



Combining Artificial Intelligence and smart sensing
Toward better management and improved quality
of LIFE in chronic obstructive pulmonary disease

D8.8 – Comic 1

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1 Executive Summary

ISGlobal has created a TOLIFE comic with graphic images and messages to promote good lung health with the collaboration of patients and citizens. Comics have been showed as a great tool to approach science knowledge to society and to aware people in controversial subjects such as the tobacco consumption. **Error! Reference source not found.**

ISGlobal is responsible for the creation of two comics within the scope of the TOLIFE project, serving as tools for exploitation, dissemination, and communication. The comics aim to present the main objectives of the project visually and, later, to translate the project's results into a more user-friendly format. This initiative involves the collaborative input of patients, caregivers, patient associations, students, teachers, and the general public. ISGlobal initiated a co-creation process for a comic about respiratory diseases, involving multiple stakeholders. Contact has been made with the *Asociación de Pacientes con EPOC* (COPD Patients' Association) for the patient perspective. Additionally, *Escola Congrés Indians* has been contacted for student participation, who co-created messages from the comic script using the messages co-created in a joint session with ISGlobal developed by themselves and the patients. This collaborative approach ensured that the comics convey the most crucial information, as deemed by those directly affected by the condition. ISGlobal and patients' association reviewed the final version of the script. With the participation of the *Escola Sagrat Cor Diputació, Barcelona*, ISG co-created the final script. Groups of 3-4 students prepared a script and a commission of expert from science dissemination and research selected the winner script. Finally, a professional graphic designer from the company *Ilustraciencia*, Spanish entity who has contact in the comic industry, was contacted to create the first comic (M18), using the co-created script as a basis. This comic aimed to engage the participants in a very visual way. The messages, images, and narrative structure has been co-created with the participants.

At the end of the TOLIFE project, ISG will create a second comic with the support of a professional comic creator to present the results of the TOLIFE project in a more visual format.

2 Goals

The main goal of the comic creation workstream is to engage and involve a broad audience, including COPD patients, caregivers, patient associations, students, teachers, and the general public. This is facilitated by the co-creation of content, ensuring the comics resonate with the experiences and needs of the community.

By translating complex medical and project-related information into a visually engaging comic format, ISGlobal aims to disseminate knowledge about respiratory diseases and the TOLIFE project in an accessible and meaningful way.



3 Co-creation of the comic

3.1 Potential participants and structure of the activity

Potential participants in the co-creation of the comic:

- Patients, caregivers and patient associations.
- General public such as students and teachers, among others.
- Comic creators.

Structure of the activity to co-create a comic about respiratory diseases:

- Write the idea of the activity.
- Contact with COPD patient associations.
- Contact with institutes and/or schools to explain the activity. You could work on the comic with illustration professionals who have participated in Illustraciencia's online courses (<https://cursos.illustraciencia.info/>). Illustraciencia is the International Award on Science Illustration that also organises online illustration courses.
- Create a presentation to explain what respiratory diseases are, and how urbanism and pollution affect respiratory health through examples of comics related to this topic ("Cities we want",...).
- Co-create messages (with positive reinforcement on respiratory health) - Association of patients.
- Co-create the script - Students.
- Co-creation of the comic itself - Professional illustration of Illustraciencia.
- Discussion of the results.

3.2 Creation of the summary message of the activity

ISGlobal contacted with associations of patients with respiratory diseases to make them participate in the co-creation of the messages to be used in the co-creation of the first version of the TOLIFE comic. The idea focuses on individual health. We contacted with COPD associations and/or respiratory diseases of Barcelona/Catalonia and other autonomous communities in Spain.

Here, the message ISG sent to the respiratory associations:

Dear ladies and gentlemen,

At ISGlobal (Barcelona Institute of Global Health) we want to involve associations of patients with respiratory diseases as well as the general public to co-create a comic to raise awareness about the importance of good lung health and respiratory diseases, in the framework of the European project TOLIFE.

In the sessions, we will co-create the main messages, narrative structure, and images with the participants to raise awareness among the general population about respiratory diseases and their health impact on society.

If you are interested in participating, we can make a short video call to specify the details.

Kind regards,



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Raul

ISG work with COPD patient associations with the idea of focusing on individual health, using the prevention messages from the ERS (European Respiratory Society):

- Smoking prevention.
- Follow a healthy diet.
- Do moderate sport on a regular basis.
- Avoid unhealthy spaces / polluted air
- Climate change (rising temperatures could affect lung diseases)

Here, the contact details of the COPD entities ISG contacted:

Spanish Association of Patients and Relatives with COPD (APEPOC - Catalonia)

Patient Assistance Association in Badalona

Carrer de Francesc Layret, 119, 08911 Badalona, Barcelona

Telephone: (+34) 671 63 25 56

APEPOC

Email: info@apepoc.es

Media attention: prensa@apepoc.es

Telephone: (+34) 984 340 340

From Monday to Friday from 9 a.m. at 5:00 p.m.

3.3 Creation of the presentation on respiratory diseases

ISG created a presentation on respiratory diseases, COPD, and its relationship with urban planning, sustainable mobility, and air pollution. ISG showed examples of comics related to respiratory health or topics related to biomedicine. This presentation was created in Spanish and Catalan.

Presentation in Spanish:

<https://docs.google.com/presentation/d/1TtOyNDnUMHNT94xCkI5XFKndyGU3N2k9/edit?usp=sharing&ouid=104206572497446314464&rtpof=true&sd=true>

3.4 Contact with institutes and/or schools to explain the activity

ISG contacted institutes and schools to explain the activity and co-create the script of the comic. ISG set up this activity as an Escolab workshop. EscoLab (<https://escolab.bcn.cat/>) is an initiative of the Barcelona City Council to open the door to the most leading laboratories and research centers in the city to offer the opportunity to dialogue with the research staff working on the advancement of society.



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The first session was conducted in the Escola Congrés Indians (Carrer de les Açores, 1, 3, 08027 Barcelona) on May 22nd, from 9:30 am to 11 am following the framework of Europe Day (that officially is May 9th), as a previous activity of the Researchers' Night 2023.



Figure 1: A moment of the talk to kids to explain the main respiratory illnesses in the framework of sessions with student to co-create the script of the comic.

3.5 Co-creation of the messages

ISG has created the main messages they want to convey to promote good respiratory health, working with associations of COPD patients in an online meeting. Here, messages (in Spanish and/or Catalan) co-created with the COPD patients' associations:

https://docs.google.com/document/d/1pu-MvyZeFXy6veHkhqVHN1D084_tilgyAARnimEpFaA/edit

And here, the English translation of these messages:

SMOKING:

- If you stop smoking you will be less likely to get a lung disease or virus.
- If you smoke you can develop lung cancer.
- Do not breathe toxic fumes.
- Smoking is not cool and it also causes lung cancer
- Smoking is the worst thing you can do for your health
- If you smoke you are more likely to have lung cancer
- If a pregnant woman smokes or is in environments with tobacco smoke, the future baby is more likely to have asthma.
- Teenagers, do not smoke for pleasure
- Smoking does not bring pleasure, it is imprudence and pollutes you
- If you smoke you will have more difficulties when doing physical activities

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- Mothers who smoke have a higher risk of their child having asthma
- Do not smoke, it can cause lung cancer and other diseases.

PHYSICAL ACTIVITY AND NATURAL ENVIRONMENT

- It is recommended to go to nature, to run or walk to breathe fresh air.
- If you do sports you strengthen your lungs
- If you don't move regularly you can form a blood clot
- It is important to go to the mountains to breathe clean air
- It is much better to walk to school than by polluting the car
- Being surrounded by nature helps to improve your breathing
- Exercising helps to strengthen your body
- Sunbathing helps strengthen bones
- Go more in nature and exercise more
- When you have free time, get out of the city
- Doing sports helps to be better
- Sitting on the couch watching sports on TV is not playing sports
- Sunbathe in a healthy way, with 5 - 10 minutes is enough.
- Do more sport

HEALTHY FOOD

- Eating fruits and vegetables helps us live a healthy life and develop fewer diseases.
- Better eat a plate of vegetables instead of a hamburger to have less risk of suffering a heart attack.
- Good nutrition helps to be much better
- You have to eat healthy
- Avoid junk food

POLLUTION

- If you have any lung problems it is better to breathe clean air
- Cars pollute a lot but this pollution is invisible
- Breathe clean, unpolluted air

DIAGNOSIS

- If you are walking and not breathing well, at best you have COPD.

OTHERS

- Men are more likely to get lung cancer

3.6 Co-creation of the script

With the previous information and the presentation, students of Escola Sagrat Cor Diputació (Barcelona) created different scripts about maintaining good respiratory health to make the comic: a total number of 8 scripts were presented. ISG organized an online session to discuss the scripts and an ISGlobal commission selected the final script written by the students Boyi Chen, Christian Grados and Gabriel Mázquez.



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Here, the script selected in Spanish (first version of the script):

EL JUEGO DE LA VIDA

VIÑETA 1

Aparece un hombre sentado en un banco en un parque. El hombre tiene una caja de cigarrillos en la mano y está fumando.

Señor: Fumar es uno de los placeres de la vida.

VIÑETA 2

Llegan tres niños y le piden al señor que juegue con ellos al Fútbol.

Niños: ¿Perdona señor, quiere jugar con nosotros a Fútbol?

VIÑETA 3

El señor se va con los niños a jugar al fútbol.

VIÑETA 4

Se ve al señor con los niños jugando al fútbol.

Niños: ¡Pásamela!

VIÑETA 5

Al cabo de cinco minutos el señor se cansa y se desmaya.

Niño: ¡Se ha desmayado!

VIÑETA 6

Los niños lo llevan al banco y el señor se despierta.

Niños: ¿Señor está bien?

Señor: Sí, no os preocupéis

VIÑETA 7

Señor: Cuando no fumaba si jugaba bien a Fútbol, ahora, no aguanto ni cinco minutos.

VIÑETA 8

Señor: El Fútbol me lo ha dado todo en la vida, en cambio fumar casi me lo quita.

Here, the script in English (translation) (based on the first version of the script):

THE PLAY OF LIFE

VIGNETTE 1



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A man appears sitting on a bench in a park. The man has a cigarette box in hand and is smoking.

Sir: Smoking is one of the pleasures of life.

VIGNETTE 2

Three children arrive and ask the man to play soccer with them.

Children: Excuse me, sir, do you want to play soccer with us?

VIGNETTE 3

The man goes with the children to play soccer.

VIGNETTE 4

The man is seen playing soccer with the children.

Children: Pass it to me!

VIGNETTE 5

After five minutes the man gets tired and faints.

Child: He fainted!

VIGNETTE 6

The children take him to the bank and the man wakes up.

Children: Sir, are you okay?

Lord: Yes, don't worry

VIGNETTE 7

Sir: When I didn't smoke, I played soccer well, now, I can't stand it. Not even five minutes.

VIGNETTE 8

Sir: Soccer has given me everything in life, but smoking almost took it away from me.

We worked on the text to prepare the final version of the script to have the Spanish and English version.

FINAL VERSION /// Final version of the Script (Spanish version):

VIÑETA 1

Aparece un hombre sentado en un banco en un parque. El hombre tiene una caja de cigarrillos en la mano y está fumando. Un niño y una niña están jugando al fútbol.

VIÑETA 2

El hombre se acuerda cuando era un jugador de fútbol profesional

VIÑETA 3



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El señor se va con los niños a jugar al futbol y les dice:

- ¡Chavales! ¿Puedo unirme al partido?

VIÑETA 4

Se ve al señor fumando y jugando con los niños al futbol.

Niña: ¡Ey! ¡Es bueno!

Niño: ¡Pásamela!

VIÑETA 5

Al cabo de cinco minutos el señor se cansa y empieza a toser.

VIÑETA 6

Sigue tosiendo.

VIÑETA 7

Tose aún más.

VIÑETA 8

Los niños lo llevan al banco y el señor dice:

Señor: Vaya, cuando no fumaba podía jugar todo el día... ¡Pero ahora no aguanto ni cinco minutos!

VIÑETA 9

Plano del paquete de tabaco

VIÑETA 10

Primer plano del señor

VIÑETA 11

El señor lanza el paquete de tabaco a la papelera

VIÑETA 12

Señor: Como decía Johan Cruyff: “El Futbol me lo ha dado todo en la vida. En cambio, fumar casi me lo quita”.

VIÑETA 13

Imagen del paquete de tabaco en la papelera.

Nota de pie de página:

Cómic creado en el marco del proyecto europeo **TOLIFE** (<https://www.tolife-project.eu/>) · **Coordinación:** Raül Toran y Pamela Blanche (ISGlobal, Barcelona) · **Guión:** Boyi Chen, Christian Grados y Gabriel Márquez (Escola Sagrat Cor Diputació, Barcelona) · **Ilustración:** Jesús Delgado González (<http://www.ilustradordelgado.com/>) · **Agradecimientos:** Dra. Judith Garcia-Aymerich y Campaña de la Generalitat de Catalunya para prevenir el



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tabaquismo (1991) · Financiado por la Unión Europea. Sin embargo, los puntos de vista y opiniones expresados son únicamente los de los autores y no reflejan necesariamente los de la Unión Europea o la Agencia Ejecutiva Europea de Salud y Digital (HADEA). Ni la Unión Europea ni la autoridad otorgante pueden ser considerados responsables de ellos.

FINAL VERSION of the script (English version):

VIGNETTE 1

A man appears sitting on a bench in a park. The man has a box of cigarettes in his hand and is smoking. A boy and a girl are playing soccer.

VIGNETTE 2

The man remembers when he was a professional soccer player

VIGNETTE 3

The man goes with the children to play soccer and tells them: **Kids! Can I join the match?**

VIGNETTE 4

The man is seen smoking and playing soccer with the children.

Girl: **Hey! He is good!**

Child: **Pass the ball!**

VIGNETTE 5

After five minutes the man gets tired and starts coughing.

VIGNETTE 6

Keep coughing.

VIGNETTE 7

Cough even more.

VIGNETTE 8

The children take him to the bank and the man says:

Lord: **Wow, when I didn't smoke I could play all day... But now I can't last even five minutes!**

VIGNETTE 9

Tobacco package flat

VIGNETTE 10

Close-up of the man.

VIGNETTE 11

The man throws the cigarettes into the trash can



VIGNETTE 12

Man: **As Johan Cruyff said: “Football has given me everything in life. On the other hand, smoking almost took it away from me.”**

VIGNETTE 13

Image of the cigarettes in the trash can.

Footpage note:

Comic created in the framework of the European project TOLIFE (<https://www.tolife-project.eu/>) · **Coordination:** Raül Toran and Pamela Blanche (ISGlobal, Barcelona) · **Script:** Boyi Chen, Christian Grados and Gabriel Márquez (Escola Sagrat Cor Diputació, Barcelona) · **Illustration:** Jesús Delgado González (<http://www.ilustradordelgado.com/>) · **Acknowledgements:** Dr. Judith Garcia-Aymerich and Generalitat de Catalunya Campaign to prevent smoking (1991) · Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.

FINAL VERSION of the Script (Catalan version):

VINYETA 1

Apareix un home assegut a un banc en un parc. L'home té una caixa de cigarrets a la mà i està fumant. Un nen i una nena estan jugant a futbol.

VINYETA 2

L'home recorda quan era un jugador de futbol professional

VINYETA 3

El senyor se'n va cap als nens a jugar a futbol i els diu: **Xavals! Puc unir-me al partit?**

VINYETA 4

Es veu el senyor fumant i jugant amb els nens al futbol.

Nena: **Ei! És bo!**

Nen: **Passa-me-la!**

VINYETA 5

Al cap de cinc minuts el senyor es cansa i comença a tossir.

VINYETA 6

Continua tossint.

VINYETA 7

Tus encara més.



VINYETA 8

Els nens el porten al banc i el senyor diu: **Vaja, quan no fumava podia jugar tot el dia... Però ara no aguento ni cinc minuts!**

VINYETA 9

Plànol del paquet de tabac

VINYETA 10

Primer pla del senyor

VINYETA 11

El senyor llança el paquet de tabac a la paperera

VINYETA 12

Senyor: **Com deia Johan Cruyff: “El Futbol m'ho ha donat tot a la vida. En canvi, fumar gairebé me'l treu”.**

VINYETA 13

Imatge del paquet de tabac a la paperera.

Nota de peu de pàgina:

Còmic creat en el marc del projecte europeu TOLIFE (<https://www.tolife-project.eu/>) · **Coordinació:** Raül Toran i Pamela Blanche (ISGlobal, Barcelona) · **Guió:** Boyi Chen, Christian Grados i Gabriel Márquez (Escola Sagrat Cor Diputació, Barcelona) · **Il·lustració:** Jesús Delgado González (<http://www.ilustradordelgado.com/>) · **Agraïments:** Dra. Judith Garcia-Aymerich i Campanya de la Generalitat de Catalunya per prevenir el tabaquisme (1991) · Finançat per la Unió Europea. Tot i això, els punts de vista i opinions expressats són únicament els dels autors i no reflecteixen necessàriament els de la Unió Europea o l'Agència Executiva Europea de Salut i Digital (HADEA). Ni la Unió Europea ni l'autoritat atorgant poden ser considerats responsables d'ells.

3.7 Creation of the final version of the comic

We contacted with Il·lustraciencia to have different contact illustrators to create the comic. 5 illustration specialists were interested in creating the comic:

- Blas López Giménez <https://bdeblai.artstation.com/>
- Diana Marcela Alzate Usme
<https://drive.google.com/file/d/1NxfNfUrL-bTEzANDDw6ZqazqYjyIWuD6/view>
- Jesus Delgado - <http://www.ilustradordelgado.com/>
- Sandra Ramírez – InkScience- <https://www.ink-science.com>
- Néstor Iván Quiroga - www.naneyart.com

The selected illustrator was **Jesus Delgado**



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Here, the first version of the Spanish comic:



Figure 2: First version of the comic in Spanish. Created by Jesús Delgado. The original script has been simplified.



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Here, the last version of the Spanish comic:



Figure 3: Final version of the comic in Spanish.



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3.8 Dissemination of the comic

To maximize the dissemination of the first TOLIFE Comic, ISG apply the methodology developed by Míriam Rivera (Biiomics) for the dissemination of science comics, about 10 measures to disseminate your research results' comic (<https://www.tolife-project.eu/wp-content/uploads/2024/02/CHECKLIST-10-formas-de-difundir-tu-comic-cientifico.pdf>) **Error! Reference source not found..**

The main possibilities of dissemination are:

- 1) Sending the comic (pdf) to the public that has participated to the co-creation phase like the COPD associations and the students (schools).
- 2) Acknowledgments. The participants of the comic are thanked in the comic, them so they can spread the word too.
- 3) Digital. Sharing the comic on TOLIFE and partners social networks, but also through WhatsApp to friends and colleagues.
- 4) Physical. Handing out physical copies at conferences, show it in the Power Points of talks, present it at poster sessions to attract the attention of other scientists, sharing it in outreach activities in the form of brochures and roll ups, etc..
- 5) Making Off. ISG can tell on our networks how we came up with the idea of creating that comic and some curiosities or reflections on the creation process.
- 6) Testimonials, reviews, and surveys. ISG can ask on social networks, and in person to our colleagues, in the laboratory and at conferences, what they thought of our comic and share the answers along with your comic so that others are encouraged to read it.
- 7) Growth. ISG can share the results that the comic is giving us. Are there more people who has read our research? Who has asked us about it at an event?
- 8) Publications from other users. TOLIFE project can retweet/repost other accounts posts' related to the comic.



4 Conclusions

ISGlobal's comic creation work within the TOLIFE project counted with the active involvement from diverse groups, mainly COPD patients, the general public and experts on illustration. This approach leverages visual storytelling to make the lung health more understandable for the general public. With the next comic we will approach TOLIFE project results more accessible to a broad audience, fostering a deeper understanding and engagement with the work conducted under the TOLIFE project.



5 References

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Error! Reference source not found. Rivera, Miriam (Biiomics). How to disseminate science comic results. December 2023. Biiomics website. <https://www.tolife-project.eu/wp-content/uploads/2024/02/CHECKLIST-10-formas-de-difundir-tu-comic-cientifico.pdf>

