

Emergency Public Information and the Strategic National Stockpile (SNS)

Pictogram Research Project

October 7, 2008



Project Background

- Research project explores communicating critical information and assisting in public flow through Points of Dispensing (PODs) for needs of vulnerable populations by using pictograms.
- Few pictograms are universally accepted.
- No national model for POD pictogram signage exists.
- Continuation of Division of Strategic National Stockpile (DSNS) Research (2006) conducted by Jane Mobley Associates.

Timeline

- **Summer 2007** – Met with Kentucky SNS staff to develop list of key messages and initial set of pictograms to assist with public flow through PODs for vulnerable populations.
- **Fall 2007/Winter 2008** – Initial set of 13 pictograms developed and tested by qualitative survey and targeted focus groups (limited English proficient – limited or non- English, low literacy and deaf/HOH).
- **Spring 2008** – Expanded set to 27 pictograms to include additional messages for walk-in, drive-thru PODs. Focus groups conducted to test new and revised pictograms.
- **Summer 2008** – Created pictogram signage system for local health departments (LHDs) in customizable formats (PDF, PowerPoint, jpeg, borders, logos, varying shapes and sizes, Spanish translations, ADA/CLAS standards). Conducted collaborative planning with LHDs to test pictogram signage at Fall 2008/Winter 2009 flu clinics.

Timeline (Cont.)

- **Fall 2008/Winter 2009** – Test walk-in, drive-thru pictogram signage in three LHD districts (urban, rural settings). Make revisions if necessary. Produce final signage package.
- **Spring 2009** – Create Web page for pictogram signage package to be available online to LHDs. Development of accompanying materials to assist comprehension of signage.

Take 2 Pills a.m./p.m.



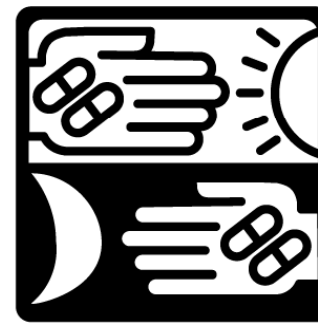
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2 Pills p.m.**



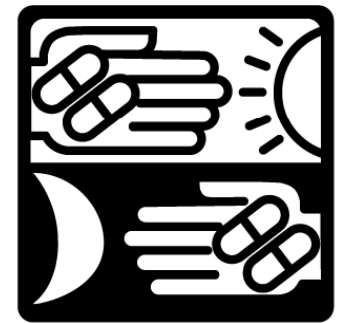
**2 Pills a.m.
2 Pills p.m.**



**Take 2 Tabs
in a.m./p.m.**



**Take 2 Tabs
in a.m./p.m.**



**Take 2 Pills a.m.
Take 2 Pills p.m.**

Return Form



**Turn In
Form**



**Turn In
Form**



**Review/
Hand Form
to Screener**



**Turn In
Form**

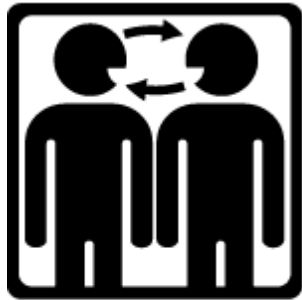


**Turn In
Form**



Return Form

Language Translator



Language Interpreter



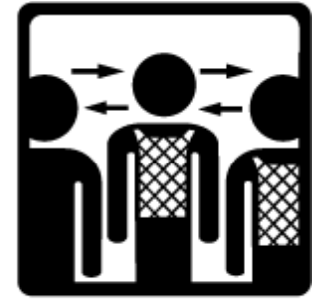
Language Translator



Language Translator



Language Translator



Language Translator

Medication for Families with Children



**Medication
For Families
With Children**



**Medication
For Families
With Children**



**Medication
For Families
With Children**



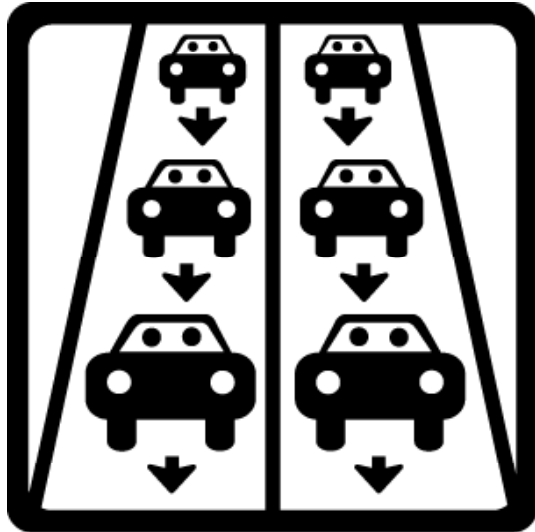
**Medication
For Families
With Children**

Support Counseling

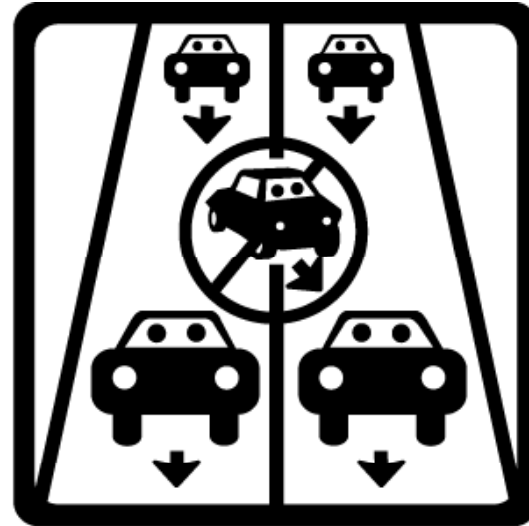


Support Counseling

Stay In Lane/Don't Change Lanes

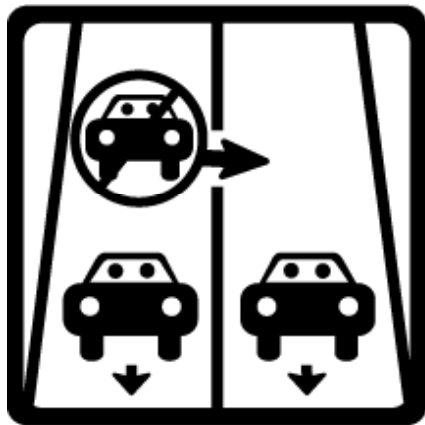


Stay In Lane

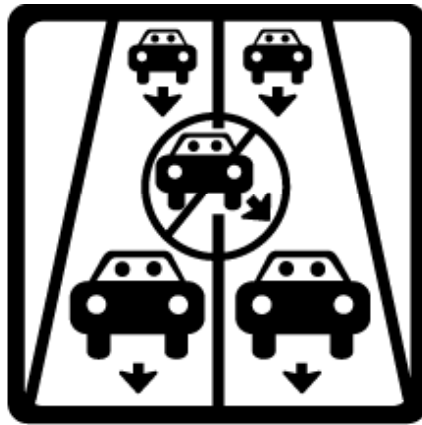


Don't Change Lanes

Don't Change Lanes



Don't Change Lanes



Don't Change Lanes



Don't Change Lanes

Lessons Learned

- Involve target populations from onset of pictogram research and development/design.
- Relying on others for research activities (recruitment, facilitation) can result in loss of control over process.
- Simple is better most of the time.
- Have to take into account cultural differences.
- Research and refinement is ongoing.
- Misunderstanding for the need of pictograms to address vulnerable populations.
- Difficulty of pictogram development for POD messaging.

On the Lighter Side...

- Ability to utilize Kentucky Outreach and Information Network (KOIN) members for focus group and survey testing.
- Creation of pictogram signage package for all LHDs to utilize for PODs, clinics, everyday use.

What Pictograms Could Mean to Public Health Professionals

- One tool to address health disparities in your work with diversified populations
- Can help you “check boxes” related to CDC funding
 - Improve coordination, management and dissemination of culturally competent outreach
 - Increase the availability of information resources and messages to foster community’s return to self-sufficiency
 - Decrease time needed to provide public information to affected populations, specifically those with special communication needs
- Other uses (e.g., evacuation shelters, health clinics)

Additional Picture-Based Tools CHFS Developed



Cabinet for Health and Family Services



How to Contact Us



Questions?



**Call for
Information**

**Gwenda Bond, Barbara Fox
Division of Communications
Kentucky Cabinet for Health and Family Services
(502) 564-6786**