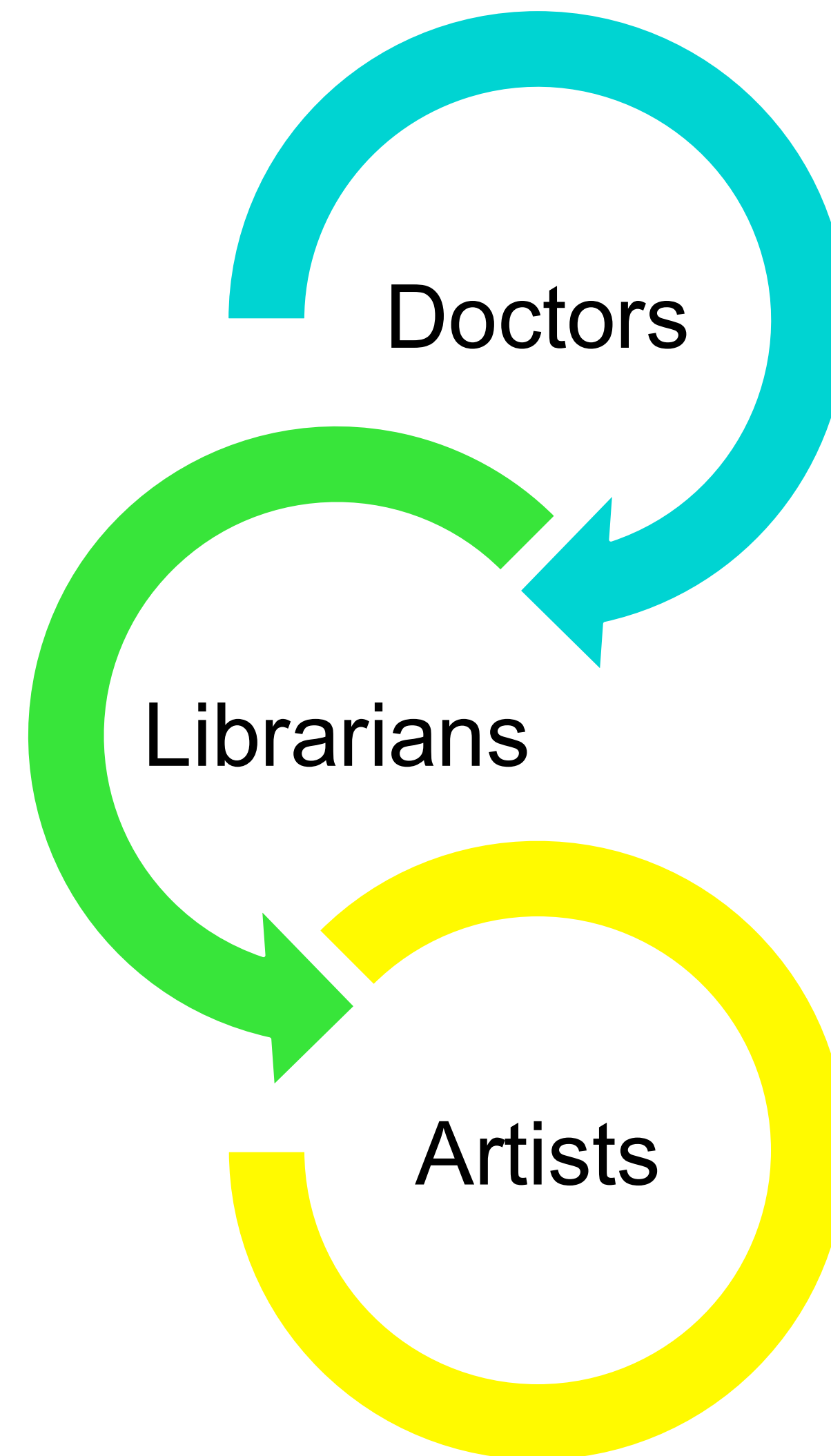
Improved health care (adherence to treatment, screening, prevention, emotional well-being, stress reduction, etc.)



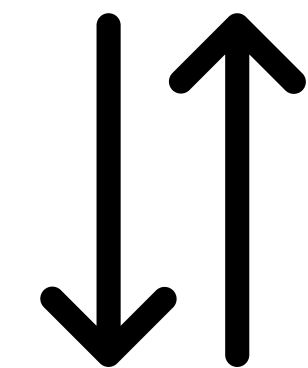
# GRAPHIC MEDICINE

A TRANSDISCIPLINARY COMMUNITY

- Collections
- Education
- Sensibilisation
- Facilitation



Usage



Creation

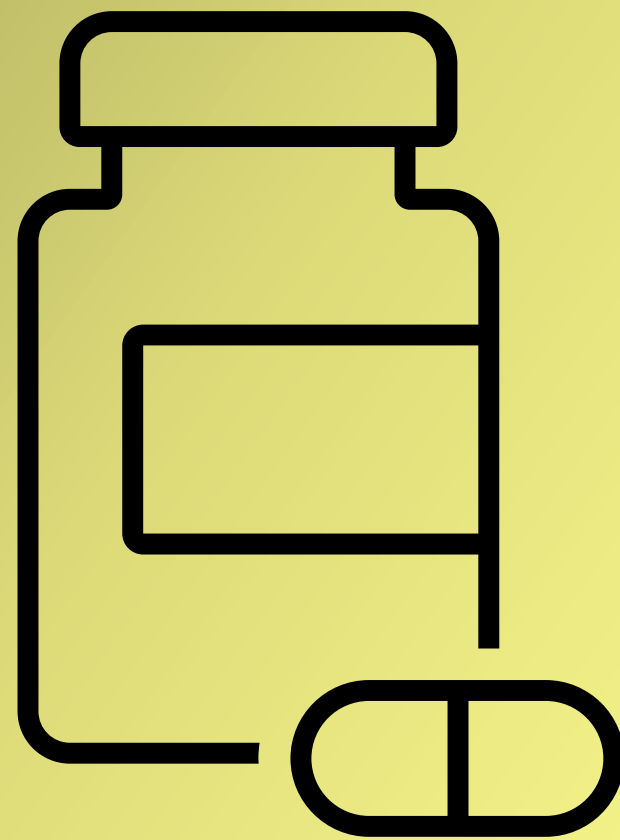




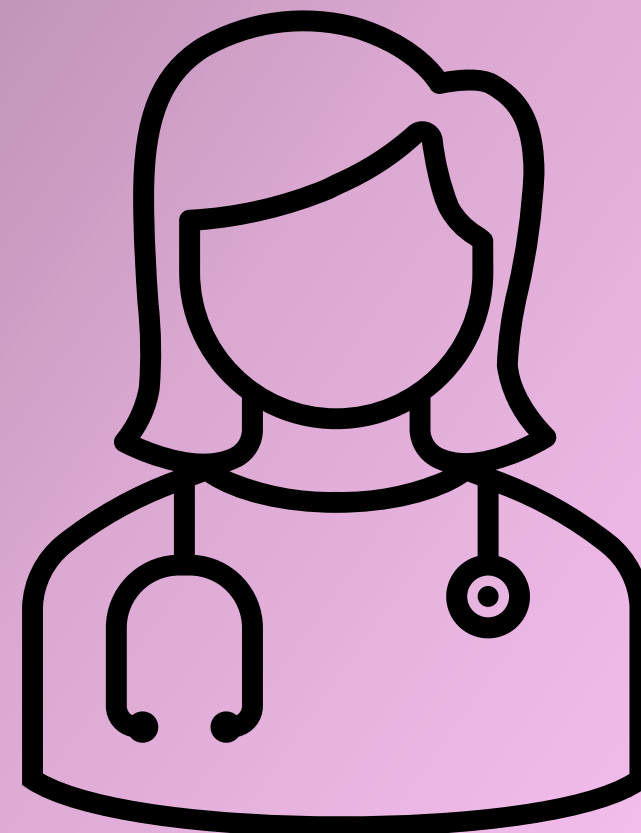
# GRAPHIC MEDICINE AT ULIÈGE

WHAT ARE OUR PROJECTS?

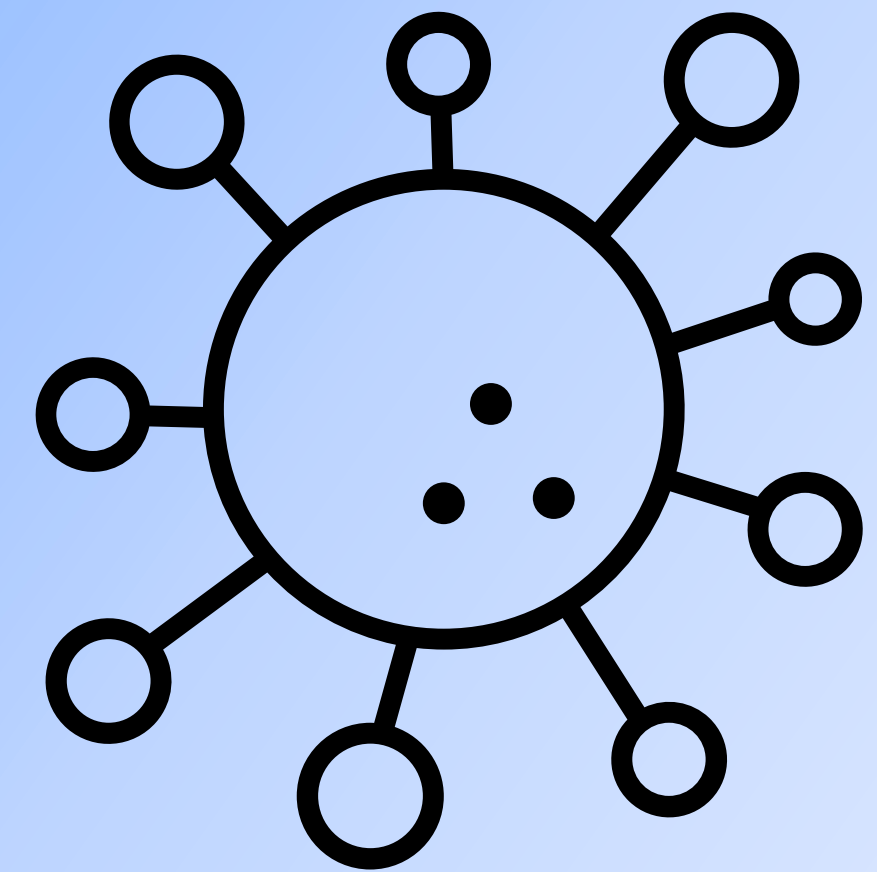
**1- Pharmacy**



**2- General medicine**



**3- One Health**



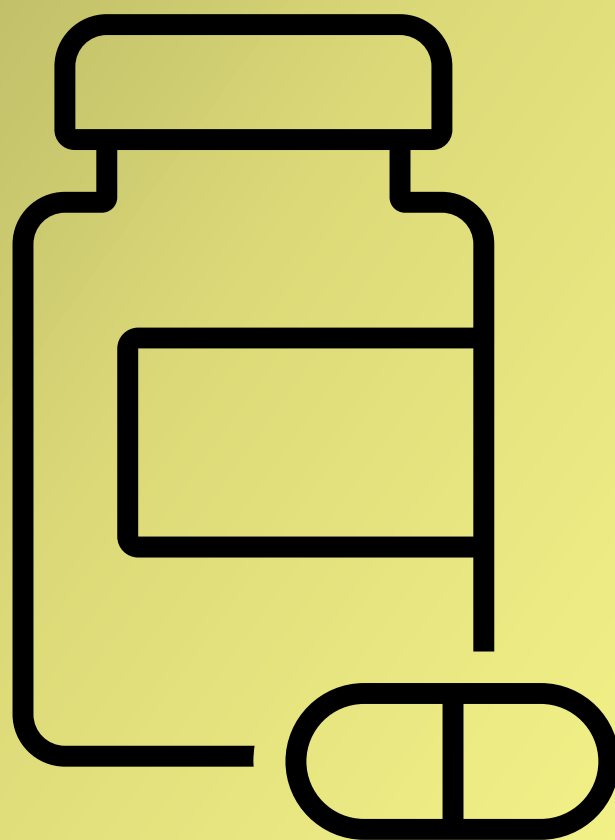




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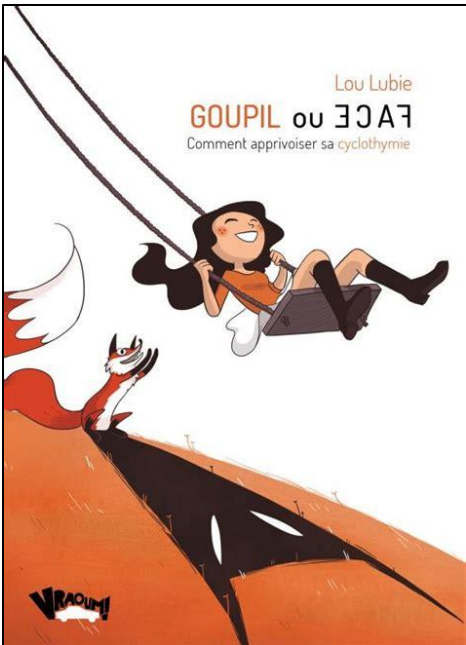
## 1- Pharmacy



Development and evaluation of a pedagogical module on bipolarity to develop soft skills in pharmacy students

Two academic years in Master 2 in pharmacy (n=101)

Reading a graphic novel



Empathy

Empathy

Satisfaction

Focus group

Role Playing



Focus group

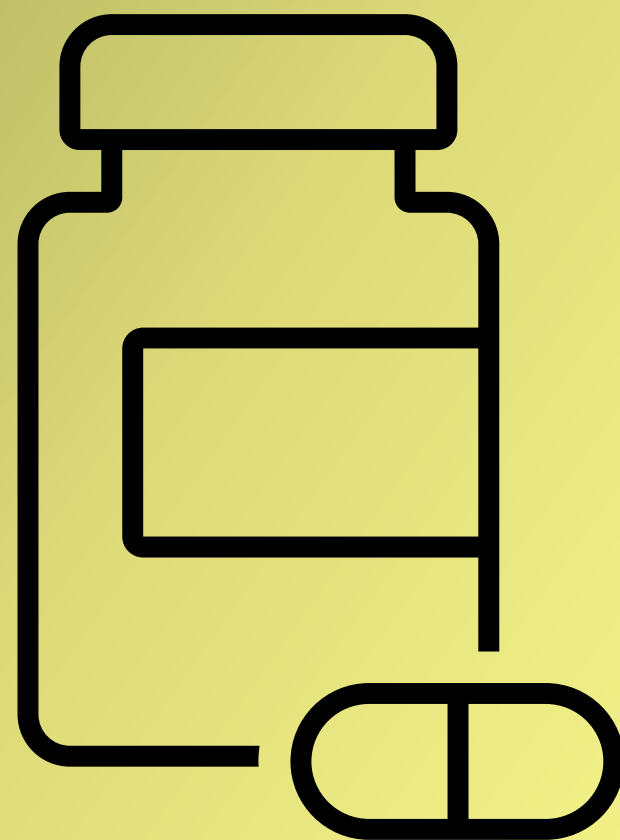




# GRAPHIC MEDICINE AT ULIÈGE

## WHAT ARE OUR PROJECTS?

### 1- Pharmacy



Development and evaluation of a pedagogical module on bipolarity to develop soft skills in pharmacy students

- Increased empathy score after reading the graphic novel
- 90% of students feel more able to understand and manage a bipolar patient
- >90% of students recommend this type of activity and think it has been useful for their future practice
- "It's a form of active learning, because we're not just learning, we're also making an emotional connection. It's more concrete, and the emotional component really helps with memorization. Discussing it afterwards was refreshing, because it's not the typical type of pedagogy we experience at university. »

Empathy

Satisfaction

Focus group



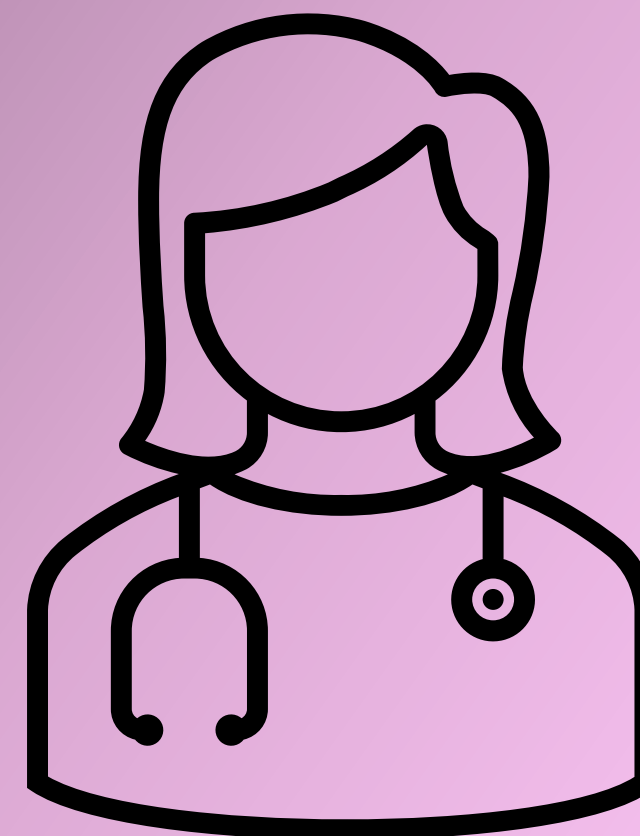
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WHAT ARE OUR PROJECTS?

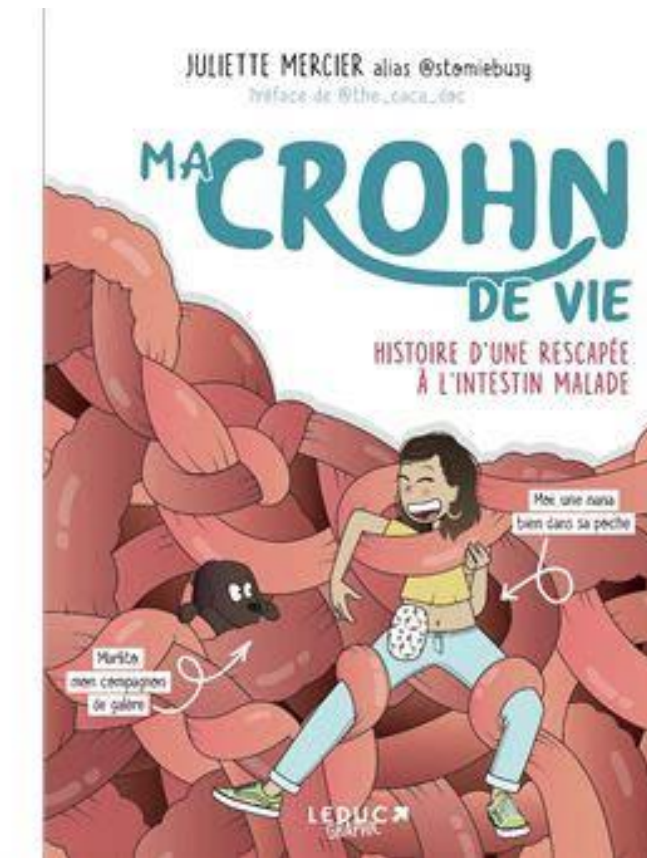
Development and evaluation of an educational module on Crohn's disease to develop soft skills in general practice students

Students in General Medicine (n=12) during the debriefing group of their internship

## 2- General medicine



Reading a graphic novel

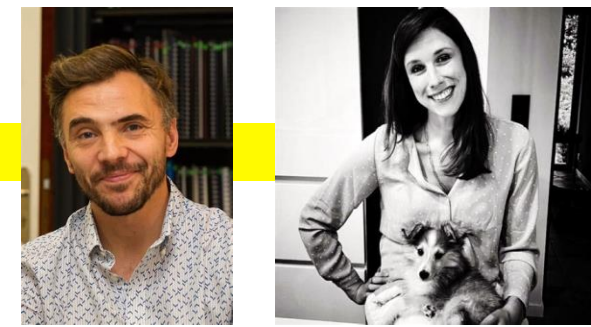


Empathy

Empathy

Focus group

- Ongoing Analysis
- Tendency to say that it doesn't serve them because they are already empathetic enough





# GRAPHIC MEDICINE AT ULIÈGE

## WHAT ARE OUR PROJECTS?

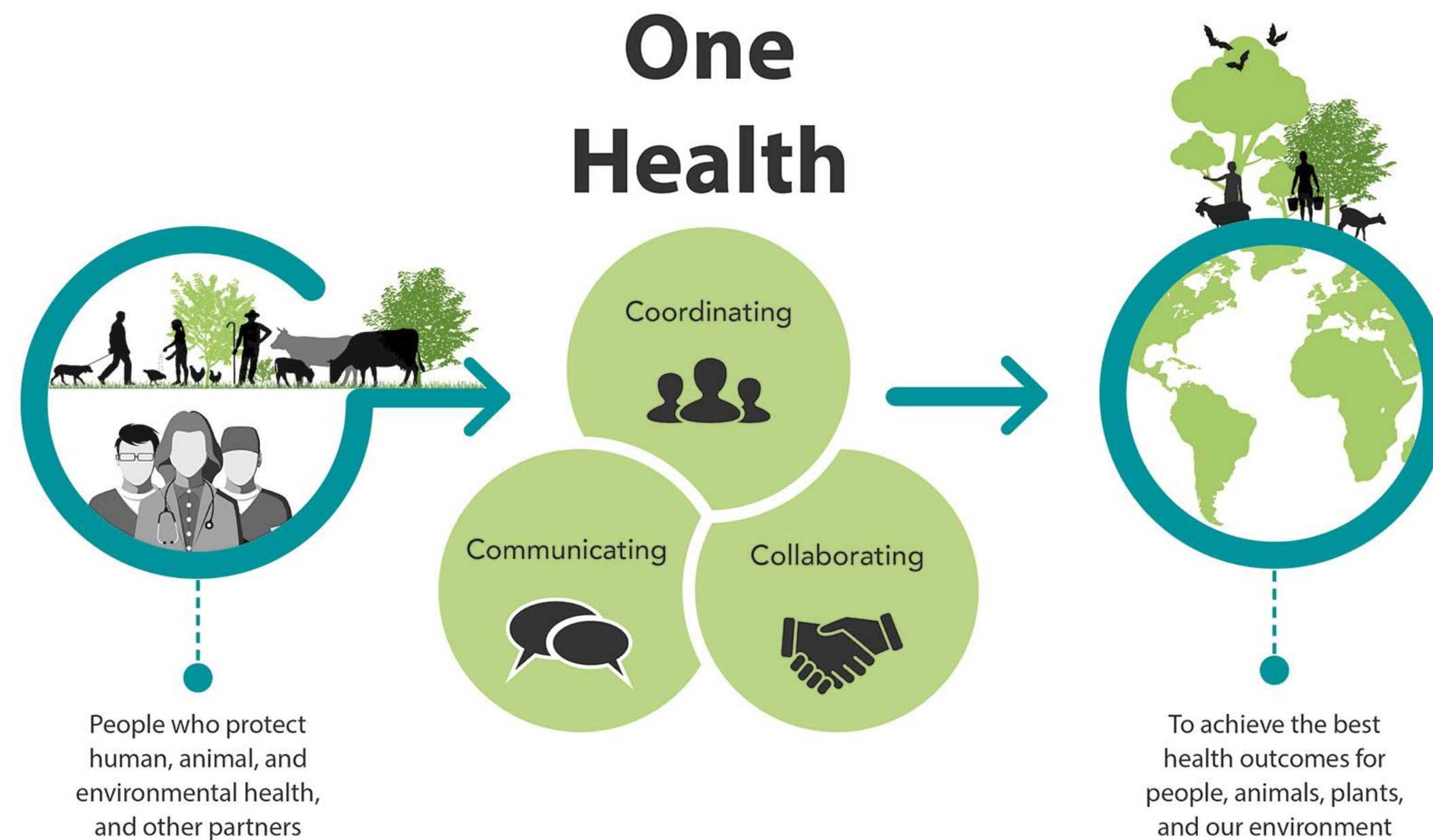
Development and evaluation of an interdisciplinary pedagogical module to raise awareness of One Health

Students from several faculties (medicine, VT, political science...)

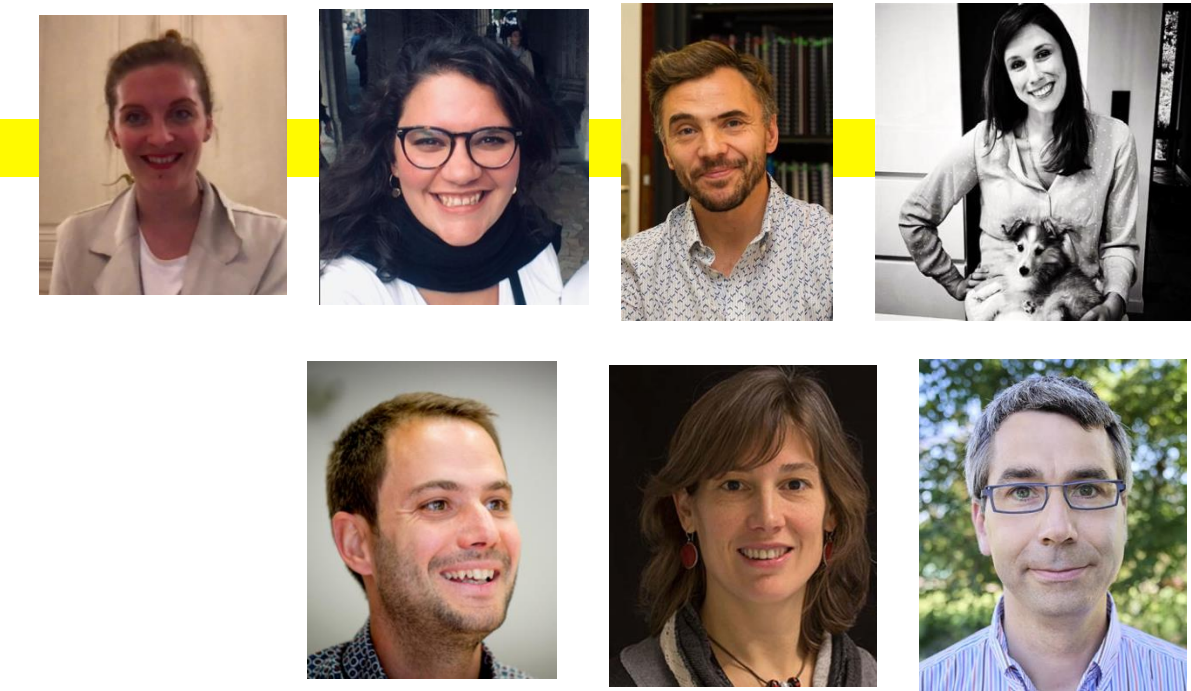
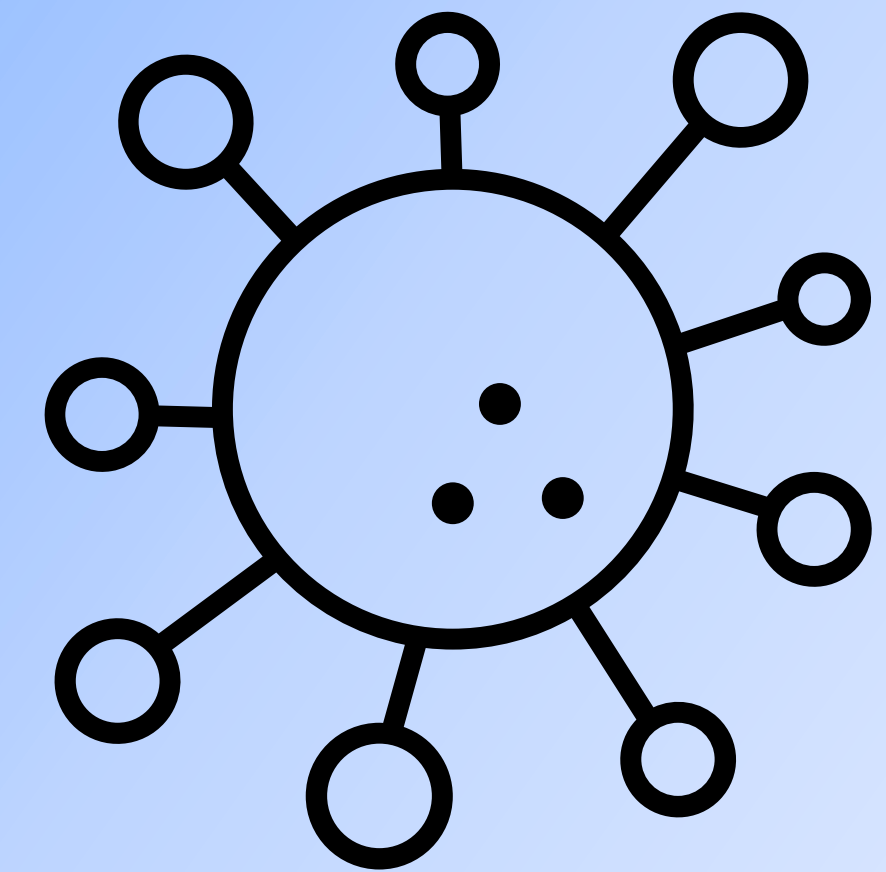
### Professionals

- human health (doctors, nurses, public health practitioners, epidemiologists),
- animal health (veterinarians, paraprofessionals, agricultural workers),
- the environment (ecologists, wildlife experts),
- Other areas of expertise

Need to communicate, collaborate and coordinate activities.



## 3- One Health



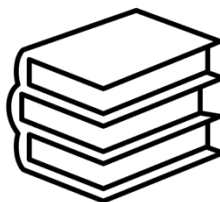


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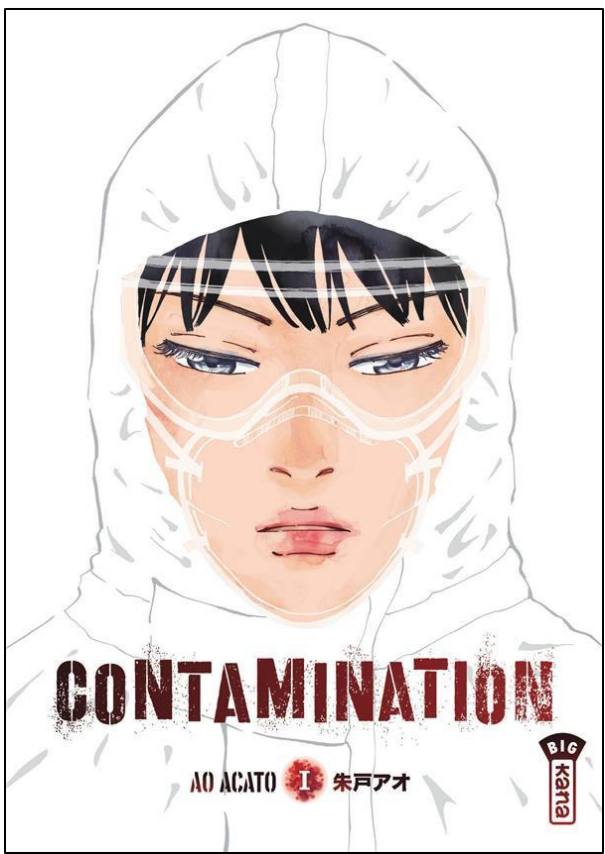
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GRAPHIC MEDICINE

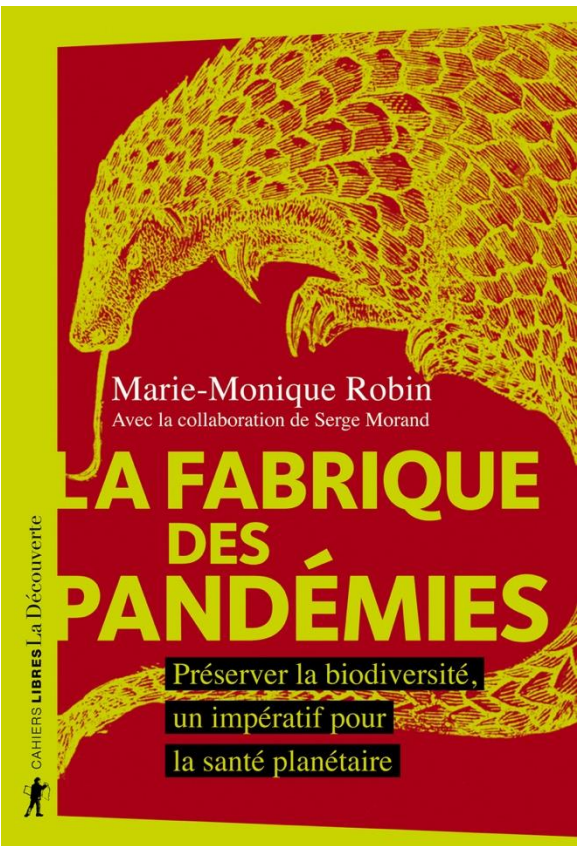


Beforehand

"Put yourself in the shoes of"



COLLECTIVE READING

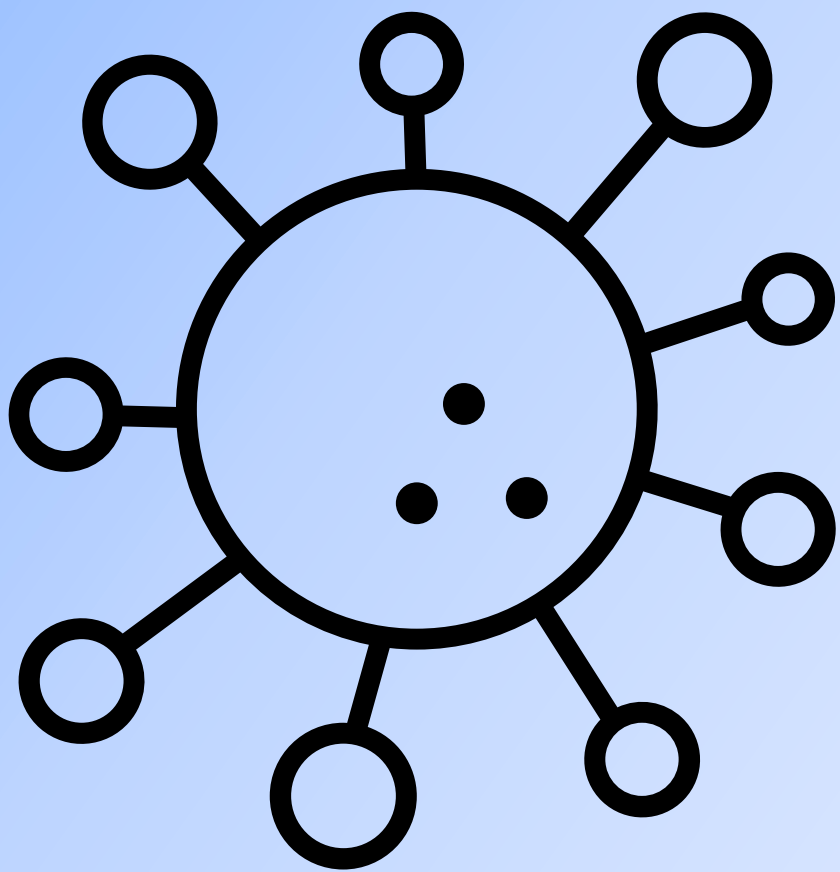


Matin

Facilitate the overall understanding of the subject



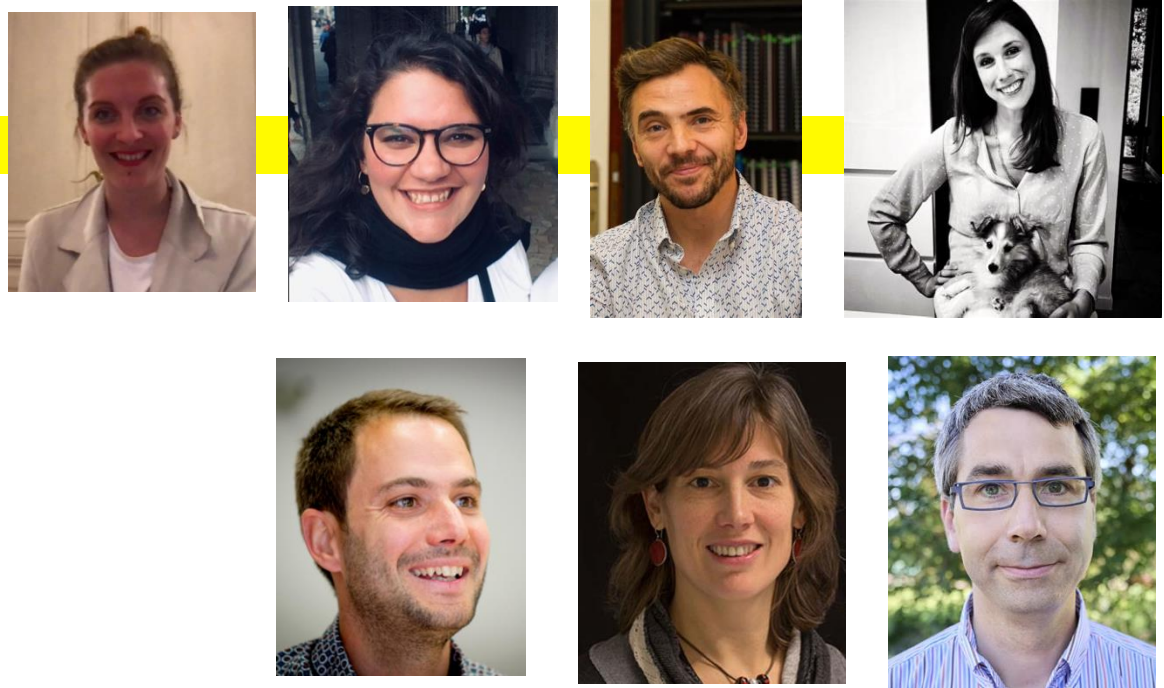
3- One Health





# GRAPHIC MEDICINE AT ULIÈGE

WHAT ARE OUR PROJECTS?



Development and evaluation of an interdisciplinary pedagogical

3- One Health





# GRAPHIC MEDICINE AT ULIÈGE

WHAT ARE OUR PROJECTS?



Development and evaluation of an interdisciplinary pedagogical

## 3- One Health



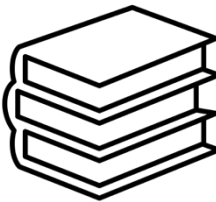


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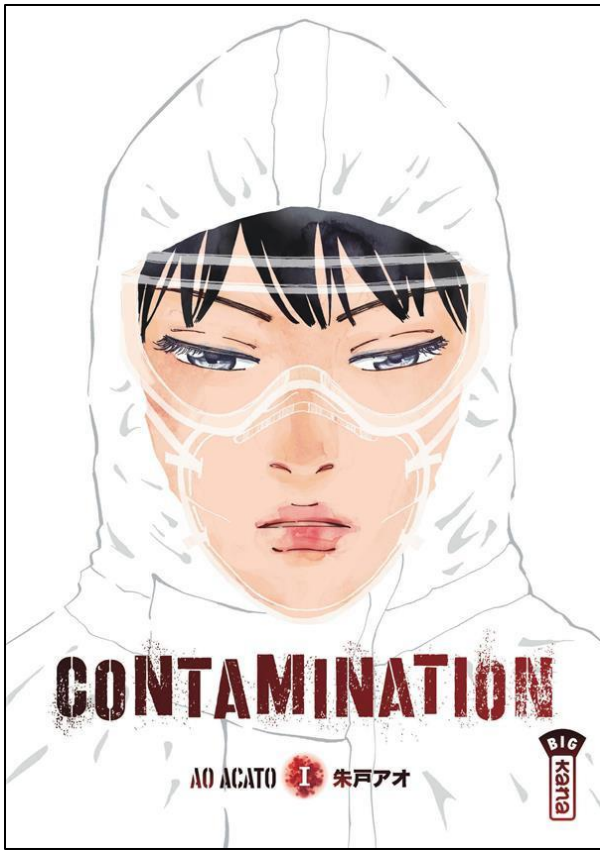
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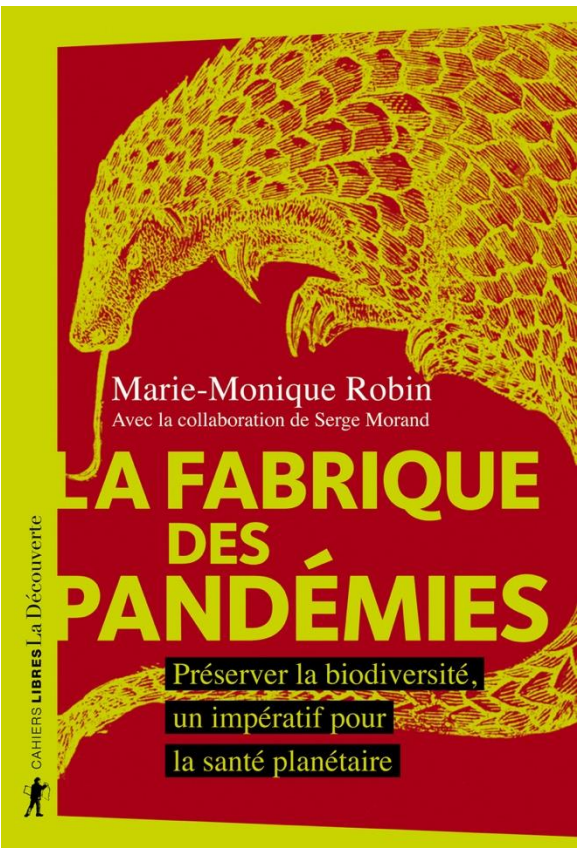


Beforehand

"Put yourself in the shoes of"



COLLECTIVE READING



Morning

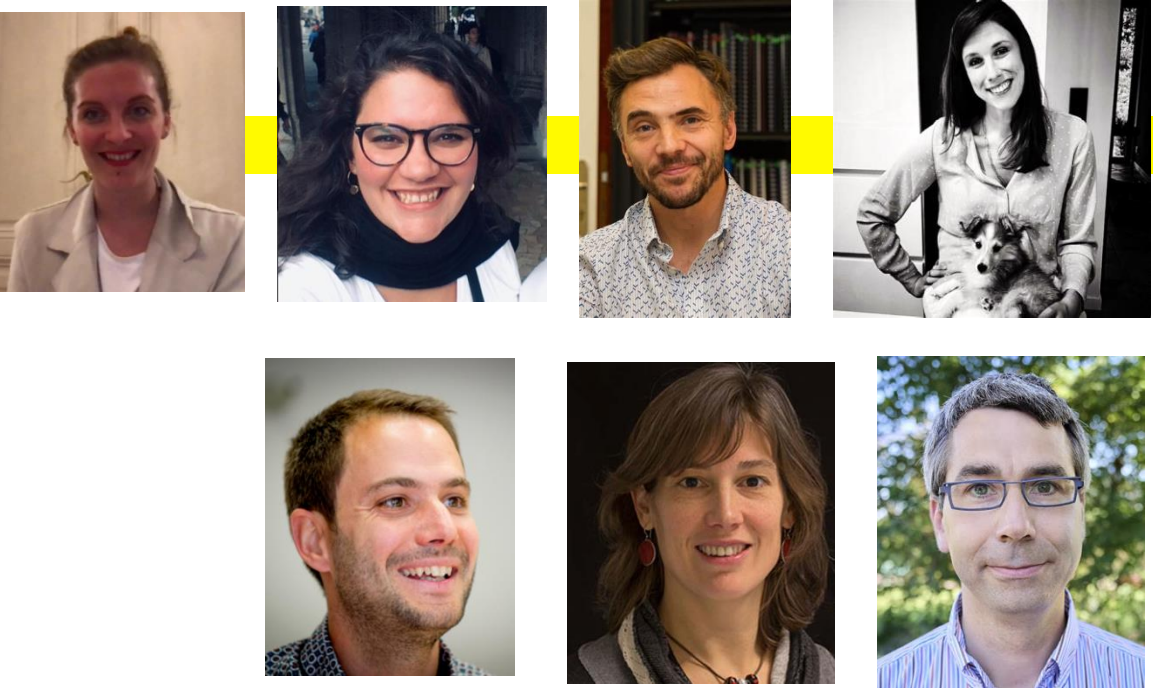
Facilitate the overall understanding of the subject

TALES OF POSSIBILITIES

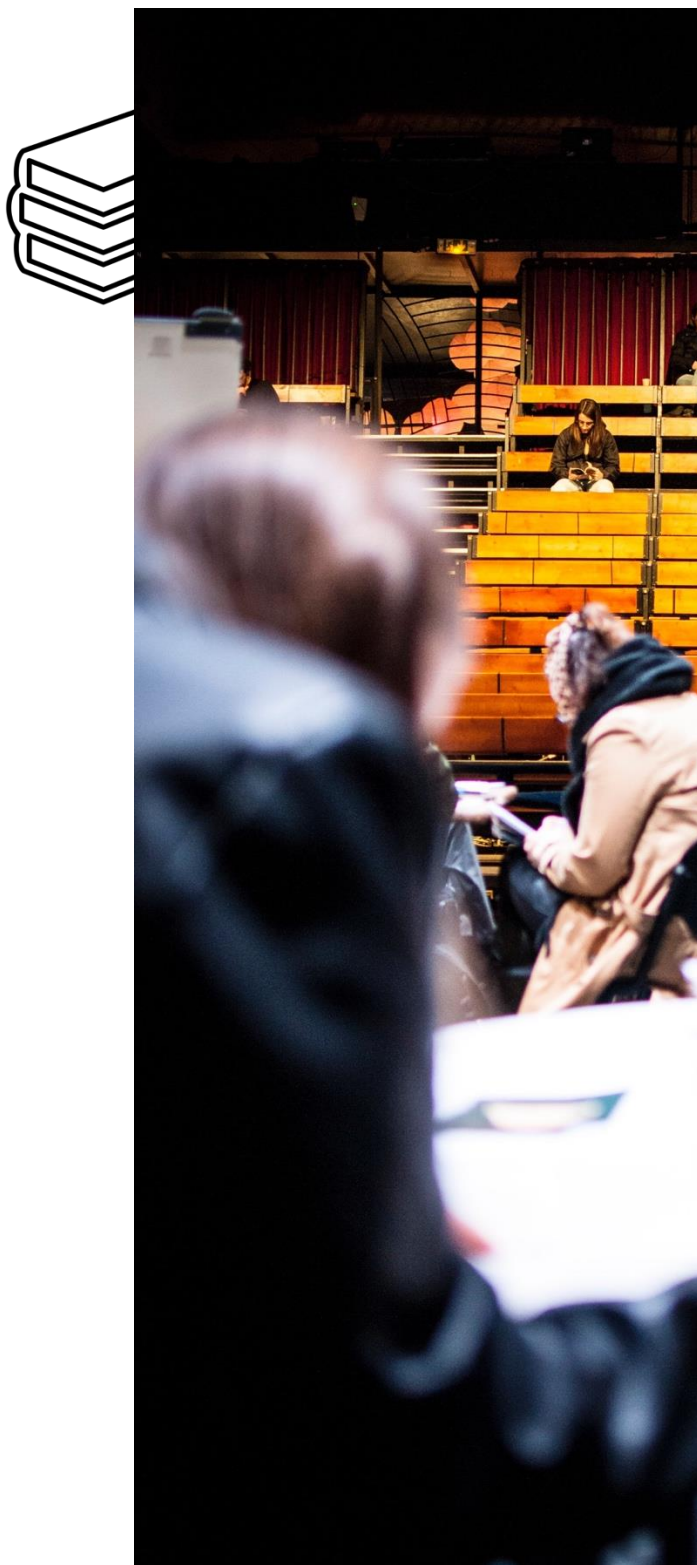
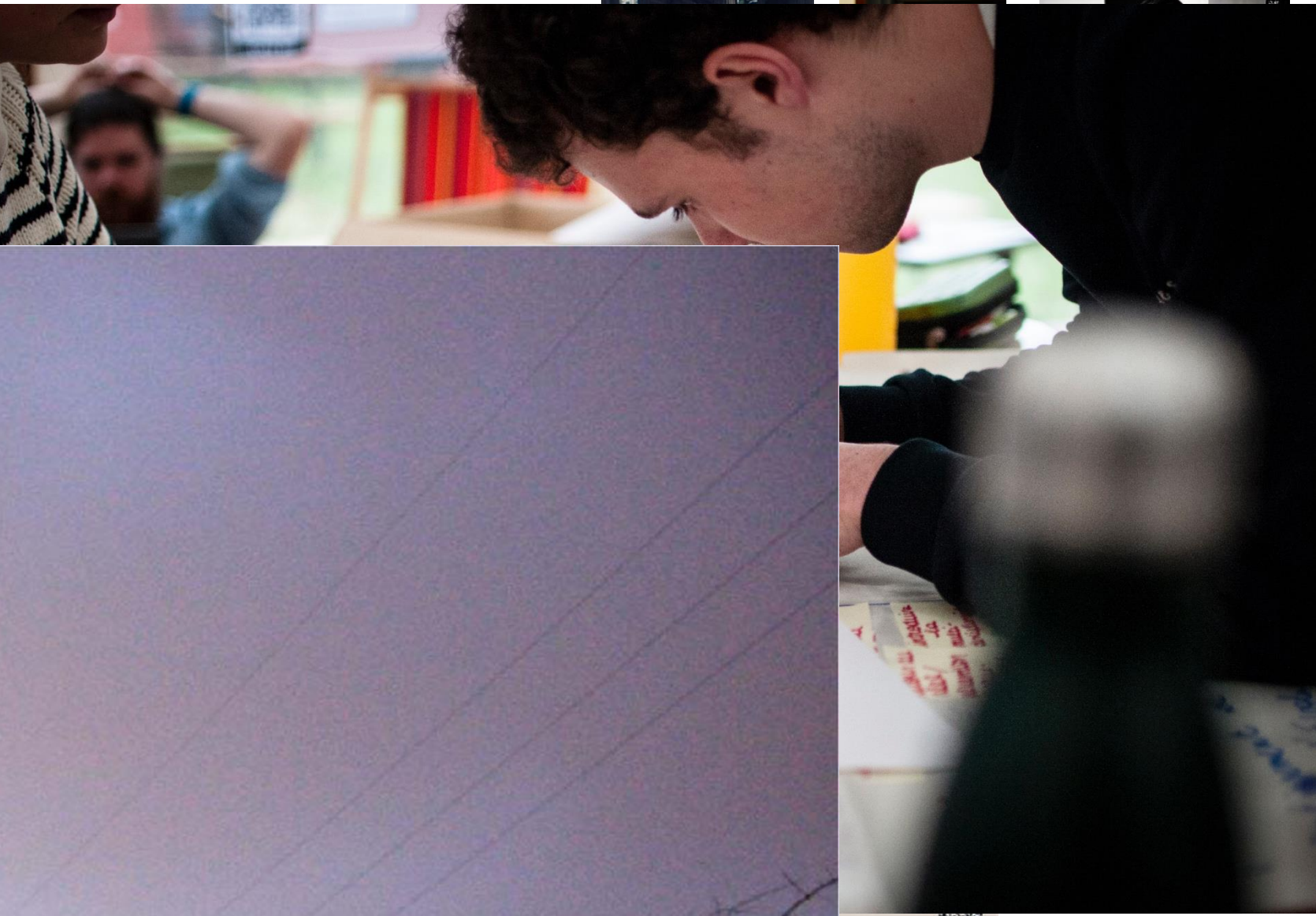


Afternoon

Synthesize the concept (interconnection, brakes and levers)

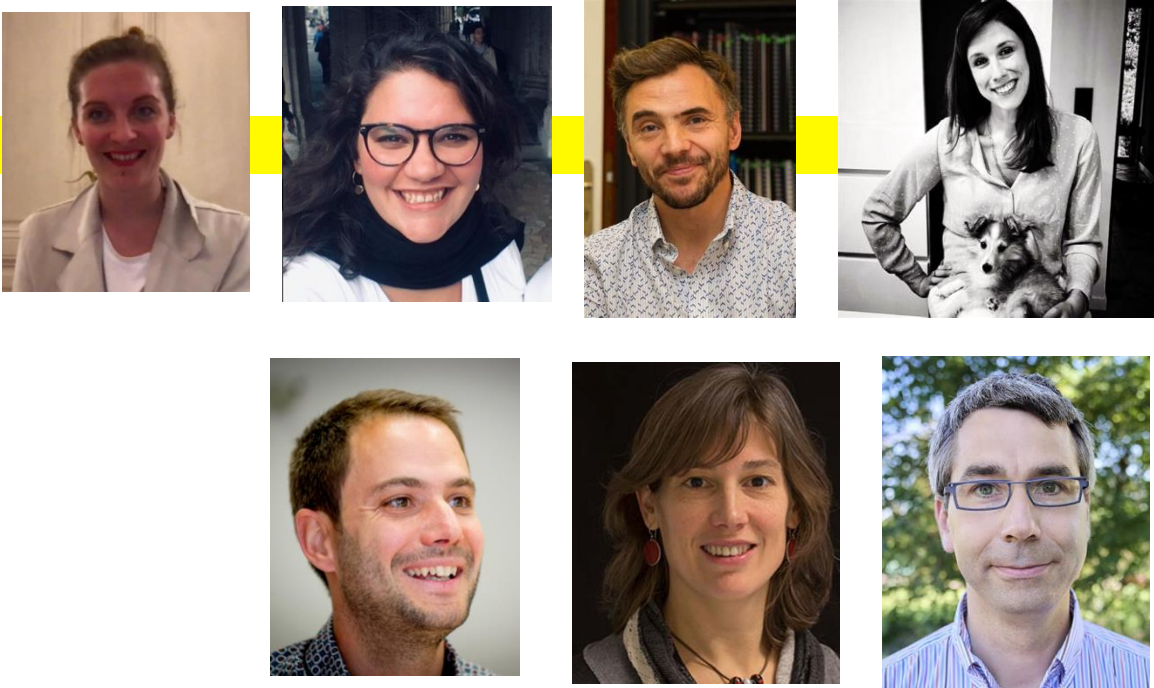








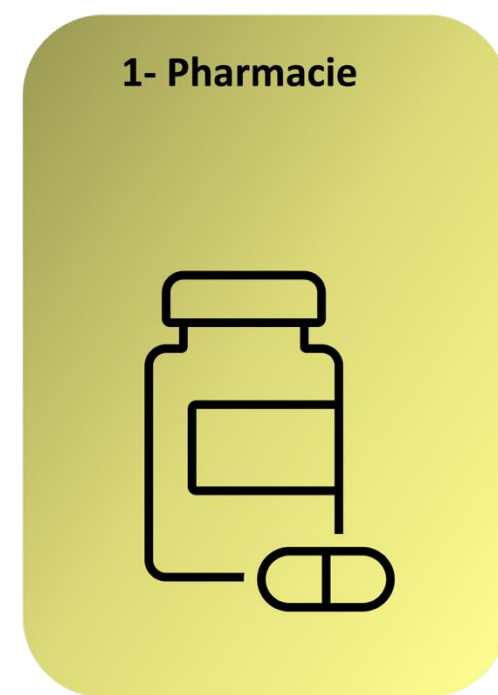
# GRAPHIC MEDIC



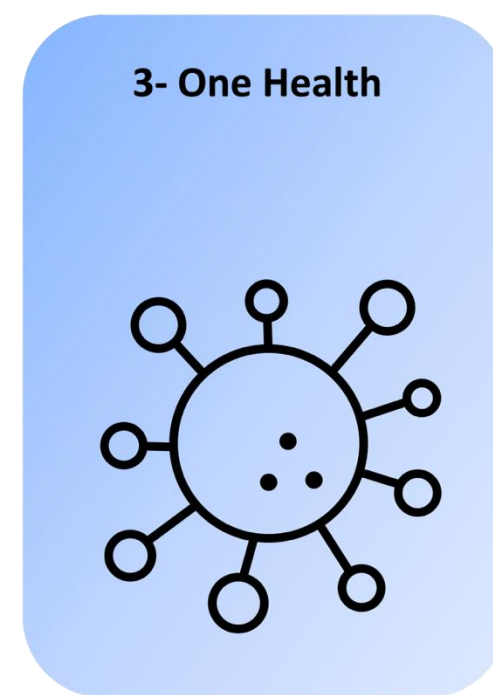
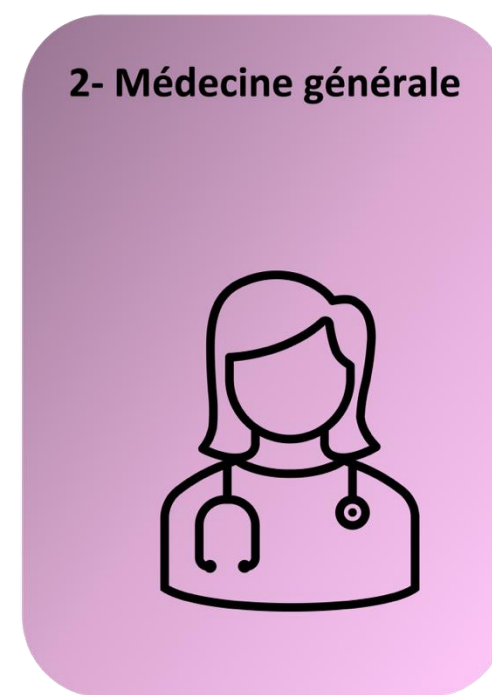


# GRAPHIC MEDICINE AT ULIÈGE

## WHAT ARE OUR PROJECTS?



M2 Pharmacy



Sustainability  
Module

- Collections
- Education
- Sensibilisation
- Facilitation



- Development of educational modules
- Collaboration with the Faculty of Medicine
- Development of a GM collection (monitoring...)
- Setting up a French-language web page
- Participation in the GM international network



# GRA

WHAT ARE OUR



GRAPHIC MEDICINE



GRAPHIC MEDICINE ITALIA



JAPAN GRAPHIC MEDICINE  
ASSOCIATION



PATHOGRAPHS



LABORATORIO DE  
MEDICINA NARRATIVA  
UNIVERSIDAD DE  
VALPARAÍSO

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<https://medicinagrafica.blog>

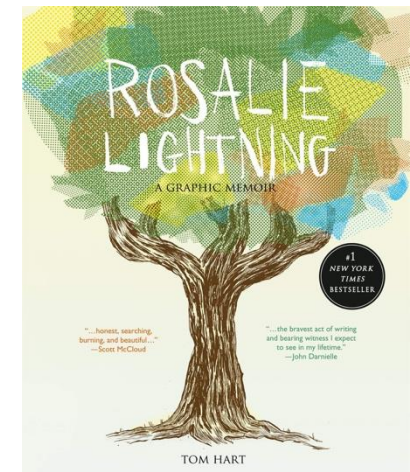
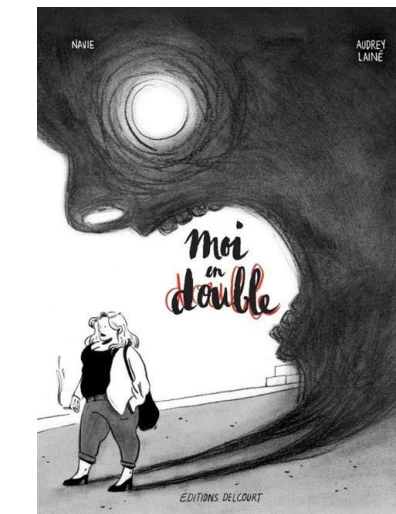
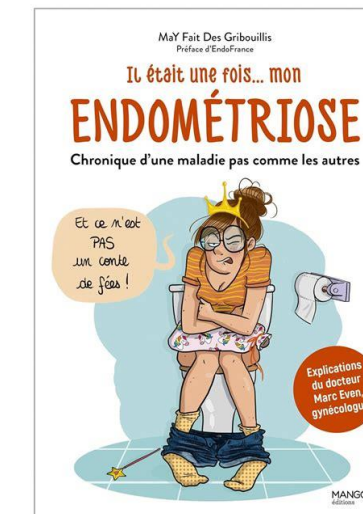
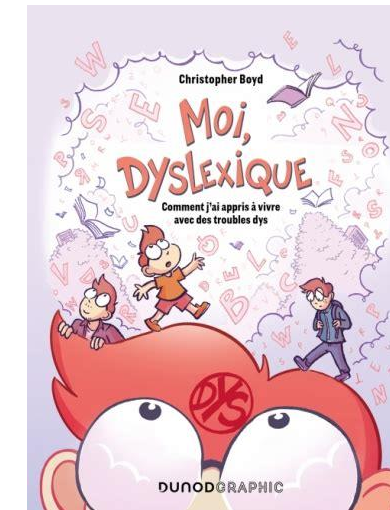
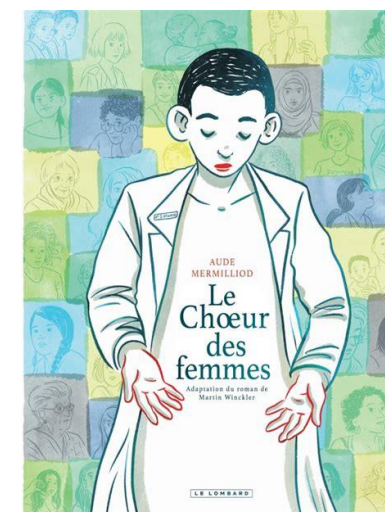
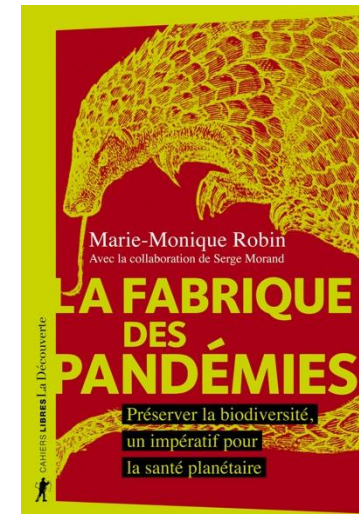
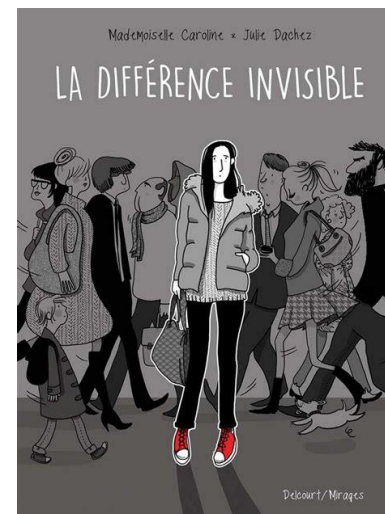
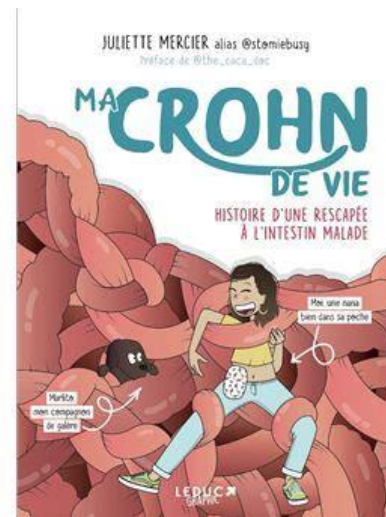
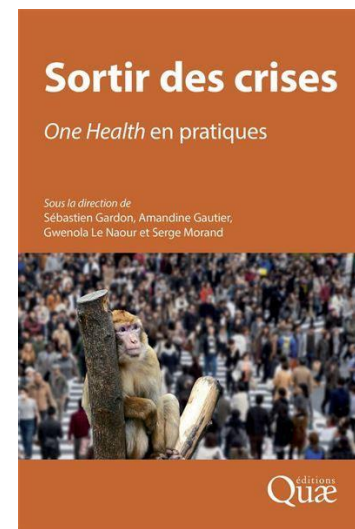
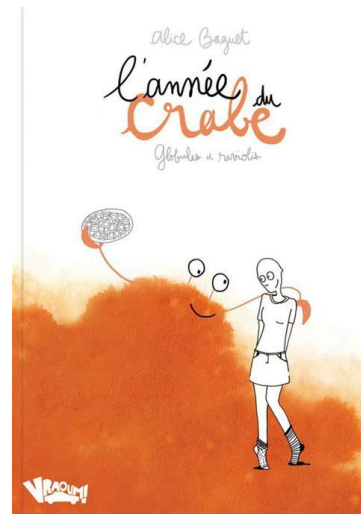
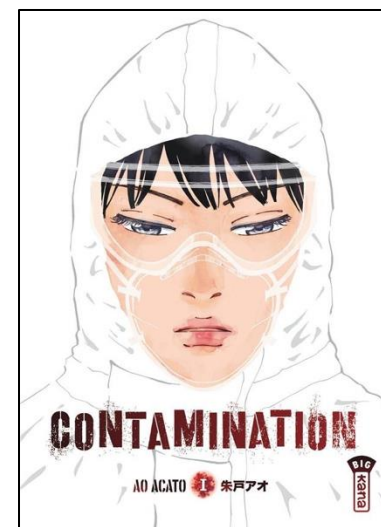
- Collections
- Education
- Sensibilisation
- Facilitation



- Participation in the GM international network



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