



Enhancement of medical communication via health literacy material improvement

Yi-Chen Chen^{1*}, Shu-Chen Lee^{2*}, Hui-Hu Liu³, Hui-Chaun Chiang⁴, Huey-Jen Lay⁵

¹Registered Nurse of Nursing Department, Ministry of Health & Welfare Feng Yuan Hospital, Taichung, Taiwan R.O.C.
²Head Nurse of Nursing Department, Ministry of Health & Welfare Feng Yuan Hospital, Taichung, Taiwan, R.O.C.
³Nursing Supervisor of Nursing Department, Ministry of Health & Welfare Feng Yuan Hospital, Taichung, Taiwan R.O.C.
⁴Nursing Director of Nursing Department, Ministry of Health & Welfare Feng Yuan Hospital, Taichung, Taiwan R.O.C.
⁵Superintendent of Ministry of Health & Welfare Feng Yuan Hospital, Taichung, Taiwan R.O.C.

Objective

As a result of investigation, we found out that most of the people who seek medical treatment are elderly, which their education level is low. Our health education leaflets are difficult to understand, therefore, in 2017, we began to improve health education tools. In the same time, we also promoted health literacy concepts and skills of medical staff. Using simple and easy-to-understand informations, we can help people make comprehensive medical decision to promote care quality.

Methods

During the implementation of the project, 315 health education leaflets and 5 health education films were reviewed. (1)Education Training: Arrange Health literacy education for medical personnel. (2)Cooperation across units and teams: Including physicians, nurses, pharmacists, nutritionists, etc. (3)Optimizing health literacy materials: (a)Graphically: Use visual images to present key messages; (b)Refinedly: Keep the text concise and remove proper nouns; (c)Diversely: The media of health literacy is not only limited to paper leaflets, but also manuals, posters, videos, etc.. Combining internet and mobile technology to promote public health awareness. (4) Analysis pre-test and post-test from medical personnel and the public through health literacy questionnaires. (5)Standardization of health education leaflets.



Optimizing health literacy materials

Graphically, Refinedly, Diversely



promote public health awareness

propagate by Internet and mobile technology



Results

Project effectiveness: (1)4 health literacy education training lectures were held for medical personnel, which average ratio reaches 100%, the pre-test and post-test progress rate reached 22.9%. (2)Optimized 36 leaflets for health education, 5 PDA's for SDM and 5 vedios. (3) The medical personnel improvement of health literacy rate reached 24.6%, and the public's reached 10.8%.

Conclusion

The subject of health literacy is not only limited to the knowledgeable patients, it should also focus on the efforts and responsibilities of medical care providers to improve the friendly environment of health literacy. Effectively transfer health messages to the public is becoming our goal.

improvement of health literacy rate

Enhancement of medical communication

