Creating Information to Share With Patients

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Learning Outcomes

At the end of this workshop you will:

1. Know the resources at your disposal at the JGH

2. Know the basics of creating easy-to-read patient education materials
JGH Patient Education Network (PEN)
What is PEN?

• Multidisciplinary group

• Our mandate:
  — To provide guidance to staff wishing to create patient education materials
  — To increase awareness of issues such as literacy and health literacy etc.
  — To increase access to reliable health information for patients and families
PEN handbook: How to Create Effective Written Patient Learning Materials

Thank you for helping patients become informed partners in their health!

The purpose of the handbook is to guide staff through the process of developing written patient education materials that are provided to patients by clinicians before a procedure, at discharge, when a decision needs to be made etc.

Topics in the handbook include:

- Assessing the needs of the patient population
- Writing at an appropriate literacy level
- Designing the material visually to ensure that people with lower literacy understand the message being communicated, and
- Ensuring that all materials are evidence-based etc.

Click image to access the handbook

The Agence de santé et services sociaux has published an excellent document citing the above handbook, which provides guidance to health professionals on the topic of health literacy and also on creating effective patient materials for print, web, and multimedia (video, podcast etc).

Access it here. No English version is available at this time.
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Appendix 1: The planning checklist

• Who is your target population: Patients? Caregivers?
• Who are the authors/planners? You may want to include a patient!
• Use our needs assessment survey template to identify needs.
• What are the learning objectives? How will you meet them?
• What format will you use? Booklet? Video? Web page?
• At what point in patient flow will you distribute the material?
• How will you promote the material?
• Submit to PEN!
Section 2: Developing Content

• Create evidence-based materials by citing your sources
• Write in plain language (grade 6-8)
• Follow JGH branding rules- correct use of logo
• Consider using illustrations/photos
• Include learning outcomes: “this pamphlet will help you understand…”
• Consult your audience before and after- use survey template
• Include a disclaimer- available online at www.jgh.ca/pen
Which is the most important factor in determining health outcomes?

- Socioeconomic status
- Age/sex
- Literacy/ Health literacy
- Culture
- Level of education
Cite your sources

• Images and text. Why?
  – To avoid plagiarism.
  – To be evidence-based.
  – To make it easy for you or your replacement to review for currency and update if needed.
Section 3: Readability

• Talk to your readers instead of about them

  Say: You may feel scared.

  Instead of: Some people feel scared, one sometimes feels scared.

• Be consistent- use same term i.e. doctor, throughout document.
Section 3: Readability cont...

• Avoid jargon- use plain language, use short words and sentences, use bullet points:

Say: To avoid getting sick from food, follow these rules:
  • Wash hands after handling raw meat
  • Wash fresh fruits and vegetables before eating

Instead of: Following safety precautions can reduce food borne disease transmission.
Section 3: Readability cont...

- Use at least 10-12 point depending on font
- Use: **bold** or **underline**
- Instead of: *italics* or **ALL CAPS**
Plain language dictionaries/thesauri

- ENGLISH CLAD Thesaurus (provides alternatives to complicated words and phrases)
  www.eastendliteracy.on.ca/ClearLanguageAndDesign/thesaurus

- FRENCH Lexique de mots alternatifs
  www.eps.santemontreal.qc.ca/section-thematique/litteratie-ensante/lexique-de-mots-alternatifs/
Plain Language Medical Dictionaries

Use these dictionaries to translate medical terminology into words your patients will understand.

This French dictionary was developed by the Réseau Québécois des Établissements Promoteurs de Santé, with the collaboration of the team of Promotion de la santé du Centre hospitalier universitaire de Montréal (CHUM): Lexique de mots alternatifs

This English dictionary was developed by the University of Michigan Taubman Health Sciences Library as part of the Michigan Health Literacy Awareness project, (see the widget below to consult it).

CLAD Thesaurus (provides alternatives to complicated words and phrases).

See also: Online resources
Section 3: Readability cont...

• Define terminology
  – i.e. brachytherapy is “a form of radiotherapy where a radiation source is placed inside or next to the area requiring treatment”¹

• Include FT (full text) in brackets after the first use of acronyms

• Use tools to check the reading level- grade 6-8 is recommended- see next slide

Editing tools

• Flesch-kincaid- EN only, comes with Word

• Clear language and Design (CLAD) Reading effectiveness tool
  www.eastendliteracy.on.ca/ClearLanguageAndDesign/readingeffectivenessstool

• Mancko French language readability tool
  http://www.mancko.com/tests-de-lisibilite/fr/
Section 3: Readability cont...

• Visuals:
  – Use lots of white space
  – Use images- try to void showing what not to do
Submit your materials!

- In-progress materials- even if it’s just an idea!
- Completed materials- good quality PDF
- External materials e.g. books or websites you recommend

www.jgh.ca/pensubmit
The PEN Collection database

Welcome to the Patient & Family Resource Centre (PFRC)

Search the PEN Collection

Ask a Health Information Specialist

Type in your keywords to get started

About PEN  Collection Policy

Take our survey  Search Tips

Hôpital général juif
Jewish General Hospital
Give us feedback!

Please leave the survey window open until you have searched the PEN database and are ready to take the survey.

Thank you for agreeing to take a short satisfaction survey.

Your answers will help make the PEN Database the best possible resource for our patients, health professionals and all the other users of this database. *

Please keep the survey window open and complete the survey after searching the PEN database.

* Your answers will always remain anonymous to everyone but the evaluation team from the Patient Education Network (PEN) of the Jewish General Hospital (JGH). Unless we have your permission we will not publish your answers or use them for any other reason except to improve our database and its contents.
Refer your patients...

Welcome to the Patient & Family Resource Centre (PFRC)

Search the PEN Collection

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Latest News from the PFRC

No, Seriously, How Contagious Is Ebola?

Sunscreen is your friend!

View Archive

Our librarians recommend

www.jgh.ca/pfrc

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Welcome to the Patient & Family Resource Centre (PFRC)

Request for information

Thank you for using the JGH Patient & Family Resource Centre Information Prescription Service.

Please note: We are not able to schedule appointments or access your medical record. For information about your medical records contact the Medical Records Department at local 8202. For information about in-patients contact Admitting at local 8211, and contact your medical team for all test results.

Disclaimer: The information provided by the PFRC should not be considered as medical advice. It is not to be used in place of a visit with a doctor, nurse or other healthcare professional. If you have questions about your individual medical situation, please consult with your healthcare professional.

Name: 
Email: 
Phone: 

What type of information are you looking for?:
- Disease info
- Treatment info
- Medication info
- Cancer info
- Support resources at JGH
- Other

Your question - please tell us how we can help you:

Your status: 
- Patient at JGH
- Family member/friend/caregiver of patient at JGH
- Health care professional at JGH
- Volunteer at JGH
- Staff at JGH
- Researcher
- Member of public
- Other

*Medical Advice not included
PFRC Disclaimer

This information should not be considered as medical advice. It is not to be used in place of a visit with a doctor, nurse or other healthcare professional. If you have questions about your individual medical situation, please consult with your healthcare professional.
Thank you!

Questions?