



Meeting the Challenges of Educating Patients with Diverse Needs

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Objectives

- Relate the experience of developing audiovisual resources for educating foreign language speakers and deaf patients.
- Identify resources for disaster preparedness in multiple languages.

Think like a wise man but communicate in the language of the people.

William Butler Yeats



Health Information Translations
Quality translations in multiple languages

www.healthinfotranslations.org

Project Team

- Diane Moyer, Associate Director, Patient Education, OSU Medical Center
- Karen Guthrie, Manager, Community and Patient Education, Mount Carmel Health
- BJ Wingert, Patient Education Specialist, OhioHealth
- Jenene Warmbier, Patient Education Specialist, Nationwide Children's Hospital
- Angela Barnes, Program Coordinator, Patient Education, OSU Medical Center
- Lisa Murray-Johnson, Program Director, Patient Education, OSU Medical Center

Need for more than Print Resources

- Inventory had over 300 written topics
- Health literacy issues in the community
 - English
 - Foreign language literacy – Somali and Spanish
- American Sign Language (ASL)
 - Literacy levels are often less than 3rd grade
 - Visual language, not print
 - Syntax is different
 - "Home signs" and dialects

Safety and Accreditation Standards

- The Joint Commission
 - Teach in a manner that is understandable to patients
- National Patient Safety Goals (NPSGs)
 - Related to infection control, communication, medications, and patients being involved in their care
- Future cultural and linguistic standards

Developing the AV Programs

- Choosing topics
 - Safety and high risk
 - High frequency
 - Procedural
- Identifying the Process
 - Format choices
 - Technical issues
 - Interpretation and translation needs

Developing the AV Programs

- Content and script writing
 - Review of print documents
 - Conversational writing
 - Breaking content into small chunks
 - Need to know vs. Nice to know

Planning for Production

- Visuals needed
 - Photos vs. video
 - Convey message with less expense
 - Studio and shooting location
 - Diversity in visuals
 - Illustrations
 - “Words” on the screen
 - Captions with ASL

Planning for Production

- Creating sample versions
 - Work out the “bugs” before translating
 - Major time investment
 - Design, backgrounds and fonts
 - Preview for ASL interpreters to critique
 - Defining responsibilities
 - Project Team
 - Production/Translation services

Planning for Production

- Interpreter and Translator talent
 - Translation of scripts
 - Interpreter on screen or for voice over
 - Added interpreter to monitor for quality check
- Production
 - Studio time
 - Editing
- Costs

Available AV Programs

- Available in English, Spanish, Somali and American Sign Language
 - Hand Washing
 - Foley Catheter (male and female versions)
 - Giving Medicine by Subcutaneous Injection
 - Insulin
 - Preparing for Your Surgery
 - Home Care Instructions after Surgery
 - Caring for Your Baby

Other ASL Programs

- Other titles available in American Sign Language
 - Be Our Partner for Better Health Care
 - Coronary Artery Disease (CAD)
 - Coumadin (Warfarin)
 - DVT (Deep Vein Thrombosis)
 - Heart Attack
 - High Blood Pressure
 - Substance Abuse or Dependence
 - Taking Medicines Safely
 - Cholesterol
 - Diabetes
 - Feeling Sad
 - Heart Failure
 - Pneumonia
 - Stroke
 - Cancer

Lessons Learned

- Everything takes more time than you think
- Quality vs. time vs. need vs. money vs. sanity
- Need a good team with a sense of humor
- Spend funds and meet grant requirements
- Grant deadlines may/may not be negotiable
- Re-work may be needed
- Unexpected costs can come up

Example to Share

- Hand Washing in ASL

Disaster Preparedness

- Working with other agencies
 - Central Ohio Trauma Services
 - County and City Health Departments
 - American Red Cross Chapter
- Topic vs. patient education expertise
- Evolution of disaster preparedness planning

How did we get this Project?

- Connected through funding source
- Funding available from various agencies
- Must be prepared but we may never use these resources
- Difficulty communicating, esp. with those with limited English skills

Disaster Preparedness

- Defining the topics – potential disasters
 - Power Outages
 - Chemicals
 - Explosives
 - Evacuation
 - Bioterrorism e.g. Anthrax
 - Pandemic Flu
- ARC Care Clinics – post Katrina
 - Property damage assessment
 - Health needs assessment

Disaster Preparedness

- Formatting and design
 - We want to do.....Oh, we hadn't thought about that...What do you think would work?
 - Tool that works for community member and staff
 - Portable, easy to use, easy to access
 - Languages needed
 - Signage
 - "We've never done anything like this before!"

Expertise

- Topic Expertise
 - Learning how the forms would be used
 - Waiting to get the content from the agencies
 - Asking questions to clarify often
 - "We thought we could just translate this."
- Patient Ed Expertise
 - Plain language writing
 - Formatting for ease of understanding
 - Work with translation service

Preparedness Planning in Evolution

- Moving target, "We need ___ but we don't have the final recommendations yet."
- "This is what we are telling people to do but has anyone tried it?"
- "Do you have your emergency supplies?"
- How do we get the messages out to the community? What is our community?

More Players = Greater Complexity

- Issues with funding—No we haven't seen any check!
- Oh, sorry. Half of our department will not be available for 6 months.
- We are waiting for the state office to get back to us about that...
- Will we **ever** finish this project?

Impact of work

- Signage is often downloaded from site
- ARC representative shared flip charts and forms at National meeting
- Pandemic flu materials were accessed often during Spring
- High risk but hopefully low volume need

Lessons Learned

- Topic complexity
- Challenges of working with multiple agencies
- Translated documents for assessment processes
 - Needed a useful design and packaging
 - Formatting issues on flip charts from translation services
- Illustrations – Didn't plan for those...
- Challenged our expertise
- Worked hard on topics we hoped were never needed

Ongoing Challenges

- Immigration issues
 - Politics
 - Moving target
- Website management
- Sustainability
 - Economy
 - Cost of revisions
 - Changes in "Team"
 - Need for a business plan and alternative funding

Never be afraid to do something new. Remember, amateurs built the ark; professionals built the titanic.

- *Unknown Author*

Questions and Thoughts