



# Dispensing Site Pictograms Overview

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National Public Health Information Coalition



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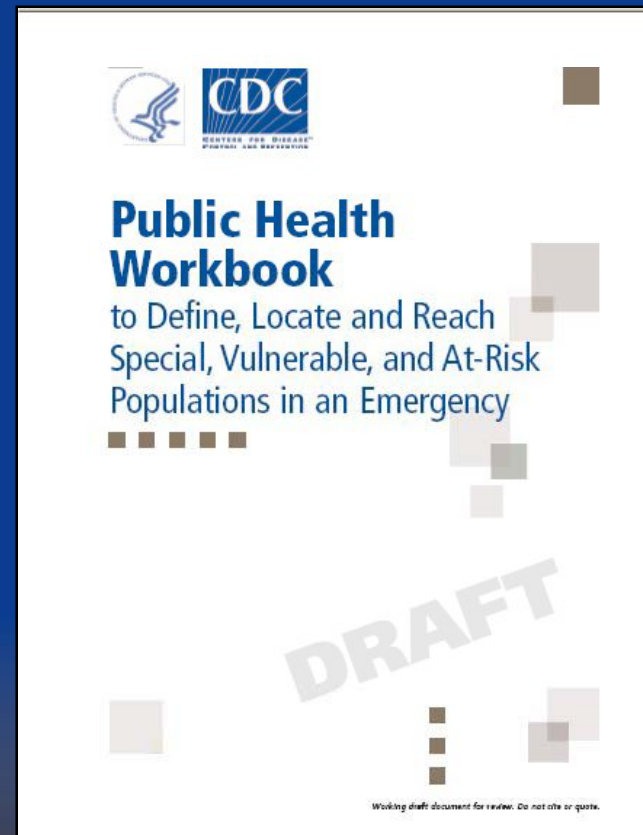
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# At-risk Populations

Where to start?

- The “Workbook”
  - ◆ Systematic Process
  - ◆ General Categories
  - ◆ Available in Draft



➤ *Link:* [www.bt.cdc.gov/workbook](http://www.bt.cdc.gov/workbook)

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# The Categories

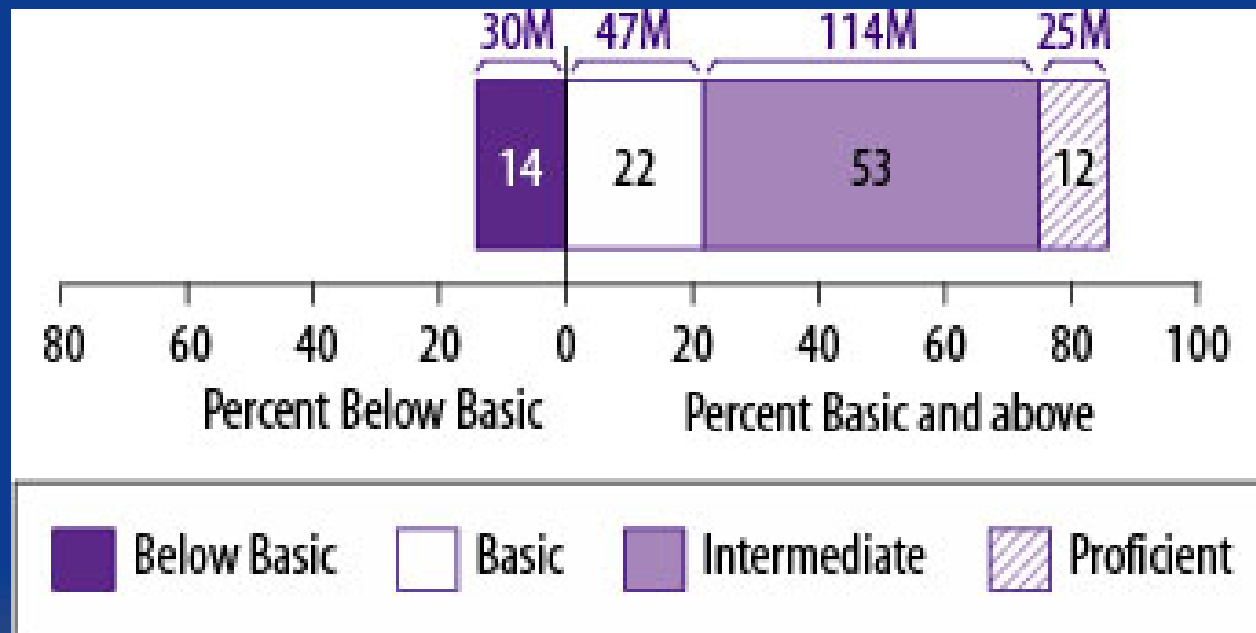
1. Economic disadvantage
  - Sweeping category
2. Limited language proficiency
  - Limited or no English speaking or reading skills
  - Low literacy in any language
3. Disability
  - Physical, mental, cognitive, sensory
4. Isolation
  - Cultural, geographic, social
5. Age
  - Can exacerbate vulnerabilities
  - Latchkey children



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# Health Literacy



- 2003 National Assessment of Adult Literacy
- Link to: <http://nces.ed.gov/NAAL>

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# Intermediate Health Literacy Indicators



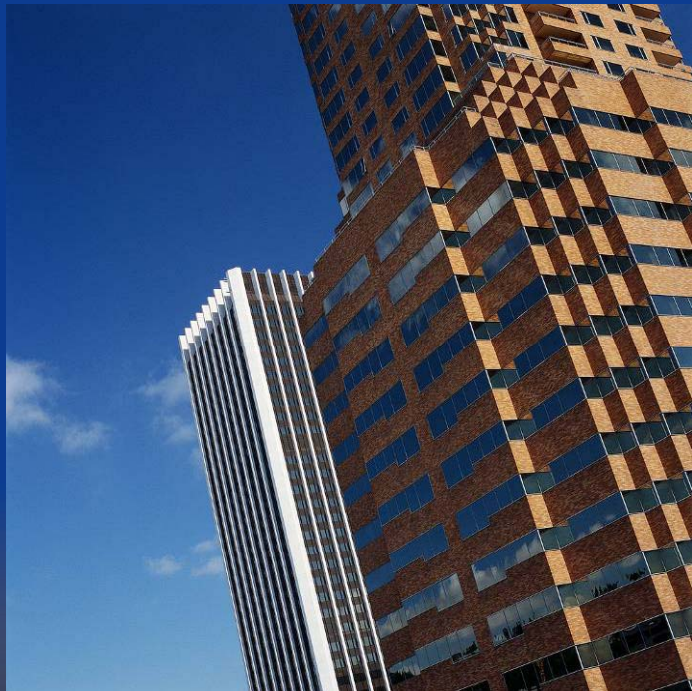
- Determine what time a person can take a prescription medication based on information on the prescription drug label that relates the timing of medication to eating.
- Identify three substances that may interact with an over-the-counter drug to cause a side effect, using information on the over-the-counter drug label.

**36% can't do this!**

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# Mass Dispensing



- **Cities Readiness Initiative:**  
To provide mass prophylaxis to **100%** of the identified population within **48 hours** of the decision to do so.
- Open Points of Dispensing (PODs)

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# Pictograms at PODs

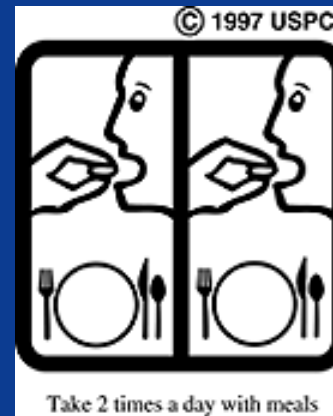
- Pictures are more noticeable and easier to remember
- Keep all materials highly visual/pictorial
  - ◆ Wayfinding
  - ◆ Instructional



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# Instructional Pictograms



- *US Pharmacopeia*
- *Link:* [www.usp.org/audiences/consumers/pictograms/form.html](http://www.usp.org/audiences/consumers/pictograms/form.html)

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# Available Resources

- Universal Symbols in Health Care Workbook
  - ◆ Hablamos Juntos
  - ◆ [www.hablamosjuntos.com/signage](http://www.hablamosjuntos.com/signage)
- Dispensing Site Pictogram Research
  - ◆ Jane Mobley Associates

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# SNS Broadcasts



**Upcoming:**

**Mass Antibiotic Dispensing:  
Engaging At-risk Populations**

**October 16, 2008**

**1:00- 2:30 ET**

- *Public Health Training Network*
- *Link:* [www2a.cdc.gov/PHTN](http://www2a.cdc.gov/PHTN)

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# Questions/Comments?

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