



What can health literacy tell us about written health information?

Centre for Culture, Ethnicity & Health

Assists organisations to work better with people from migrant and refugee backgrounds.

Training

Resources & information

Project management

Education & support

Health Translations
Translated information about
health and wellbeing



Q

What __% of Australians are not health literate*?

*Able to “source, understand and use” health information or services

60% of Australians are not health literate

Australian Bureau of Statistics, Adult Literacy
& Life Skills Survey, 2006

Find it difficult to “source, understand and use” health information or services

Key organisations

**AUSTRALIAN COMMISSION
ON SAFETY AND QUALITY IN HEALTH CARE**



Agency for Healthcare Research and Quality
Advancing Excellence in Health Care

Both produce and promote evidence that support effective, consumer oriented communication

HEALTH LITERACY

in two parts

AUSTRALIAN COMMISSION
ON SAFETY AND QUALITY IN HEALTH CARE



ENVIRONMENT



INDIVIDUAL

AUSTRALIAN COMMISSION ON SAFETY AND QUALITY IN HEALTH CARE

Individual health literacy

Health literacy environment



Source: Parker R, *Measuring health literacy: Why? So what? Now what?* In: Hernandez L (ed), *Measures of Health Literacy: Workshop Summary; Roundtable on Health Literacy*. 2009.

Health literacy evolution

Literacy

Health Literacy



Individual

Environment



**AUSTRALIAN COMMISSION
ON SAFETY AND QUALITY IN HEALTH CARE**

On creating written materials for health consumers:

- Use plain language (or easy English?)
- Consider design and layout
- **Involve consumers in process of preparing information**
- **Tailor information to different cultural needs**

Codesign/ culturally appropriate before and after

www.problemgambling.vic.gov.au Dinka

BÄ LÖ TUËŃ KË LUDJË EBUÖTH?

KËDUN DÖ BÄ LOOI PËI APUDLIC TË CIT TË YË TÄÄK YË.

NËM WWW.PROBLEMGAMBLING.VIC.GOV.AU BIN LËK JUAC YÖKTHIN.

TIŃ TË DE KUNY EKOC YË CUËT EBUÖTH BA LËKYË HËN KONY NË RDT YÖK.

YUÖBË TELEPUN DE KUNY EKOC YË CUËTEBUÖTH RIN BIN JÄM KENË RAAN DÖ.

LOI TË DË RÖM BÄ RÖM THIN KENË RAAN ËKOC JÄÄMINHIML.

THIËC TË LËU BIN YË JUIËR THIN BÄ RDT NYÄÄI TË DE CUËT EBUÖTH.

Të de kuny ekoc yë cuët ebuöth, yin alëu ba jäm kenë koc ö pïoc nön nyiny thëër wen ye yë deëtíc Etë bí ciit ekoc yuöth röööt guo thiäipinythin amääh arek abí ya cuët ebuöth rilic. Keek aabi yí kony etë bin kë bí bën ke yë kerilic nyic thin, ku loi kuer bin tən ëyi thëi tède cuët ebuöth wen yen bí yí riök kenë kuat gël thin.



Koc juac aaci kek rilic ye kë yök të de cuët ebuöth cökpiny kenë koc ye koc ye cuët ebuöth kony në kuer tuen. Kök ekek apuölic ka cí cit të yë tääkë.

GAMBLER'S HELP 1800 156 789

KA FEKER WAXAAD DHAB AHAANTII KU KHAMAAREYSO

Lany ekuny ekoc yë cuft ebuöth, thää ka 24 akoltökic, niin ka 7 në wik yë. Koc dak pinj aabi tty 1800 777 706 ya dhil ecööt.

Thunduŋ de kuöny akutnom cí jöök.

Somali

Mishiinka pokie-ga maaha inuu marna lacag bixiyo.

Maaha ma samaynaysa waqtigaad ku cayaarta mishiinka, sidaad ugu celceliso, ama intaad lacag ku rido.

Markaad sii cayaartaba, waad sii luminaysaa.



Markaad sii khamaartaba, Markaad waxaad sii luminaysaa lacag.

Waxaa la heli karaa caawima qarsoodi ah oo lacag la'aana.

gambler's help
1800 858 858

Free confidential 24-hour helpline for people with gambling problems. Gambling services available.

take the **problem** out of gambling

We can protect
each other from
problem gambling.



There are many things that can help people control or stop gambling. The support of family and friends can make a big difference.

For confidential help with gambling problems, call Gambler's Help on 1800 858 858. Arabic interpreters can be arranged.

gambler'shelp
1800 858 858

problemgambling.vic.gov.au



money
problems?

You can't solve your money problems by gambling.

The longer you gamble, the more you lose.

Eventually you risk losing everything.

Free and confidential help is available for students.
You can learn how to manage your money and reduce your debts.

Call Gambler's Help on 1800 858 858 or visit www.internationalstudents.org.au/gambling



पैसे की
समस्याएँ ?

आप जुआ खेल कर अपनी पैसे की समस्याएँ नहीं सुलझा सकते/सकती हैं।

जितना अधिक जुआ आप खेलेंगे/खेलेंगी, उतना अधिक पैसा आप गंवा देंगे/देंगी।

हो सकता है कि आखिर में आप अपना सब-कुछ गंवा बैठें।

विद्यार्थियों के लिए निःशुल्क और गोपनीय सहायता उपलब्ध है।
आप अपने पैसे का प्रबंधन करना और कर्ज घटाना सीख सकते/सकती हैं।

दूरभाष पर 1800 858 858 पर गैम्बलर्स हेल्प (Gambler's Help) में संपर्क करें या वह वेबसाइट देखें www.internationalstudents.org.au/gambling



Tools and guides to help develop, assess the quality of, and improve consumer information.

SAM	goo.gl/C1ZYdQ
DISCERN	goo.gl/MyQhSB
PEMAT	goo.gl/Mq5BmR

Health Literacy Fact Sheet 4:

Writing health information for consumers

goo.gl/83ELVH

The Patient Education Materials Assessment Tool

([PEMAT](#)) evaluates and compares **understandability** and **actionability** of patient education materials.

It determines if patients will be able to **understand** and **act on** information.

PEMAT can be used on printable and audio-visual materials

PEMAT is developed by the Agency for Healthcare Research and Quality

Patient Education Materials Assessment Tool (PEMAT) Auto-Scoring Form

An Instrument To Assess the Understandability and Actionability of Print and Audiovisual Patient Education Materials

(Version 1.0)

Suggested Citation:

Shoemaker SJ, Wolf MS, Brach C. The Patient Education Materials Assessment Tool (PEMAT) and User's Guide. (Prepared by Abt Associates, Inc. under Contract No. HHS A290200900012I, TO 4). Rockville, MD: Agency for Healthcare Research and Quality; November 2013. AHRQ Publication No. 14-0002-EF.

Introduction

How to Use the
PEMAT to Assess a
Material

PEMAT for Printable
Materials

PEMAT for
Audiovisual Materials

Link to PEMAT
User's Guide

Patient Education Materials Assessment Tool for Printable Materials (PEMAT-P)

Title of Material: _____

Name of Reviewer: _____

Date of Review: _____

Each question has specific response options. Select your response option from the dropdown in the "Rating" column.

Read the PEMAT User's Guide (available at: <http://www.ahrq.gov/professionals/prevention-chronic-care/improve/self-mgmt/pemat/>) before rating materials.

Item	Response Options	Rating
UNDERSTANDABILITY		Select your responses here
TOPIC: CONTENT		
1. The material makes its purpose completely evident.	Disagree = 0 Agree = 1	
2. The material does not include information or content that distracts from its purpose.	Disagree = 0 Agree = 1	
TOPIC: WORD CHOICE & STYLE		
3. The material uses common, everyday language.	Disagree = 0 Agree = 1	
4. Medical terms are used only to familiarize audience with the terms. When used, medical terms are defined.	Disagree = 0 Agree = 1	
5. The material uses the active voice.	Disagree = 0 Agree = 1	
TOPIC: USE OF NUMBERS		
6. Numbers appearing in the material are clear and easy to understand.	Disagree = 0 Agree = 1 No numbers = NA	
7. The material does not expect the user to perform calculations.	Disagree = 0 Agree = 1	
TOPIC: ORGANIZATION		
8. The material breaks or "chunks" information into short sections.	Disagree = 0 Agree = 1 Very short material* = NA	
9. The material's sections have informative headers.	Disagree = 0 Agree = 1 Very short material* = NA	
10. The material presents information in a logical sequence.	Disagree = 0 Agree = 1	
11. The material provides a summary.	Disagree = 0 Agree = 1 Very short material* = NA	
TOPIC: LAYOUT & DESIGN		

PEMAT

Journal Article on testing of PEMAT*

The PEMAT demonstrated strong:

Internal consistency – different questions that measure a single idea return consistent results

Reliability – tool produces stable and consistent results.

Construct validity - Measures what it aims to measure.

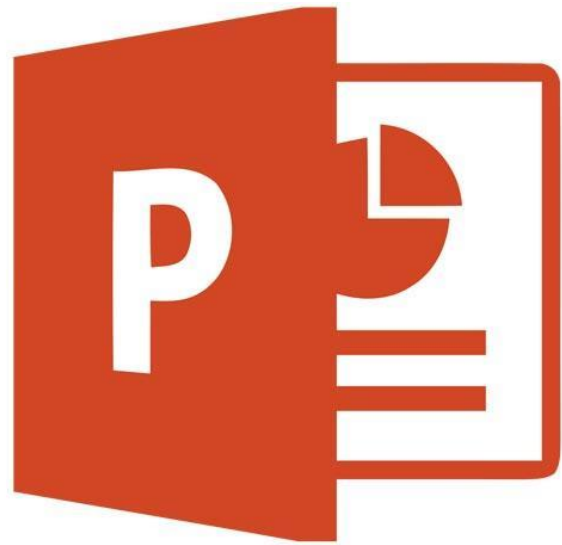
* [Patient Education and Counseling, Volume 96, Issue 3](#), September 2014, Pages 395–403

goo.gl/2aTcZU

CEH adapting PEMAT

PEMAT currently does not include questions that measure the cultural appropriateness and language of education materials.

We're working on an adapted PEMAT that does this



goo.gl/B9WY7o