Helping patients find evidence-based health information &
Creating effective patient learning materials

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Learning Outcomes

At the end of this workshop you will:

• Be more familiar with evidence-based consumer health resources

• Know the basics of creating easy-to-read patient education materials

• Know the resources at your disposal at the JGH
Why do patients look for health information?

- Shared-decision making
  - To understand information received from their doctor
  - To participate in their health
  - To be partners with their doctor
  - To make informed decisions
Why you want your patients to be informed

Patient-centred care:

- An informed patient is an **empowered** patient, better able to act as **partner** with his or her health professional (HP) with the goal of achieving **improved health** outcomes.

- “shared or informed decision making, evidence based patient choice, or concordance.”

In a nutshell...
Why look online?

- Accessible 24/7 from home/library
- Free and fast
- Relatively up-to-date
- Easily check multiple sources
- Interactive
- Community: support groups and blogs
Overview of online consumer health resources
General interest

• Medline Plus
  www.medlineplus.org

• Mayo Clinic
  www.mayoclinic.com

• Family Doctor
  www.familydoctor.org
General interest cont...

- HealthLink BC
  www.healthlinkbc.ca

- Heart and Stroke Foundation
  www.heartandstroke.qc.ca
  (bilingual)

- Eat Right Ontario
  www.eatrightontario.ca
  (bilingual)
• CiSMeF  
  www.chu-rouen.fr

• Passeportsante  
  www.passeportsante.net
Demographic groups

• Women

– Women's Health Matters
  www.womenshealthmatters.ca
  (Bilingual)

– MedlinePlus
  www.medlineplus.org > About your health > Women
Demographic groups cont...

• Kids

  – Caring for Kids
    [Image: www.caringforkids.cps.ca](www.caringforkids.cps.ca)
    (Bilingual)

  – KidsHealth
    [Image: http://kidshealth.org](http://kidshealth.org)
Demographic groups cont...

- **Seniors**
  
  - **MedlinePlus**  
    [www.medlineplus.org](http://www.medlineplus.org) > About your health > Seniors
  
  - **Health Canada - Just for you – Seniors**  
    (bilingual)
Demographic groups cont...

• Men

  – Men's Health Center  
    www.mayoclinic.com

  – Health Canada - Just for You – Men  
    (bilingual)

  – MedlinePlus  
    www.medlineplus.org > About your health > Men
Multilingual

- MedlinePlus  
  www.medlineplus.org

- Ethnomed  
  http://ethnomed.org

- NSW Health  

- SPIRAL  
  www.library.tufts.edu/hsl/spiral/

- Healthy Roads Media  
  www.healthyroadsmmedia.org
Dictionaries/encyclopedias

- MedlinePlus
  www.medlineplus.org
  English

- HONselect
  www.hon.ch/HONselect
  Multiple

- Terminologie CISMeF
  http://terminologiecismef.chu-rouen.fr
  English<>French
Free medical research sites

• PubMed
  www.ncbi.nlm.nih.gov/pubmed

• Clinical Trials
  www.clinicaltrials.gov

• Google Scholar
  http://scholar.google.ca

NB Not all indexed articles are free- we can provide access to the full text at the PFRC
Complementary and Alternative

- BC Cancer Agency
  www.bccancer.bc.ca/PPI/UnconventionalTherapies/default.htm

- National Center for Complementary and Alternative Medicine
  http://nccam.nih.gov

- Health Canada – Licensed Natural Health Products Database
Web tools

• Drug interaction checker
  www.drugs.com

• Treatment decisions
  – OHRI  http://decisionaid.ohri.ca/AZinvent.php
  – American Cancer Society  www.cancer.org

• Lab tests
  www.labtestsonline.org
Health Topics

Demographic Groups
- General Health
- Child and Teen Mental Health
- Kids' Health
  - Parenting
  - Premature babies
- Men's Health
- Senior Health
- Teen Health
- Women's Health
  - Breastfeeding
  - Pregnancy and Childbirth
  - Prenatal screening and testing
  - Menopause

Disorders and Conditions
- Arthritis
- Cancer
- Back & Neck Pain
- Diabetes
- Heart Disease and Stroke
  - High Blood Pressure/Cholesterol
- Mental Health
- Pain Management
- Sleep disorders

Diagnosis and Therapy
- Decision Tools
- Medications
- Tests and Procedures
- Vaccinations

Health and Wellness
- Exercise/Healthy Lifestyle
- Nutrition
- Support Groups and Community Services
- Travel health
Creating easy-read patient learning materials
Which is the most important factor in determining health outcomes?

a) Socioeconomic status
b) Age/sex
c) Literacy/ Health literacy
d) Culture
e) Level of education
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, and
  – to increase access to reliable health information for patients and families
The Handbook

Handbook: How to Create Effective Written Patient Learning Materials

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.

Useful links:

- Assessing readability in English (Flesch-Kincaid) (Appendix 3)
- Bilingual disclaimer for patient level materials (p. 5) Please note the French translation has been updated
- Online literacy resources (Appendix 8)

Click image to access the handbook

JGH.ca/PEN

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Developing Content

• Use evidence-based materials and cite your sources.
• Be aware of readability issues
• Follow Public Affairs branding rules
• Use illustrations/photos to supplement text
• Be consistent
• Include “learning outcomes”
• Include disclaimer – available online at JGH.ca/PEN
The planning process- checklist

☐ Identify your target population of patients.

☐ Create an interprofessional JGH/community healthcare team. It is advisable to include a patient among the representatives.

☐ Identify the informational needs of your patient population: needs identified by the patients themselves (focus groups, patient interviews), and those identified by health professionals.

☐ Identify learning objectives.

☐ Prioritize your learning objectives and determine how they will be met.

☐ Decide how you will get your message across i.e format

☐ Decide at what point the material will be distributed i.e. at what point during patient flow?

☐ Decide how the material will be distributed.

☐ Decide how you will promote the material.
Readability - tips

• Avoid jargon
• Use short words and sentences
• Define terminology
• Include the FT (full text) after the acronym
• Use bullet points
• Avoid *italics* and ALL CAPS (use **bold** and *underline* instead)
• Use Flesch-Kincaid to check reading level
• Leave lots of white space and images
• Never illustrate what not to do
Example

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

• **Don’t say:** Following safety precautions can reduce food borne disease transmission.
Plain Language Medical Dictionary

Use this dictionary to translate medical terminology into words your patients will understand.

The dictionary was developed by the University of Michigan Taubman Health Sciences Library as part of the Michigan Health Literacy Awareness project.

Updated October 20 2010

adverse

bad, dangerous, hurtful, harmful

jgh.ca/en/hslplainlangdict
The database: Coming soon!
The database will include:

• **Public**
  – full-text materials created by JGH staff
  – links to reliable consumer health websites
  – books held in the Patient and Family Resource Centre and Hope & Cope collections.

• **Staff only:**
  – works in progress (to support collaboration between departments and minimize duplication of effort).
  – materials that require accompanying instruction.
Submit your materials!

- PEN is currently accepting submissions

The PEN Collection provides a single access point to hand-picked reliable and up-to-date health information including material created by JGH staff. It is also a resource for staff to use to quickly find information to share with patients and be aware of what other departments are developing. We hope this will help minimize duplication of effort and encourage interdisciplinary collaboration.

PEN is now accepting submissions. Once enough materials have been submitted, we will pilot the database. Stay tuned for future announcements.

JGH.ca/PEN
Patient and Family Resource Centre (PFRC)
Welcome to the JGH Patient & Family Resource Centre

To fill your medication prescriptions (Rx) you go to a drug store. So, in filling your information needs (InfoRx), why not come to us?

What's New
- School days and sneezin' season
- Plain Language Medical Dictionary

Featured Health Topics
- Health Topics
- Complementary and alternative therapies
- Travel health

Clinical Care Areas
- Cancer
- Child and Teen Psychiatry
- ICU: websites
- ICU: books
- NICU: websites
- NICU: books

In the News
- Montreal Gazette Healthwatch
- Behind the Medical Headlines

Books & Videos
- Medical books online
- Medical videos

Medical Records
Please contact the Medical Records department for all information related to your records.
Refer your patients

*Medical Advice not included
JGH Library Services

- Interlibrary loan for professionals $3 +
- Literature Searching ($20)
- Table of Contents
- Subject Guides
- Books in Motion
Thank you!

Questions?