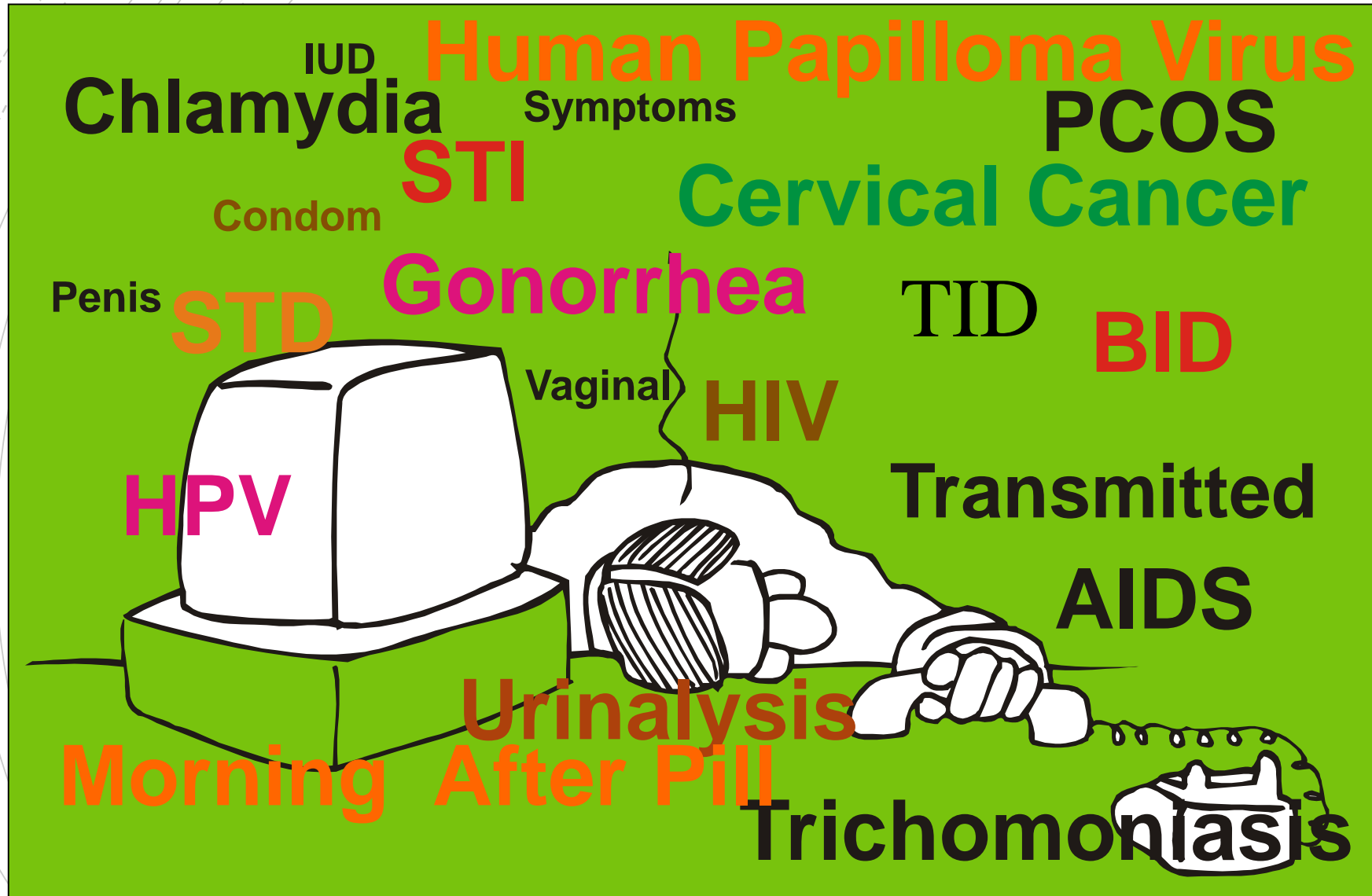


# Avoid Jargon & Acronyms



# Focus Outward... On the Person

☹ **NOT...**

What do **I** want to say?

How can **I** protect **my** interests?

What can I do to **impress** you?

😊 **BUT...**

What does **the patient or public**  
need to know?

How can **I** serve **the patient**  
**or public's** interests?

What can I **clearly express**  
to the **patient or public**?

**Filter. Package. Stage.**

## Key Messages:

WHY  
DON'T **FRIENDS**  
**LET FRIENDS**  
**DRIVE DRUNK?**  
**... AND DISTRACTED?**

Because we care about each other

- Most Important Messages First
- Limit Number of Messages (List no more than 3-7 bullets long)
- Clearly State Action
- Highlight Positive
- Tell them Gain of Information
- Keep it Short and Encouraging (Like talking to friend)

## Key Messages:

WHY  
DON'T **FRIENDS**  
**LET FRIENDS**  
**DRIVE DRUNK?**  
**... AND DISTRACTED?**

Because we care about each other

☹ **NOT...**

Why don't friends let friends drive drunk?...and distracted? Because we care about each other.

😊 **BUT...**

Because we care about each other...

- Friends find friends a safe ride home.

## Key Messages – Exact Actions



☹ **NOT...**

Following safety precautions can prevent foodborne illness.

😊 **BUT...**

Follow these rules to avoid getting sick from food:

- Cook meat until it is not pink in the middle.
- Wash your hands after touching raw meat.
- Wash fresh fruits and vegetables before eating them.
- Keep hot food hot and cold food cold.

# Exact Actions-Example



**The root of tooth decay may be time spent with this bottle.**



**When juice, soda, milk or formula stay on your baby's teeth too long, the sugar in these drinks can cause tooth decay.**

**TAKE THESE STEPS:**

- Don't use a bottle as a pacifier
- Don't put your baby to sleep with a bottle
- Avoid putting sugary drinks in bottles

**For more information, call 311 or visit [nyc.gov](http://nyc.gov) and search for "TEETH"**

**NYC Health**

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Good Use  
of Pictures

Plain  
Language

Exact Actions  
but Negative

## Key Messages- Positive and Simple

Don't use the bottle as a pacifier.

Don't put your baby to sleep with a bottle.

Avoid putting sugary drinks in a bottle.

### **BUT...**

Use a pacifier instead of a bottle to comfort your baby.

Put your baby to sleep with a pacifier or rock them to sleep.

Only put water in your baby's bottle if it is not feeding time.

At feeding time, use only breast milk or formula.

100% real juice goes in a cup. Your baby does not need sugary drinks.



# Plain Language and Readability: The Key



Follow  
guides for  
writing in  
plain  
language



Use shorter  
and no  
jargon  
words



Use shorter  
sentences



Readability  
level that  
works for  
most  
patients

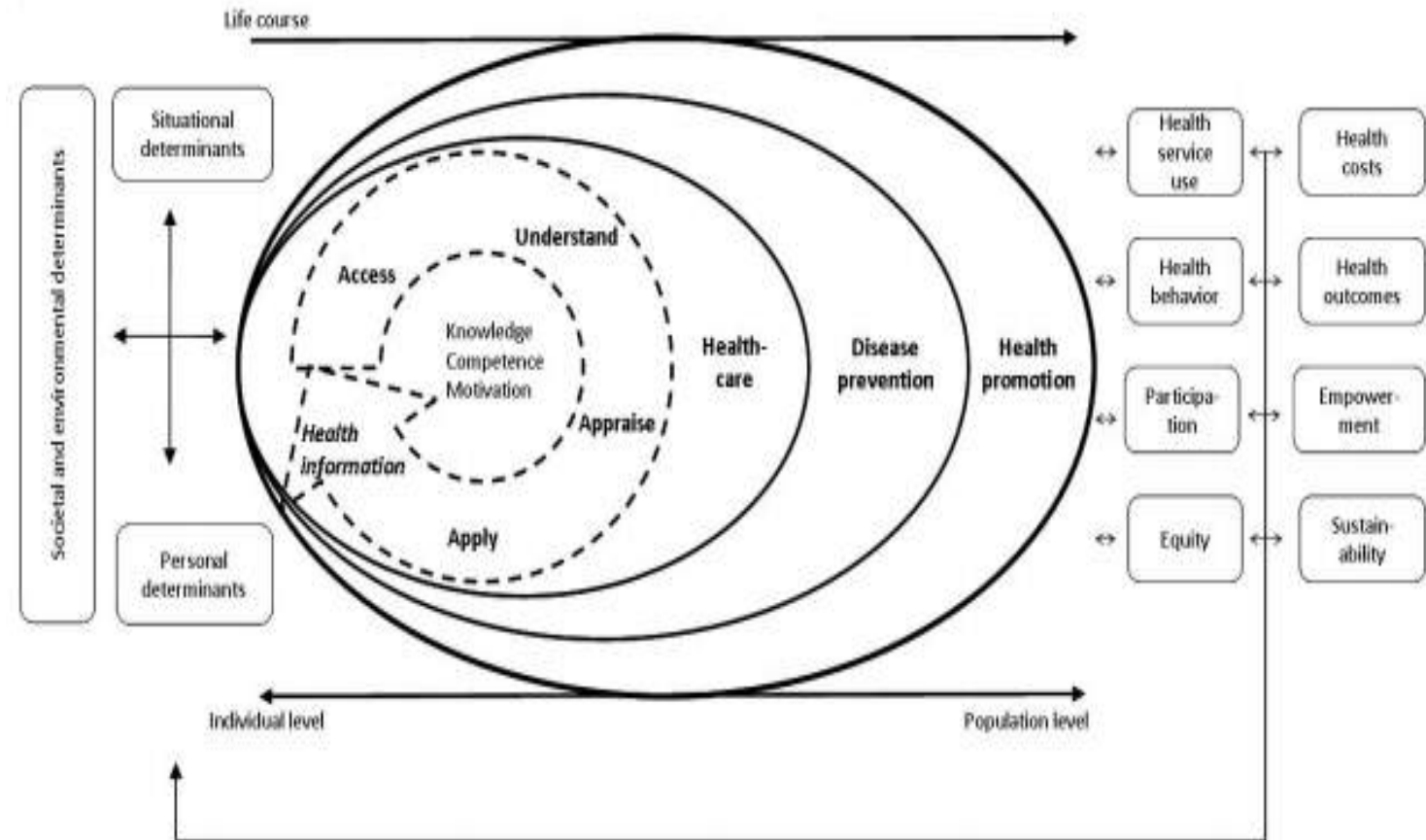




How do we communicate better using  
health literacy constructs?

## Theoretical Model:

Integrated Model of Health Literacy (Sorensen et al., 2012).





## Pilot Outcomes: TCU Nursing Students

**Table 1:**

## Materials Review Scores for Common Health Literacy Measures

Materials Reviewed	Readability Score	PEMAT Score	CLAS Score	Source
JPS PowerPoint- Postpartum	6.7	38%-40%	Developing	John Peter Smith Hospital
Baylor Scott and White Postpartum Education	8.8	38%-20%	Not Present	Baylor Scott and White computer-generated postpartum education
Baylor Scott and White Health Customized Communications	7.2	81%-100%	Developing	A New Beginning Book: Dianne Moran, RN, LCCE, ICD and G. Byron Kallam, MD, FACOG
The Woman's Hospital of Texas-Postpartum Discharge Guide	10.4	46%-60%	Not Present	Postpartum Discharge Guide <a href="https://womanshospital.com/dotAsset/4ce953d1-ec8f-4f3f-bcf8-2f88cfa3978d.pdf">https://womanshospital.com/dotAsset/4ce953d1-ec8f-4f3f-bcf8-2f88cfa3978d.pdf</a>
Save Your Life: Get Care for these POST-BIRTH Warning Signs	9.6	69% -50%	Developing	AWOHNN Postpartum Education Materials <a href="https://cdn.ymaws.com/www.awhonn.org/resource/resmgr/files/Post - Birth Warning signs_160.pdf">https://cdn.ymaws.com/www.awhonn.org/resource/resmgr/files/Post - Birth Warning signs_160.pdf</a>
Preeclampsia Foundation	11.0	71%-40%	Developing	Postpartum Preeclampsia <a href="https://www.preeclampsia.org/stillatrisk">https://www.preeclampsia.org/stillatrisk</a>
World Health Organization Maternal Sepsis	7.2	67%-20%	Not Present	Global Maternal and Neonatal Sepsis Initiative <a href="http://srhr.org/sepsis/wp-content/uploads/2017/08/WHO_Infographic-Maternal-sepsis-overview-EN-A4-WEB.pdf">http://srhr.org/sepsis/wp-content/uploads/2017/08/WHO_Infographic-Maternal-sepsis-overview-EN-A4-WEB.pdf</a>
Postpartum Hemorrhage widiHow by Carrie Noriega, MD Obstetrician & Gynecologist	8.1	80%-80%	Not Present	How to Know if It's Postpartum Bleeding or a Period <a href="https://www.wikihow.com/Know-if-It%27s-Postpartum-Bleeding-or-a-Period">https://www.wikihow.com/Know-if-It%27s-Postpartum-Bleeding-or-a-Period</a>
NIH Mental Health Postpartum Depression	9.8	64%-60%	Not Present	NIH Mental Health - Postpartum Depression Facts <a href="https://www.nimh.nih.gov/health/publications/postpartum-depression-facts/index.shtml">https://www.nimh.nih.gov/health/publications/postpartum-depression-facts/index.shtml</a>
American Heart Association Peripartum Cardiomyopathy	9.1	67%-20%	Not Present	AHA Peripartum Cardiomyopathy <a href="https://www.heart.org/en/health-topics/cardiomyopathy/what-is-cardiomyopathy-in-adults/peripartum-cardiomyopathy-ppcm">https://www.heart.org/en/health-topics/cardiomyopathy/what-is-cardiomyopathy-in-adults/peripartum-cardiomyopathy-ppcm</a>
TCC AVS Instructions	6.7	14% - 43%	Not Present	Tyler Circle of Care computer-generated postpartum education.

## **Interviews:**



- Questions followed the health literacy competencies of Access, Understand, Appraise, and Apply (Sorenson, 2012)
- Interviews were dynamic and allowed for two-way communication and follow-up questions
- All interviews were recorded and transcribed later-allowed for more focused and accurate interviewing

### **Preliminary Findings:**



- Most providers talked about signs of infection or heavy bleeding
- Did not address other emergent/urgent situations such as severe headaches with blurred vision or calf pain, redness, or swelling
- Experiences were different between first time mothers vs. mothers who already had small children
- Post-partum depression has been a recurring topic with both good and bad experiences



Make it Look Easy

Language too  
Complex

Good Use of  
Headings & Titles

**You are STILL AT RISK *after* your baby is born!**

# Postpartum Preeclampsia

### What is it?

Postpartum preeclampsia is a serious disease related to high blood pressure. It can happen to any woman who has just had a baby **up to 6 weeks after the baby is born.**

### Warning Signs

 Stomach pain	 Severe headaches
 Feeling nauseous or throwing up	 Seeing spots (or other vision changes)
 Swelling in your hands and face	 Shortness of breath

### Risks to You

- Seizures
- Organ damage
- Stroke
- Death

### What can you do?

- Ask if you should follow up with your doctor within one week of discharge.
- Keep all follow-up appointments.
- Watch for warning signs. If you notice any, call your doctor. (If you can't reach your doctor, call 911 or go directly to an emergency room and report you have been pregnant.)
- Trust your instincts.

**For more information, go to [www.stillatrisk.org](http://www.stillatrisk.org)**

 **PREECLAMPSIA**  
foundation

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Preeclampsia Foundation- Postpartum Preeclampsia



## The problem:

Health Literate?!?

11<sup>th</sup> Grade Readability

PEMAT 71%/40%

CLAS: Developing

## Postpartum Preeclampsia: Frequently Asked Questions

### What is postpartum preeclampsia?

Postpartum preeclampsia is a serious condition related to high blood pressure. It can happen to any woman who just had a baby. It has most of the same features of preeclampsia or other hypertensive disorders of pregnancy, without affecting the baby.

### What causes postpartum preeclampsia?

There's no definitive cause of preeclampsia. Delivery, in most cases, is the acute treatment, not a cure. "It takes time for the uterus to shed its lining after birth, so this process may be behind the delay that's sometimes seen in [postpartum preeclampsia] after delivery," says James N. Martin, MD, past president of the American College of Obstetricians and Gynecologists and member of the Preeclampsia Foundation Medical Advisory Board. It's also possible this condition begins during pregnancy but doesn't show signs or symptoms until after the baby has arrived.

### When does postpartum preeclampsia occur?

Postpartum preeclampsia occurs most commonly within the first seven days after delivery<sup>2</sup> although you're still at risk for postpartum preeclampsia up to six weeks after delivery.

### Can you get postpartum preeclampsia without having preeclampsia during pregnancy?

Yes you can; in fact, you may be at an even higher risk if you did not have preeclampsia during your pregnancy<sup>3</sup>.

### What are the risk factors associated with postpartum preeclampsia?

The risk factors for postpartum preeclampsia are very similar to [those associated with preeclampsia](#) during pregnancy however, any woman -- regardless of previous experience with blood pressure problems, weight, diet, or exercise -- is at risk.

Make it Look Easy

Good Use of Tables

Important Information First

Too Much Text

## SAVE YOUR LIFE:

### Get Care for These POST-BIRTH Warning Signs

Most women who give birth recover without problems. But any woman can have complications after the birth of a baby. Learning to recognize these POST-BIRTH warning signs and knowing what to do can save your life.

POST-BIRTH WARNING SIGNS

Call 911 if you have:	<input type="checkbox"/> Pain in chest
	<input type="checkbox"/> Obstructed breathing or shortness of breath
	<input type="checkbox"/> Seizures
	<input type="checkbox"/> Thoughts of hurting yourself or your baby
Call your healthcare provider if you have: (If you can't reach your healthcare provider, call 911 or go to an emergency room)	<input type="checkbox"/> Bleeding, soaking through one pad/hour, or blood clots, the size of an egg or bigger
	<input type="checkbox"/> Incision that is not healing
	<input type="checkbox"/> Red or swollen leg that is painful or warm to touch
	<input type="checkbox"/> Temperature of 100.4°F or higher
	<input type="checkbox"/> Headache that does not get better, even after taking medicine, or bad headache with vision changes

Trust your instincts. ALWAYS get medical care if you are not feeling well or have questions or concerns.

Tell 911 or your healthcare provider:

"I had a baby on \_\_\_\_\_ and  
(Date)  
I am having \_\_\_\_\_"  
(Specific warning signs)

These post-birth warning signs can become life-threatening if you don't receive medical care right away because:

- Pain in chest, obstructed breathing or shortness of breath (trouble catching your breath) may mean you have a blood clot in your lung or a heart problem
- Seizures may mean you have a condition called eclampsia
- Thoughts or feelings of wanting to hurt yourself or your baby may mean you have postpartum depression
- Bleeding (heavy), soaking more than one pad in an hour or passing an egg-sized clot or bigger may mean you have an obstetric hemorrhage

- Incision that is not healing, increased redness or any pus from episiotomy or C-section site may mean you have an infection
- Redness, swelling, warmth, or pain in the calf area of your leg may mean you have a blood clot
- Temperature of 100.4°F or higher, bad smelling vaginal blood or discharge may mean you have an infection
- Headache (very painful), vision changes, or pain in the upper right area of your belly may mean you have high blood pressure or post birth preeclampsia

GET HELP

My Healthcare Provider/Clinic: \_\_\_\_\_  
Hospital Closest To Me: \_\_\_\_\_

Phone Number: \_\_\_\_\_



16002  
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AWOHNN Postpartum Education Materials- Readability Grade Level= 9.6

Language too  
Complex

**MATERNAL SEPSIS**

**WHAT IS MATERNAL SEPSIS?**  
Maternal sepsis is a life-threatening condition defined as **organ dysfunction resulting from infection** during pregnancy, childbirth, post-abortion, or postpartum period.

**WHO IS AT RISK?**  
Any woman who is **pregnant, miscarriage, or an abortion, birth** or who has given **birth** is at risk of developing maternal sepsis.

**WHAT ARE THE SIGNS?**  
Sepsis can take many forms:

- FEVER OR HYPOTHERMIA
- +** ANY OF THE FOLLOWING:
  - FAST HEART BEAT
  - LOW BLOOD PRESSURE
  - RESPIRATORY DISTRESS
  - JAUNDICE
  - DECREASED URINATION
  - ALTERED MENTAL STATUS

**IF YOU SEE ANY OF THESE SIGNS, ACT FAST!**

Sepsis is life-threatening, but when caught early and treated promptly, **it can be stopped.**

**STOP SEPSIS!**

Global Maternal and Neonatal Sepsis Initiative

srhr.org/sepsis

World Health Organization

Mixed font and all  
capitals

World Health Organization Maternal Sepsis- Global Maternal and Neonatal Sepsis Initiative- Readability Grade Score= 7.2





# What about Mom? A Health Literate Perspective to Address Maternal Mortality in the Postpartum Period



E. Bohannon, A. Williams, L. Clark, J. Haston, A. Mishu, J. Morales, M. Phillips, K. Rogers, G. Synder, A. Wuller,

Faculty: M. Stark, MSN, RNC-OB, Contributor: T. Wagner DrPH

Public Health Clinical Group 107, Texas Christian University | Harris College of Nursing



SaferCare  
TEXAS

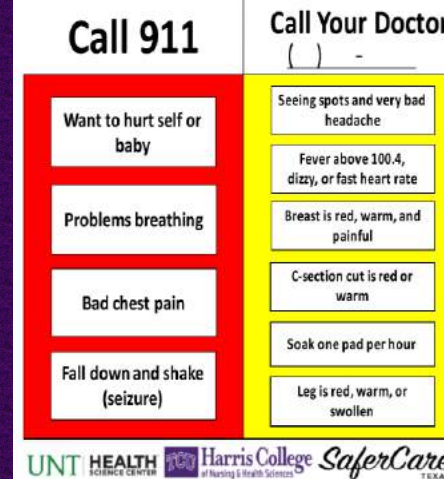


## Methods

- Assessed Tarrant County communities and maternal mortality rates
- Connected with stakeholders at three Infant Health Network meetings
- Researched articles related to health literacy in educational documents
- Collaborated with Teresa Wagner DrPH
- Created a postpartum education pamphlet and a magnet
- Assessed readability of materials
- Performed material analysis of project sources with the Patient Education materials Assessment Tool for Printable Materials (PEMAT-P) and CLAS score (Culturally and Linguistically Appropriate Services) in Health and Healthcare
- Partnered with nurses at the Andrews Women's Hospital at Baylor All Saints and current graduate students at UNTHSC to discuss health literacy and obtain feedback on pamphlet development from nurses and community health workers
- Redesigned JPS Postpartum Education Powerpoint

## Purpose

To educate healthcare providers on how to teach at a level where patients can obtain, read, understand and use health information to make appropriate health decisions related to postpartum discharge instructions.



## Outcomes

- TCU nursing students designed a pamphlet and magnet based on stakeholder input
- Associated faculty members and stakeholders agreed upon formatting and implementation of the entire project into the community.
- Presented the material at UNTHSC, Baylor All Saints, Infant Health Network Meeting, and the TCU Rickel Gym to inform others of the progress we have made with our project.

## Evaluations

- Assessed and re-designed pamphlet and magnet for readability in addition to health literacy and cultural appropriateness.
- Focus groups of Baylor All Saints nurses, UNTHSC graduate students, community health workers, and new mothers in Fort Worth and Tyler, TX evaluated the pamphlet and left positive comments and constructive criticism.

## Objectives

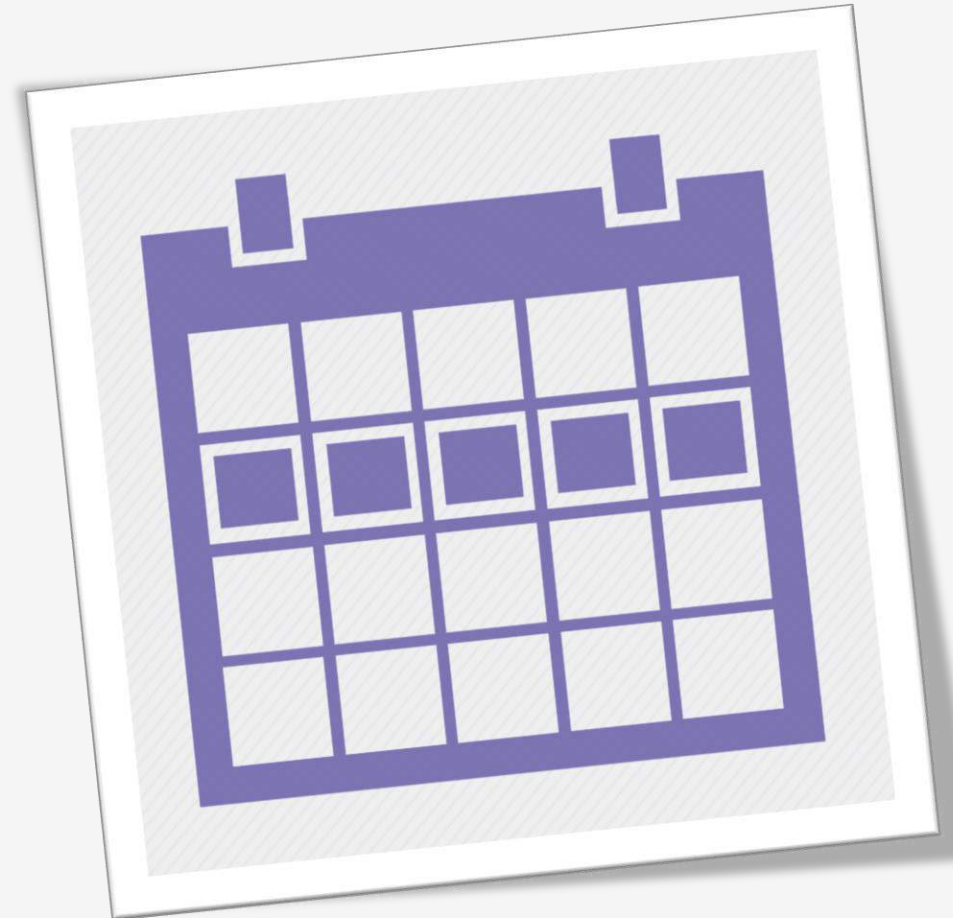
- Aggregate discharge instructions from last semester's clinical project into one condensed and health literate pamphlet
- Design a simple and health literate magnet with the most emergent postpartum symptoms
- Educate graduate students at UNT Health Science Center in an interprofessional presentation on the importance of teaching in a health literate manner
- Incorporate the combined recommendations from Baylor All Saints obstetric nurses, community health workers and patient focus groups to meet Tarrant County postpartum population needs

## Recommendations

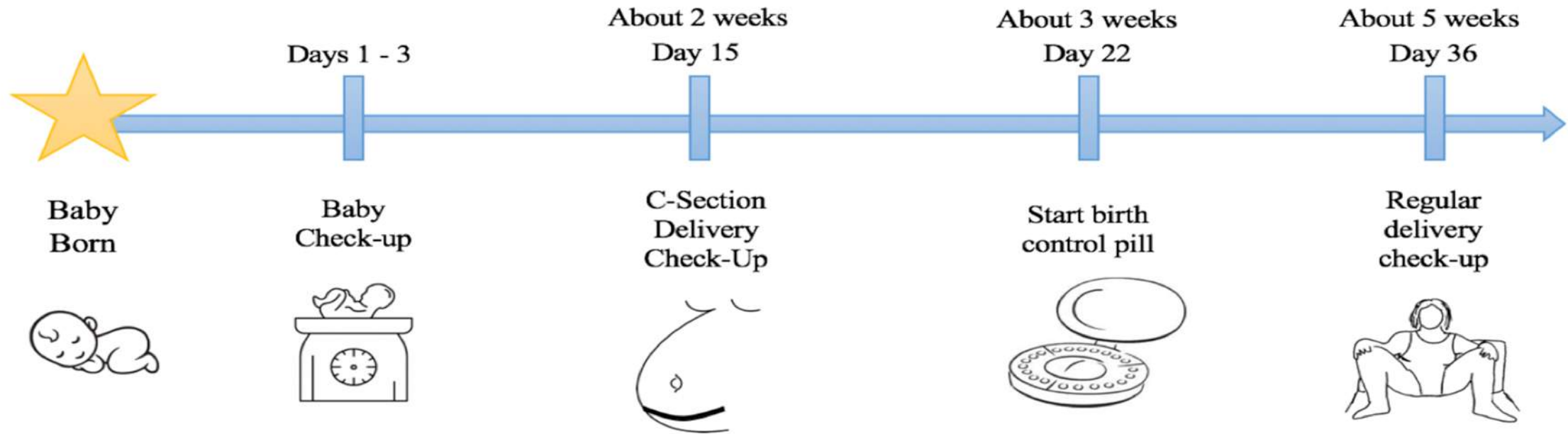
Our clinical group recommends using our newly created post-partum discharge materials and incorporating this information into a phone application that is available to mothers 24/7.

# Appointment Process

- ☐ Keeping all appointments, yours and babies is important
- ☐ All mom's have a 6 week appointment
- ☐ Cesarean section mom's have an appointment at 2 weeks
- ☐ Some mom's have a B/P check
- ☐ Babies have to be seen within 1-3 days
- ☐ Lactation appointment-with newborn
- ☐ Keep track of your families health and any appointments with JPS MyChart
- ☐ Please ask questions



# Important Dates







## Pilot Outcomes: Interprofessional Education

## **Interprofessional Education:**

### **What is IPE?**

- IPE provides occasions when students from two or more professions in health and social care learn together during all or part of their professional training.
- Objective of cultivating collaborative practice for providing patient-centered care.
- Students learn about, from and with each other to enable effective collaboration and improve health outcomes.

## **Benefits:**

What is the benefit for  
students and patients?

- Empowers Team Members
- Closes Communication Gaps
- Enables Comprehensive Patient Care
- Minimizes Readmission Rates and Preventable Harm
- Promotes Team Mentality
- Promotes Patient-Centered Care

<https://unthsc.mediasite.com/Mediasite/Play/7366d588c2c648c9bc848eb50cdc137c1d>

## Inter-professional Education:





## Student Learning & Growth:



- “I have realized my self-awareness to health literacy has improved because I notice signs and advertisements that are not health literate whenever I am in public places.”
- “I gained insight about health literacy when Dr. Wagner came and presented to us on the topic. When she made us interact and read the words that were jumbled and then asked us the meaning, it made me realize what it feels like for the patients who struggle.”
- “It was really amazing getting involved in the community and feeling like we made a difference.”
- “I am SO proud of the event that we put on. It was a lot more successful than I ever could have imagined and it seemed like the women really learned a lot. Overall, I really loved this course and our group’s project. Not only did I learn so much about how to work with a community, throughout this semester I grew more passionate about efforts to decrease infant mortality.”



Let's Practice



### **Activity:**

Choose a topic to use with your students or employees to teach health literacy.

### **Your challenge:**

- You work as an educator.
- Think about a public health topic for students' or providers service learning.
- Go online and find existing materials to support the topic or consider where you might gather materials.
- Review them for health literacy and use as a teaching opportunity for health literacy principles.

## **Activity:**

Discuss your profession's role in communication with patients and the public.

## **Your challenge:**

- You work in a community with limited resources.
- You have a high maternal mortality rate.
- Develop a Promotion Plan using plain language and a catchy name for the App.
  - 3 Key Messages
- Discuss how each of your professions could promote and encourage use of the App by new moms.



IHA Conference May 2019

**THANK YOU**

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