



Guide to crafting the updated “Intended Purpose and Social Impact” statement

As the field of medical illustration embraces its role in promoting health equity across the world, the AMI strives to curate a salon addressing all aspects of Diversity, Inclusion, Equity and Accessibility in its entries. This goes beyond depictions of different genders, skin tones and body types to all aspects of inclusion, including considerations for Deaf, visually impaired, and low literacy populations, depending on the audience.

To that end, in 2022 we are renaming the “Intended Purpose” statement to “Intended Purpose and Social Impact” statement. We are increasing the character limit from 1000 to 1500, to allow entrants space to specify how their piece addresses these considerations. **2022 is a pilot year: you will NOT be judged on your entry’s social impact this year. Social impact judging criteria will be rolled out in 2023.**

For a brief overview of what Diversity, Equity and Inclusion encompasses, please refer to: <https://www.inclusionhub.com/articles/what-is-dei>

For a plain-language overview of Web Content Accessibility Guidelines (WCAG) 2, please visit: <https://webaim.org/standards/wcag/checklist#sc2.2.2> WCAG.2, while created to address online content, can also be applied to images created for print.

You can use the Accessible Web Contrast Checker to determine if your label/art and background contain sufficient contrast: <https://accessibleweb.com/color-contrast-checker/>

Below are two examples from the 2021 Salon that have been modified to include their Social Impact. Our thanks to Nicholas Reback and Jim Perkins for contributing their work and modified statements.

Nicholas Reback/JAMA: Screening for lung cancer using low dose computed tomography

Image and original Intended Purpose:

<https://meetings.ami.org/2021/project/screening-for-lung-cancer-using-low-dose-computed-tomography/>

Intended Purpose and Social Impact

Lung cancer is the second most common cancer and the leading cause of cancer death in the United States. This year the United States Preventive Services Task Force updated its guidelines for lung cancer screening with low dose computed tomography (LDCT) in at risk individuals. The purpose of this illustration is to tell the story of lung cancer screening using LDCT, while affirming the importance of recognizing black men as the highest at-risk group, and the integral role diversity has within a clinical care team.

Background elements highlight characteristics of screening at the level of a large population. This includes a graphic pattern of patients in computed tomography machines in the top half. Characters within the machines are predominantly black men, a social group at the highest risk for lung cancer. Datasets from individuals are represented in a colorful array of slides in the lower half. Foreground elements call attention to the participation of the individual, such as the woman about to be scanned in the upper right and a group of clinicians discussing results from a single patient in the lower left. Foreground characters who make up the clinical care team are intentionally depicted as being of diverse ethnic backgrounds. In the lower left, for example, a brown-skinned female doctor leads a group of clinicians in the care of a single patient, affirming the integral role of women and people of color in healthcare.

Jim Perkins: VEGF in Wet Age-Related Macular Degeneration

Image and original Intended Purpose:

<https://meetings.ami.org/2021/project/vegf-in-wet-age-related-macular-degeneration/>

Intended Purpose and Social Impact

To demonstrate the structural changes in Wet Age-Related Macular Degeneration and the role of Vascular Endothelial Growth Factor (VEGF). Binding of VEGF to its receptors promotes the growth of new vessels, which extend past Bruch's Membrane and the Retina Pigmented Epithelium (RPE) into the retina. Increased permeability results in the accumulation of fluid in Bruch's Membrane (Drusen) and in the retina itself, distorting the photoreceptor layer. Subsequent illustrations (not included) demonstrate the client's experimental drug, which blocks VEGF-A, -C, and -D.

The illustrations will appear in the client's annual report, prospectus, and PowerPoint presentations, all targeted to investors who generally have some background in biology and chemistry. Because the illustrations will also be used in the client's S-1 filing with the Securities & Exchange Commission (which are always printed in black-and-white) all cells and other structures must be clearly differentiated by gray value as well as color. This has the added advantage of making the illustrations accessible to individuals with vision impairments including different forms of color-blindness. To ensure legibility, all labels are solid black. Many are on a white background, ensuring maximum contrast. Even the labels on colored backgrounds have a contrast ratio of almost 14:1, significantly higher than the minimum recommended contrast ratio of 7:1 for content accessibility.