



# Simple, Yet Effective: Leveraging Infographics to Improve Health Literacy

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## Background

- It is estimated that approximately 40% of United States citizens have limited health literacy; of those, half are non-white and/or Hispanic.<sup>1</sup>
- Materials provided to patients are often written at too high an educational level.<sup>2,3</sup>
- Patients experience improved health outcomes when they are provided care in their primary language.<sup>4</sup>

## The Infographic

- As a teaching tool, infographics enhance engagement, memory retention, recall, comprehension, and development of communication skills.
- Design, color scheme, and layout all affect a reader's ability to comprehend the information presented.

## Objective

Create easy, accessible patient educational materials in multiple languages in order to improve the health literacy of patients and families with neurodevelopmental disabilities.

## Sample Infographic

**ABA THERAPY**  
WHAT EVERY PARENT NEEDS TO KNOW  
Adapted from <https://www.autismspeaks.org/applied-behavior-analysis>

**What?** APPLIED BEHAVIORAL ANALYSIS (ABA) IS AN EVIDENCE-BASED THERAPY THAT HELPS US UNDERSTAND AND CHANGE BEHAVIORS THROUGH POSITIVE REINFORCEMENT.

ABA THERAPY CAN BE HELPFUL FOR ALL CHILDREN WITH A DIAGNOSIS OF AUTISM SPECTRUM DISORDER. **Who?**  
IT IS TAILORED TO THE INDIVIDUAL.

**Where? When?** ABA THERAPY CAN HAPPEN IN THE HOME, IN AN OFFICE, OR IN THE COMMUNITY ON A SCHEDULE THAT WORKS FOR YOUR FAMILY.

ABA THERAPY WORKS TO MEET YOUR FAMILY'S GOALS BY: **Why?**

- Improving language, communication, and social skills
- Teaching skills needed for daily living
- Decreasing behaviors that can put a child in danger

**How?** YOUR CHILD'S PEDIATRICIAN CAN HELP YOU FIND AN ABA PROVIDER NEAR YOU.

- There can be a waiting list, so be patient.
- Check with your insurance company; many, including Medicaid, will provide coverage for ABA.

## Next Steps

- Additional infographics on topics relevant to patients with neurodevelopmental disabilities will be created, such as:
  - Sleep Medications
  - Stimulant Medications for ADHD
- Each infographic, upon editing and review, will be translated into common non-English languages including, but not limited to:
  - Spanish
  - Arabic
  - Vietnamese
  - Swahili
- Patient feedback will be solicited upon dissemination, with the goal of improving comprehensibility and overall readability.

## References

<sup>1</sup> Lajonchere, C. M., et al. (2016). Strategies for disseminating information on biomedical research on autism to Hispanic parents. *J Autism Dev Disord*, 46, 1038-1050.

<sup>2</sup> Choudhry, A. J., et al. (2016). Readability of discharge summaries: with what level of information are we dismissing our patients?. *The American Journal of Surgery*, 211(3), 631-636.

<sup>3</sup> Gorrepati, P. L., & Smith, G. P. (2021). Contrasting readability and availability of Spanish language with English language patient education materials. *Pediatric Dermatology*, 38, 142-143.

<sup>4</sup> Diamond, L., et al. (2019). A systematic review of the impact of patient-physician non-English language concordance on quality of care and outcomes. *Journal of General Internal Medicine*, 34, 1591-1606.

<sup>5</sup> Traboco, L. et al. (2022). Designing Infographics: Visual Representations for Enhancing Education, Communication, and Scientific Research. *Journal of Korean medical science*, 37(27).

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