Visual Health Information Handouts

UNIVERSITY of ROCHESTER MEDICAL CENTER

Michael J. Kantor MD

Faculty Mentor: Dr. Andy Aligne

The Hoekelman Center
"Connecting, Advocating, Researching, and Educating in our communities to do what works for health"

PROJECT SUMMARY

This project aims to address inadequacies in patient education and health literacy in two main ways. Firstly, we are endeavoring to create new, primarily image based education tools for use in the Pediatric primary care setting. Additionally, we set out to improve provider utilization of tools (both pre-existing and new) that do not require English language literacy.

GOALS/OBJECTIVES:

1) Improve delivery of health information among patients
2) Improve utilization of visual education among providers

PROPOSED TOPICS:

- Safe Sleep
- Nutrition
- Asthma Education
- Fitness/Exercise
- Home Safety
- Medication Usage

METHODS:

-Identify EVIDENCED-BASED visual based patient handouts to be used to increase health knowledge in low literacy populations

-PROMOTE the use of visual information methods among providers

-CREATE novel handouts where knowledge gaps exist

-COLLABORATE with local health organizations and community groups to distribute visual education to high yield areas/groups

BACKGROUND:

Literacy remains a difficult issue in our current age. Health handouts are often written at a 10th grade reading level. Up to 50% of US adults cannot read a book at an 8th grade reading level and 45 million are functionally illiterate and cannot read at a 5th grade level. In regards to health literacy, the US Department of Health and Human Services estimates that only 12% of adults are health literate and that this represents a cost of $106 billion to $238 billion annually in increased hospitalizations and health care use.

NOVEL HANDOUT PROTOTYPE:

IDEAS OF INFORMATION GAPS FOR NEW HANDOUTS?

Do you know how much sugar your kids are eating!

GOOD / OK / BAD

FUTURE DIRECTIONS:

-Development of further novel visual patient information

-Partnering with community health organizations to identify and target areas of educational need and disseminate patient information

-Local library and school systems

-Local ACOs and healthcare organizations

-Non-profits

-Developing a web based repository of evidence based visual educations materials for use among residents at URMC

-If successful will try to expand to community practitioners and resource providers