



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

www.healthinfotranslations.org

The screenshot shows the website's header with logos for Mount Carmel, Medical Center, OhioHealth, and Nationwide Children's Hospital. Below the logos is a banner with the text "Health Information Translations" and "Quality translations in multiple languages". The main navigation area includes a "Find Translations" button, a "Search By Keywords" field, a "Search By Languages" dropdown menu, and a "Disaster Preparedness" button.

Example – Sign with Illustration



No Food or Drink
No se permiten alimentos ni bebidas
Lama Ogala Cante ama Cabitan
Banciers, intany aita matarico: namparano
Nourriture et boissons interdites
금지 음식
請勿飲食
食料及 음료가 금지
Không được mang vào thức ăn và thức uống
食料が禁止されています

Examples - Signage



Child Care Area
Área de cuidado infantil
Aagga Daryeelka Imaha
Место ухода за детьми
Garderie

Assessment flip chart page

The flip chart page has a title in Japanese: "必要な場合、使用しているものをお答えください。" Below the title is a 3x3 grid of illustrations showing various items like a hand sanitizer bottle, a thermometer, a stethoscope, a syringe, a pair of gloves, a face mask, a pair of shoes, a pair of pants, and a pair of socks. Below the grid is a legend with checkboxes for each item.

Self Assessment Form

The form is titled "¿Se van a llenar este formulario para que podamos ayudarle?" and "Please Complete This Form so We Can Help You". It contains several sections with checkboxes and text boxes, including "¿Qué tipo de asistencia necesita?", "¿Qué tipo de asistencia necesita?", "¿Qué tipo de asistencia necesita?", and "¿Qué tipo de asistencia necesita?".

Lessons Learned

- Agencies had concepts but needed help in design and methods
- Multiple players and agencies
- Timelines needed to be flexible
- Passed the buck from one agency to another
- Pulled out of video project - funds to spend
- Grant extensions and relationships

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