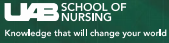


Health Literacy Training Session
Module 3
Communication- The
Appropriateness of Patient
Education Materials

Presented by:
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This Presentation is Supported by



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Objectives:

- Discuss at risk populations for limited health literacy and the importance of having a plan to avoid miscommunication to avoid another pandemic
- Understand how to develop plain language materials (6th grade reading level) to avoid miscommunication regarding a potential pandemic using culturally and linguistically appropriate messaging
- Discuss how to identify providers bias working with all levels of healthcare workers (physicians to desk intake clerks) to ensure provider bias is minimal



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Miscommunication and Misunderstanding

What is health misinformation?

It is information that is false, inaccurate, or misleading according to the best available evidence at the time.

MISINFORMATION can lead to Provider bias!

Tips for talking with your family, friends and community about misinformation:

- Listen** **Empathize** **Use inclusive language**
- Point to credible sources** **Don't publicly shame**



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Miscommunication and Misunderstanding

A Community Toolkit for Addressing Health Misinformation

If You Are Not Sure- DON'T SHARE!!!

People with limited health literacy are susceptible to miscommunication that leads to avoidance of care that leads to provider bias!



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Plain Language and provider bias

When patients check in for a visit or hospitalization *during intake through discharge* each healthcare employee should alert the next provider that a patient may be at risk for limited health literacy to ensure provider bias is minimal

Often patients are labeled as "non-compliant" when in reality they did not understand the importance of vaccinations to avoid a pandemic



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Cues of a patient with limited health


- Seek help only when illness is advanced
- Excuses: "I forgot my glasses" "I'm tired"
- Lack of follow through with tests/appointments
- Seldom ask questions
- May pretend they can read
- Difficulty explaining medical concerns or how to take medicines

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What is Plain Language?

Communication that your audience or readers can understand the first time they hear or read it.



All healthcare workers must be knowledgeable of signs of limited health literacy to avoid miscommunication that leads to bias

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Colonoscopy Information as Perceived by Patient with Limited Literacy Skills


Your naicisyhp has dednemmoer that you have a ypoosonoloc. Ypoosonoloc is a test for noloc retnac. It sevlovni gnitresni a elbixelf gniweiv epocs into your mutcer. You must drink a laiceps diuqil the thgin erofeb the noitanimaxe to naelc out your noloc.

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Plain Writing Requirements for Federal Offices

On October 13, 2010, President Barack Obama signed the Plain Writing Act into law.




117TH CONGRESS 2D Session S. 2337

To require that Federal regulations use plain writing that is clear, concise, well-organized, and follows other best practices appropriate to the subject or field and intended audience.

IN THE SENATE OF THE UNITED STATES
JUNE 23, 2012
 Mrs. MCCARTHY (for herself, Mr. COLEMAN, and Mr. CANTO) introduced the following bill, which was read twice and referred to the Committee on Homeland Security and Governmental Affairs:

A BILL

To require that Federal regulations use plain writing that is clear, concise, well-organized, and follows other best practices appropriate to the subject or field and intended audience.



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Use Plain, Non-Medical “living room” Language

Medical Term	Translation into Plain Language
Analgesic	Will help control your pain
Anti-inflammatory	Will decrease swelling and irritation
Benign	Not cancer
Carcinoma	Heart problem
Cardiac problem	Skin infection
Cellulitis	Skin infection that swells and may drain
Contraception	Birth control
Enlarge	Get bigger
Heart failure	Heart is not pumping hard enough

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Creating Plain Language Materials

- Use audience-centered approach
- Organize your ideas
- Use appropriate words
- Clear and simple sentences
- Design
- Testing
- Revision if necessary

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Design Easy-to-Read Patient Education

Key components and Best Practices -

Simply Put

- Text Appearance Matters
- Visuals Help Tell Your Story
- Layout and Design
- Consider Culture
- Translations Take Your Message Further
- Testing for Readability

Centers for Disease Control and Prevention (U.S.), Office of the Associate Director for Communication, Strategic and Proactive Communication Branch




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Text Appearance Matters

- Use SERIF font for text,
- NON SERIF for headers
- Larger type (12 point or larger)
- **UPPER AND LOWER CASE—NOT ALL CAPS**
- Avoid *italics, script, fancy fonts*

Examples of font sizes:
 This is 8 point.
 This is 10 point.
 This is 12 point.
 This is 14 point.
 This is 16 point.
 This is 18 point.

serif
 sans serif



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Consider Culture- Step 1 Know Your Audience!

The best way to make sure your materials are culturally appropriate is to talk with members of the audience you are trying to reach




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How to determine the grade level

Also known as: Readability Statistics Tools

- [Word Docs](#) (Flesch Kincaid)
- SMOG- Simple Measure of Gobbledygook

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Before and After Evaluation Plain Language

Asthma Action Plan

Know your common asthma triggers:

- Strong smells and perfumes
- Hot cold air and pollution
- Mold and mildew
- Animals with fur
- Cigarette smoke
- Branches
- Pollen
- Dust

Green Zone

- Can breathe easy
- No coughing or wheezing
- Can work and play

Yellow Zone

- Coughing
- Wheezing
- Tightness in chest
- Unable to sleep

Red Zone

- Inability see building
- Breathing hard and fast
- Voice gets hoarse
- Lips blue
- Unable to talk/walk

What to do in each zone:

Green Zone:

- Use daily inhaler
- Take meds after using inhaler
- Use fast-acting inhaler 20 minutes before any sports or exercise

Yellow Zone:

- Use fast-acting inhaler to keep breathing good
- Call your doctor if breathing is not better in 2-3 days
- Call 911 if breathing gets worse after fast-acting inhaler use

Red Zone:

- Call 911 now!
- Use fast-acting inhaler and get help
- If breathing gets better, go to the yellow zone and call the doctor

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Visuals Help Tell Your Story

One message per visual-label with caption
 Visuals that help explain the text
 Steer clear of visuals that “decorate”
 Consider white space

Photographs “real life” events, people, and emotions.
 Photographs are more compelling

Photos are best for illustrating life events

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Visuals Help Tell Your Story

Simple drawings may work best

An illustration or drawing can simplify complex information and highlight key components of an idea.

Drawings work best for:


- showing a procedure (drawing blood)
- life events on socially sensitive issues (drug addiction)
- explaining an invisible or hard-to-see event (airborne transmission of tuberculosis)



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Cartoons may be good to convey humor or set a more casual tone. Use cartoons with caution; not all audiences understand them or take them seriously



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Layout and Design

- Create attractive materials for your intended audience
- Spell out the main message
- If the cover does not include images and colors your intended audience likes, they may lose interest
- Health communication materials (brochures, web pages, flyers, posters), should be designed so that people are able to understand your main idea and know who the material is intended to influence

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Layout and Design

The 2004 National Osteoporosis Report
Bone Health and Osteoporosis

what it means to
you

**Bone Health
and
Osteoporosis**

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Images to Illustrate

Image A

Image B

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Resources:

- Doak, C.C., L.G. Doak, J.H. Root, Teaching patients with low literacy skills. 2nd ed. 1996, Philadelphia: Lippincott Company.
- Fry, E., Fry's readability graph: clarifications, validity, and extensions to level 17. Journal of Reading, 1977. 21: p. 242-252.
- McLaughlin, G., SMOG grading: A new readability formula. Journal of Reading, 1969. 12(8): p. 639-646.
- Centers for Disease Control and Prevention (U.S.), Office of the Associate Director for Communication. (2009). *Simply Put*; a guide for creating easy-to-understand materials, 3rd Edition. Strategic and Proactive Communication Branch. Retrieved on: August 26, 2016 at: https://www.cdc.gov/healthliteracy/pdf/Simply_Put.pdf

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