VCU Medical Center

Tales from the Trenches: Developing Tailored DVDs for Reaching Diverse Elders

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AHRQ- R18HS017281

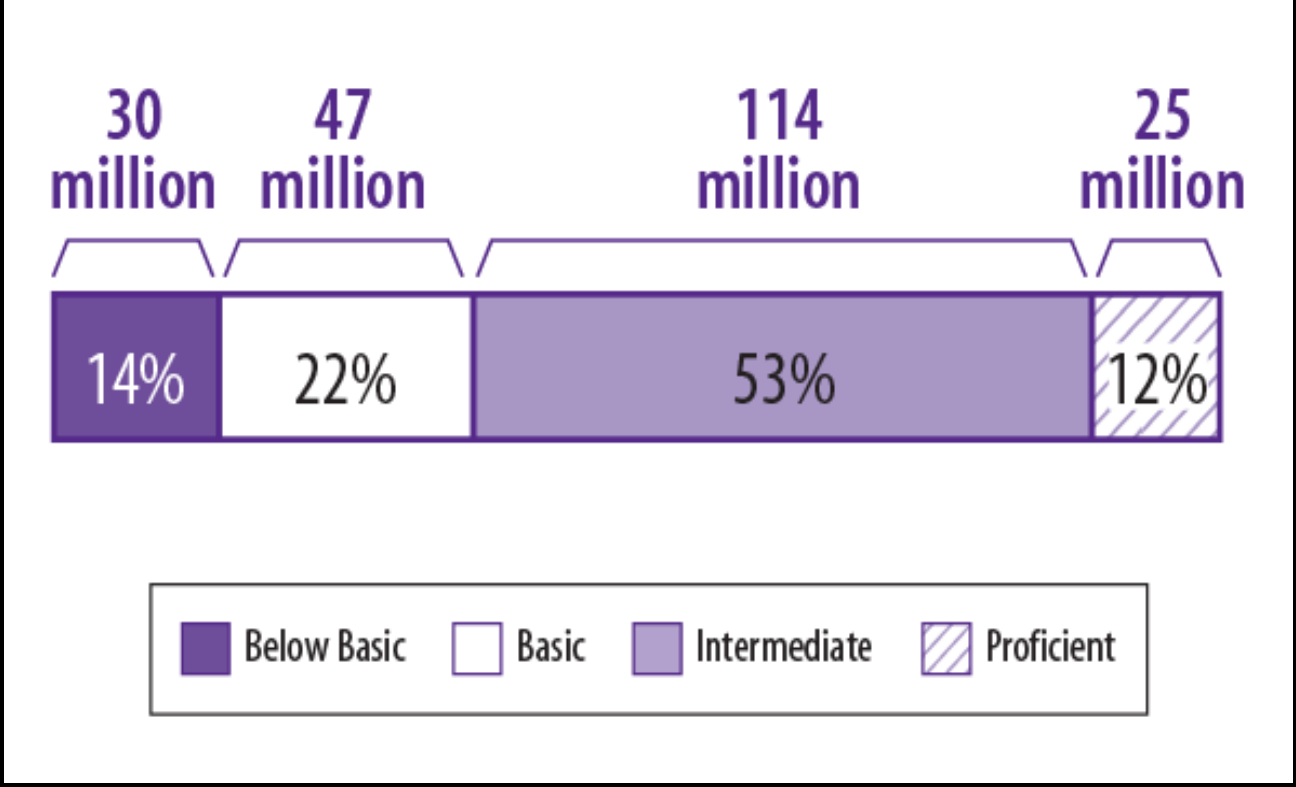
MEMORIAL HOSPITAL OF RHODE ISLAND

UNIVERSITY OF Rhode Island

Importance of improving medication management in ambulatory settings

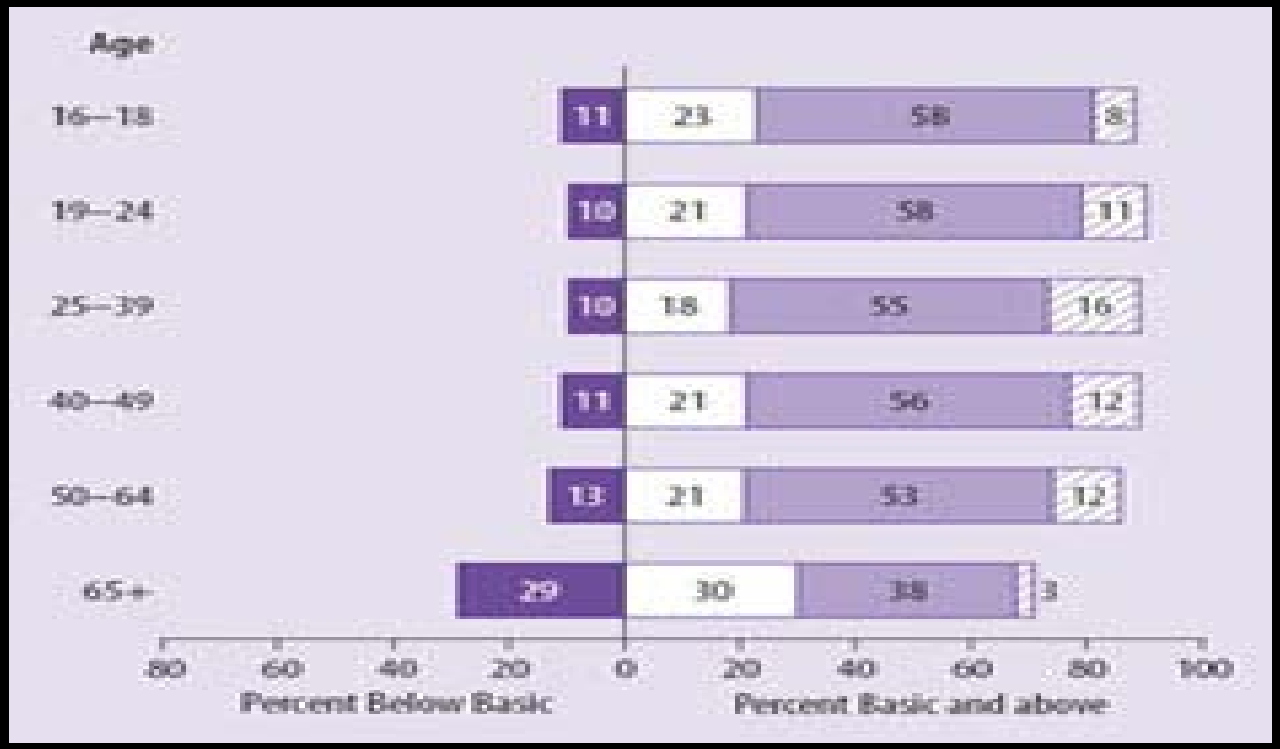
- ~62% of all outpatient office visits result in prescribing at least one medication
- Incidence of adverse drug events in community dwelling adults 27.4%
- At least $887 million spent on preventable adverse drug events among Medicare beneficiaries in outpatient settings

Health Literacy is a Major Issue



Source: National Center for Education Statistics, Institute for Education Sciences 2003

A greater proportion of older adults have below basic health literacy levels



Who Is at Risk for Low Health Literacy?

- Anyone in the US – regardless of age, race, education, income or social class – can be at risk for low health literacy
  - Ethnic minority groups
  - Older adults
  - People with low socioeconomic status
  - Immigrants
  - People with chronic diseases

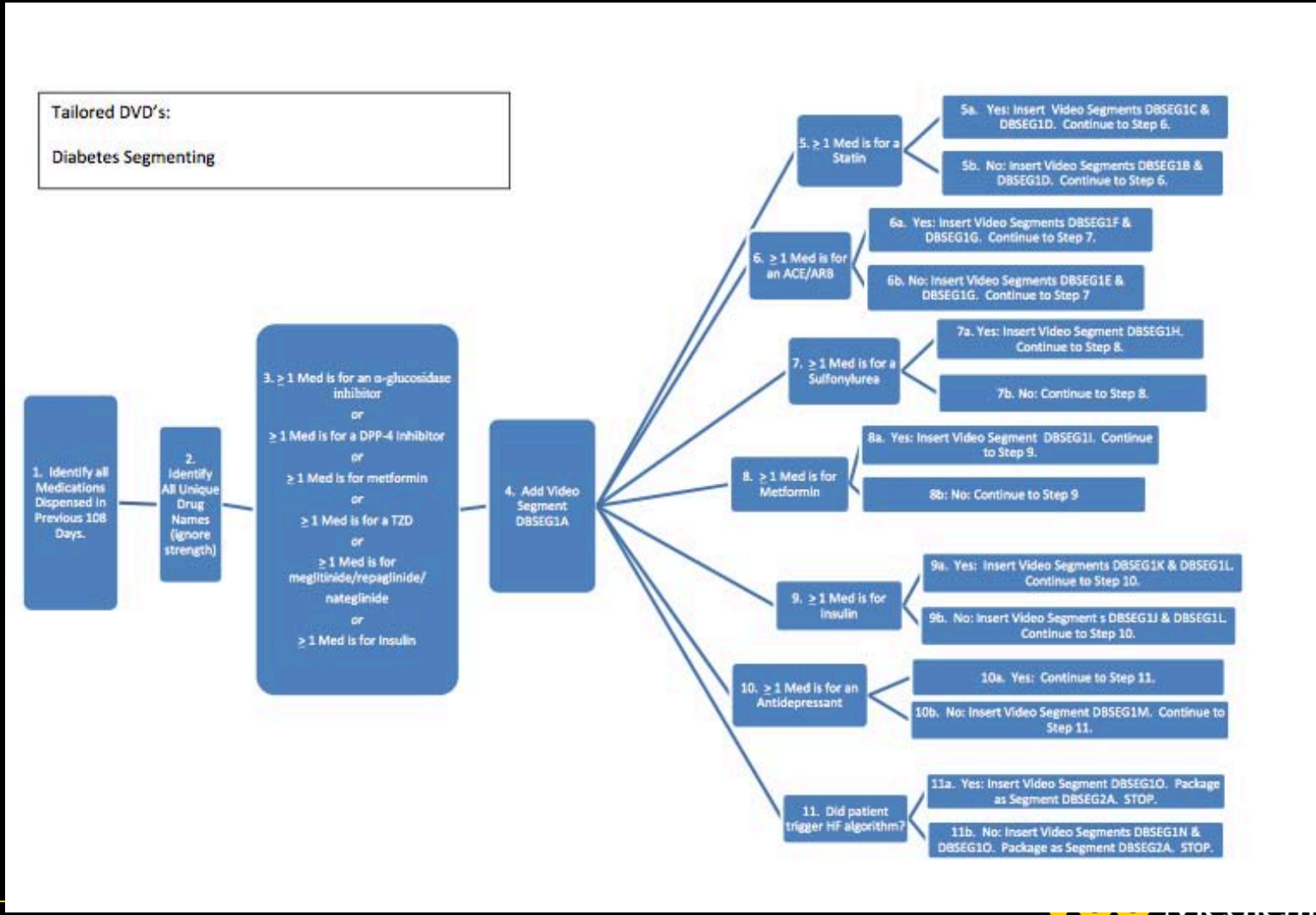
Specific Aims

- Identify medication management issues for racial/ethnic minority and low-income older adults
- Develop personalized materials in English and Spanish to improve adherence

Our Target Population

- Older adults
- Racially/ethnically diverse
- Spanish speaking
- Low income
- Low literate

Example of Algorithms to Generate DVDs

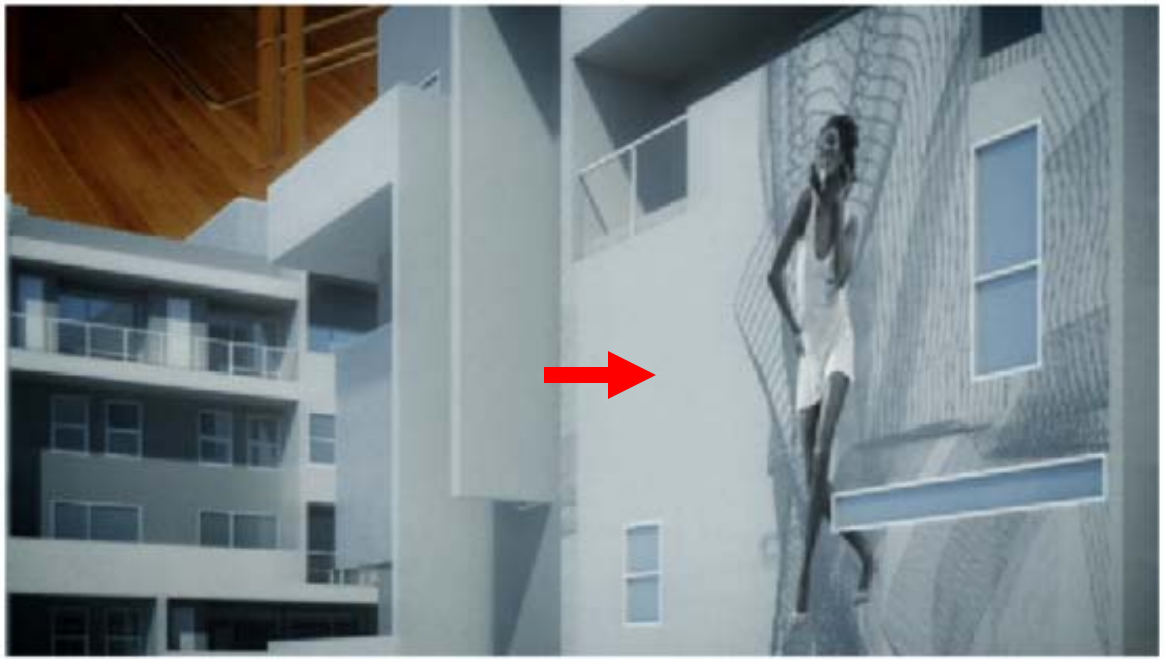


Lesson 1:

- Not all video production companies are equal
- Pick your partners wisely
- Make sure vision is consistent with the goals

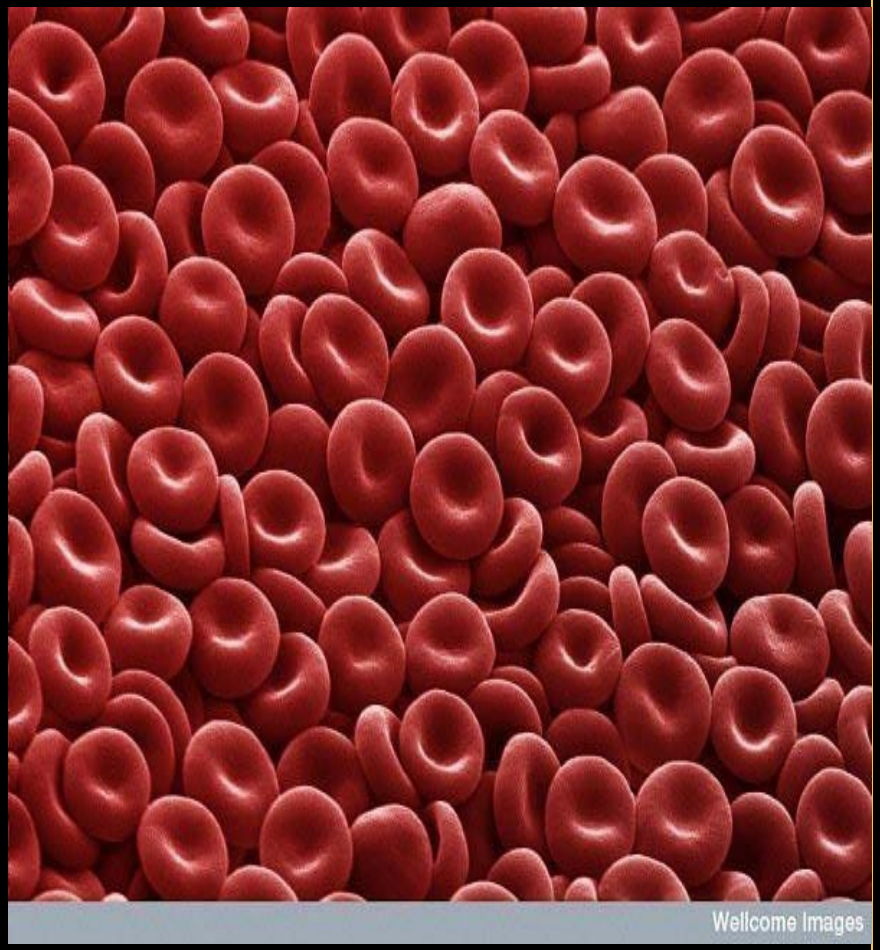
MACHINEHERO reel work contact login

- blackstone
- l5
- platinum
- virtual sets
- risd
- firstworks
- at&t
- verizon
- accenture
- cheer
- honda
- texas oil
- animal
- ocean club
- sony
- intel



Lesson 2: Use of green screens

- Background graphics
  - Keep it simple
  - Soothing color
  - No scary blood cells



Lesson 3:

- Existing materials for older adults may not actually be useful for older adults

SHARP

VIAL OF LIFE FORM SHARP HEALTHCARE 1-800-827-4277

General Information

Name: _____ Date: _____

Address: _____ Phone: _____

City, State: _____ Zip Code: _____

Date of Birth: __ __ /__ __/__ __ Gender: Male ___ Female____

Height: ____ Weight: ____ Marital Status: Single___ Married___ Widowed____ Divorced____

Health Insurance Information

Social Security No. (last 4 digits):__ __ __ __ Medicare Number: _____

Primary Insurance Company: _____ Policy Number: _____

Secondary Insurance Company: _____ Policy Number: _____

Have you filled out an Advance Directive for Health Care Form? Yes___ No___

If yes, name of health care agent: _____ Phone: _____

Have you requested a Do Not Resuscitate order? Yes__ No __ If Yes, enclose/attach.

Notify in Case of Emergency

Name: _____ Relationship: _____ Phone: _____

Name: _____ Relationship: _____ Phone: _____

Name: _____ Relationship: _____ Phone: _____

Others Living in the Home

Name: _____ Relationship: _____ Phone: _____

Name: _____ Relationship: _____ Phone: _____

Name: _____ Relationship: _____ Phone: _____

Pet Name/Type _____ Pet Sitter Name: _____ Phone: _____

Medical Information

Primary Physician: _____ Phone: _____

Secondary Physician: _____ Phone: _____

Specialty Physician: _____ Phone: _____

Location of Hospital Records: _____

Normal Blood Pressure: _____

Drug Allergies (specify): _____

Food Allergies (specify): _____

What medical problems/physical disabilities do you have? _____

_____

List past surgeries (type and date): _____

_____

SHARP

VIAL OF LIFE FORM SHARP HEALTHCARE 1-800-827-4277

Do you:

wear dentures? Yes___ No___ wear glasses? Yes___ No___

wear contacts? Yes___ No___ wear a hearing aid? Yes___ No___

use oxygen? Yes___ No___

Where do you keep your medications? _____

Current Medications (list prescription, over the counter drugs, vitamins, herbal supplements, eye drops, etc.)

Name: _____ Dosage: _____ Times: _____

Name: _____ Dosage: _____ Times: _____

Name: _____ Dosage: _____ Times: _____

Name: _____ Dosage: _____ Times: _____

Name: _____ Dosage: _____ Times: _____

Name: _____ Dosage: _____ Times: _____

Name: _____ Dosage: _____ Times: _____

Name: _____ Dosage: _____ Times: _____

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Name: _____ Dosage: _____ Times: _____

Name: _____ Dosage: _____ Times: _____

Name: _____ Dosage: _____ Times: _____

Larger spacing, larger fonts

Medicines Record Form

Your name:_____

Primary doctor: _____ Telephone:_____

Other doctor:_____ Telephone:_____

Pharmacy:_____ Telephone:_____

Health Problems: _____

Drug Allergies:_____

- List all the medicines that you take now.
- Include all prescriptions, over-the-counter medicine, vitamins, and herbal supplements.
- Remember to add new medicines.

- Carry this list of medicines with you at all times.
- Bring this list to show your doctor and pharmacist.
- Bring this list to all hospital visits and review medications upon discharge.

Medication Name	Reason for use	Dosage	Time of day	Medication form	Special Instructions

Lesson 4: Branding and Design

- Know your limitations
- Always consider the source population
- What team likes may not be what appeals to the target audience
- Get input frequently at all stages

- Start with sketches
- Get feedback early
- Get feedback frequen

Tag Lines To Work With Logo

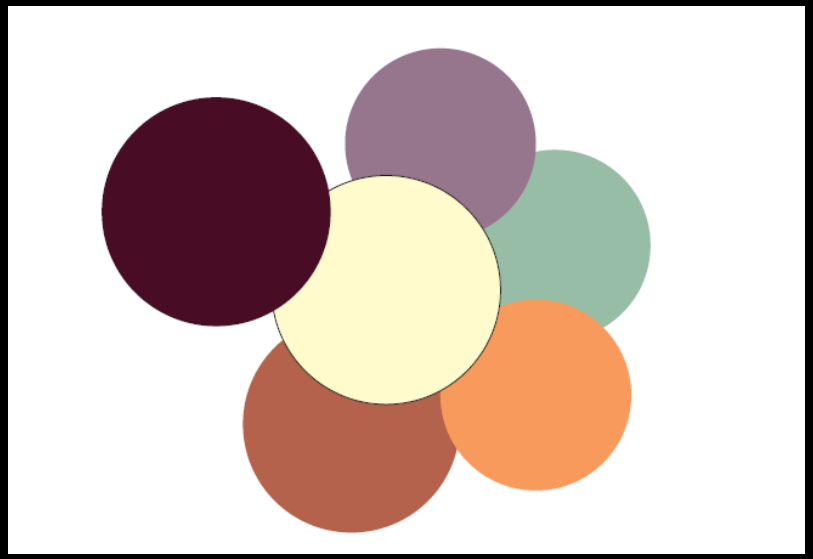
SLOGANS

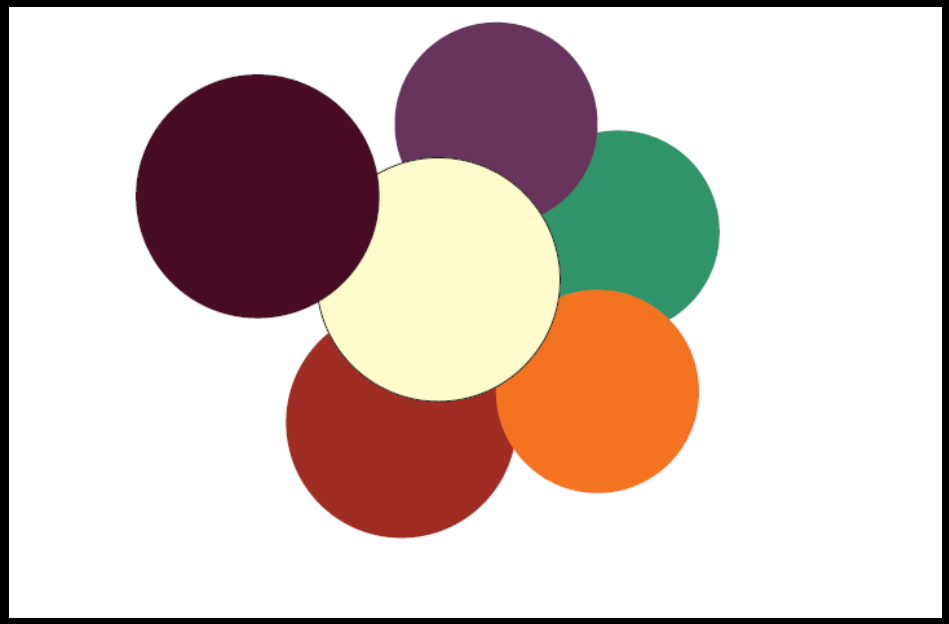
- "helping the medicine go down."
- "it's your medicine."
- "everyone needs to know."

Too corporate?

Color Contrast

Easier to read





Team preferred

It's your medicine.

Needed both logo and tag line.

iRx

It's your medicine.

1

General Tips

Lesson 5:

- Opportunities for DVD design may not be opportune for older adults
- Just because you “can” doesn’t mean you should…

Introduction

This DVD has been created primarily as a practical tool for the priest or seminarian who wishes to learn the Extraordinary Form of the Roman Rite. By means of a step-by-step pedagogical approach, it seeks both to instruct those approaching the Extraordinary Form for the first time as well as to increase the knowledge and familiarity of those who already have some experience. But we hope that, in addition to presenting the practical aspects, this DVD will prove a great spiritual resource for priests, helping them to appreciate the liturgy of the Church and to celebrate it in a reverent and worthy manner.

One may ask, "Why start with Low Mass? Wouldn't a DVD on Sung or Solemn Mass be more practical?" But as St. Thomas Aquinas advises, "One should approach difficult things by way of the easy." All the liturgical principles which govern the various ceremonies of the Extraordinary Form are present in the Low Mass. If one learns the Low Mass and learns it thoroughly, then to learn the Sung or Solemn forms of the Mass will be much less arduo
complex ceremo

We could have created DVD inserts for print materials…

The Mass which is presented on this DVD is from the Feast of the Exaltation of the Holy Cross which may be found in the *Missale Romanum* on September 14th. It provides an excellent example of the most common elements encountered when celebrating Mass in the Extraordinary Form.

Disc 1: The Mass Explained

THE MASS EXPLAINED

We recommend you start here: a complete walkthrough of the entire ceremony of Low Mass with commentary, explaining step-by-step each and every detail of the rubrics. This section is divided into twenty chapters, each focusing on a different part of the Mass. Watch it through a few times to obtain an initial familiarity with the various elements of the Mass and then begin to practice the Mass chapter by chapter. When practicing, try to gain a thorough mastery of the elements of each chapter before proceeding to the next. This will help you to attain proficiency more quickly and also ensure long-lasting retention of the material.

LITURGICAL MOVEMENT & GESTURE

An explanation of the principles which govern the movements and gestures of the priest at the altar: how to hold the hands, make the various signs of the cross, the tones of voice used, reverences of the head and body, etc. This section is divided into six chapters, each of which is further divided into subsections focusing on a particular element. The information contained in these chapters may seem overwhelming at first but repeated viewings and continued practice will soon gain the priest a thorough mastery of these elements.

VARIATIONS IN THE MASS

The most commonly encountered variations in the Mass: what to do if the priest must consecrate hosts in a ciborium during Mass; how to pu ciboria; the procedure for distributing Holy Communion during M if the Mass does not contain a Gloria or Creed; if the priest must give Sermon or Homily; and if the priest is celebrating Mass by himself or h no one to serve his Mass.

EXTRAS

1. *An Introduction by Fr. John Berg, FSSP*

A brief word to priests from the Superior General of the Priestly Fraternity of St. Peter, Fr. John Berg, regarding the purpose of this instructional DVD and the place of the liturgy in the life of the Church.

2. *On the Principles of the Liturgy by Fr. Calvin Goodwin, FSSP*

Fr. Calvin Goodwin, director of the Priest Training Program for the Prie Fraternity of St. Peter, discusses the underlying liturgical principles wh govern the Extraordinary Form and the best approach to take for pries unfamiliar with this form of the Roman Rite.

rdinal Castrillon Hoyos, president of the Pontifical Commission *Ecclesia Dei*, discusses the reasons behind the Holy Father's promulgation of the re motu proprio *Summorum Pontificum* and what the Holy Father wishes achieve in reintroducing into the liturgical life of the Church this most ancient and venerable form of the Roman Rite.

Disc 2: The Mass Demonstrated

THE MASS DEMONSTRATED

A real-time demonstration of Low Mass celebrated at the speed of a ty daily Mass. This provides the priest who has mastered all the elements **The Mass Explained** with a visual reference for ongoing practice, so he may see the continuity of all the gestures and get a better sense of flow and pacing of the Mass.

CHOOSE CAMERA ANGLE

View the real-time Mass from any of the four camera angles listed: Go Epistle, Overhead, or Nave. The camera angle may be switched at any while viewing simply by pressing the "angle" button on your DVD remo

CHAPTER LIST

Jump to a specific point in the Mass by selecting the corresponding chapter in the menu.

COMMENTARY

View **The Mass Demonstrated** with a commentary on the spiritual elements of the Mass by Fr. Calvin Goodwin, FSSP

1. General Tips

STORING YOUR MEDICINES

- Keep all of your medicines in one place unless they need to be kept in the fridge.
- Keep medicines that need to be in a fridge in a container away from food. Do not let them freeze.
- Do not keep medicines in the bathroom. The moisture and heat may make them go bad.
- Do not keep medicines near the oven or stove.
- Keep medicines out of the reach of children.
- If you live with others, store each person's medicines in a different place so they do not get mixed up. It may help to keep them on different shelves, or to use color-coded boxes and pill bottles.
- Throw away expired medicines and those you no longer take.
- If you live with others, store each person's medicines in a different place so they do not get mixed up. It may help to keep them on different shelves, or to use color-coded boxes and pill bottles.

TIPS TO HELP YOU REMEMBER TO TAKE YOUR MEDICINES

- Take your medicines a part of your usual daily routine.
- Set an alarm; take your medicines during the same daily activity (like watching a TV show); put colored sticky notes where you are sure to see them; or make notes on a calendar.
- If you take a medicine only once a week or once a month, it's helpful to mark these days on a calendar.
- Place a medicine checklist in a handy place in your house, such as the inside of a kitchen cabinet. Every time you take a dose of medicine, put a check in the box.
- Organize your daily or weekly pills with a pill box.

KEEP AN UPDATED MEDICINE LIST

- Keep an up-to-date list of your medicines with you at all times, and also include non-prescription medicines, herbals and vitamins.
- Show this list to all of your doctors because they may not know what others have prescribed for you
- Ask your doctors if you should still be taking all of the medicines on the list, and if the dosages are correct.

OTHER TIPS ABOUT MEDICINE USE

- When you get a new prescription, if you have any questions be sure to ask the pharmacist.
- Open the pill bottles while still in the store. Ask the pharmacist if the pills look different than the last time you filled this prescription.
- Tell your doctor or pharmacist about medicine side-effects that bother you. He or she can tell you how to lessen or avoid the side effects.
- Never stop taking a medicine without first talking to your doctor or pharmacist.

Proper font size required full size handouts

Lesson 6: Don’t underestimate

- Existing materials may be appropriate to address one modification need, but rarely more than that
- Direct translation may not capture cultural appropriateness

SAMPLE VITAMIN K LISTS- COMPLEX, LENGTHY

USDA National Nutrient Database for Standard Reference, Release 16

Vitamin K (phylloquinone) (mcg) Content of Selected Foods per Common Measure, sorted alphabetically

NDB_No	Description	Weight (g)	Common Measure	Content per Measure
14006	Alcoholic beverage, beer, light	354	12 fl oz	0.0
14003	Alcoholic beverage, beer, regular	355	12 fl oz	0.0
14010	Alcoholic beverage, daiquiri, prepared-from-recipe	60	2 fl oz	0.1
14037	Alcoholic beverage, distilled, all (gin, rum, vodka, whiskey) 80 proof	42	1.5 fl oz	0.0
14550	Alcoholic beverage, distilled, all (gin, rum, vodka, whiskey) 86 proof	42	1.5 fl oz	0.0
14551	Alcoholic beverage, distilled, all (gin, rum, vodka, whiskey) 90 proof	42	1.5 fl oz	0.0
14414	Alcoholic beverage, liqueur, coffee, 53 proof	52	1.5 fl oz	0.0
14017	Alcoholic beverage, pina colada, prepared-from-recipe	141	4.5 fl oz	0.1
14536	Alcoholic beverage, wine, dessert, dry	103	3.5 fl oz	0.0
14057	Alcoholic beverage, wine, dessert, sweet	103	3.5 fl oz	0.0
11001	Alfalfa seeds, sprouted, raw	33	1 cup	10.1
09016	Apple juice, canned or bottled, unsweetened, without added ascorbic acid	248	1 cup	0.0
09011	Apples, dried, sulfured, uncooked	32	5 rings	1.0
09003	Apples, raw, with skin	138	1 apple	3.0
09004	Apples, raw, without skin	110	1 cup	0.7
09020	Applesauce, canned, sweetened, without salt	255	1 cup	1.5
09019	Applesauce, canned, unsweetened, without added ascorbic acid	244	1 cup	1.5
09027	Apricots, canned, heavy syrup pack, with skin, solids and liquids	258	1 cup	5.7
09024	Apricots, canned, juice pack, with skin, solids and liquids	244	1 cup	5.4

ADAPTED VITAMIN K LIST- ABBREVIATED

Food	Serving Size	Vitamin K Content*
Asparagus, cooked	5 spears	Medium
Asparagus, frozen	5 spears	High
Avocado	1 cup	Medium
Bean sprouts, cooked	1 cup	Medium
Beet greens, cooked	1 cup	Very High
Blackberries	1 cup	Medium
Blueberries, frozen or fresh	1 cup	Medium
Broccoli, cooked or raw	1 cup	High
Brussels sprouts, cooked	1 cup	High
Brussels sprouts, frozen	1 cup	Very High
Cabbage, cooked or raw	1 cup	High
Carrots, cooked	1 cup	Medium
Cashews	1/2 cup	Medium
Celery, cooked	1 cup	High
Celery, raw	1 cup	Medium

Lesson 7: Differences Within The Spanish Language

- Considerations for higher and lower literacy apply to Spanish and English
- Overall language differences between countries a challenge
- The goal is to make materials widely accessible

Some challenges

1. farmacéutico or FARMACEUTA
   actors team

2. TOPIC: Link taking your pills to a daily event or habit

   Was originally:

   Relacione *un acontecimiento diario* o hábito con tomar sus pastillas

   Modified to:

   Relacione *una actividad diaria* o hábito con tomar sus pastillas

3. common use / accurate word
   For out of breath
   - falta de aire
     falta de aliento (breath)

Lesson 8:

- Some mnemonics used in English should not be translated to Spanish
- ABC’s of diabetes control
- Some acronyms should not be translated (INR)

Lesson 9: Spanish takes more time

- Including the same information in English and Spanish does not mean the same length of video

Video	English Run Time	Spanish Run Time
Depression	32:23	41:11
Diabetes	36:32	46:00
Heart Failure	16:23	30:22
Warfarin	14:41	24:51

Lesson 10: Use formative research approach

- We learned:
  - Readability (English and Spanish)
  - To use vignettes
  - To use testimonials
  - To use actors from different cultures
  - To include doctors in white coats
  - To reinforce participation in health care team

"We need to know, and you need to know."

Tips for Taking your Medicines in the Safest, Most Effective Way

Without a system, it's easy to forget to take a dose of your medicine, or forget important details about your medicines. Here are some general tips that we hope will be helpful to you!

1. Keep all of your medicines stored together in one place unless they need refrigeration.
2. Keep refrigerated medicines in a container away from food, and do not let them freeze.
3. Do not keep medicines in the bathroom – the moisture and heat may cause them to spoil.
4. Do not keep medicines near the oven or stove.
5. Keep medicines out of the reach of children.
6. If you live with others, store each person's medicines separately to avoid confusion. It may help to keep them on different shelves, or to use color-coded boxes and pill containers.
7. Throw away expired medicines and medicines you no longer take.
8. To help you remember to take your medicines, set an alarm reminder, take your medicines during the same daily activity (like watching a favorite TV show) or make notes on a calendar.
9. Keep an up-to-date list of your medicines with you at all times, including prescription and non-prescription medicines and herbals.
10. Show this list to all of your doctors and health care providers.

Reading Level: 8th grade

1. General Tips

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- Tell your doctor or pharmacist about medicine side-effects that bother you. He or she can tell you how to lessen or avoid the side effects.
- Never stop taking a medicine without first talking to your doctor or pharmacist.

Reading Level: 5th grade

Conclusions

- Getting it right to accommodate needs is essential
- Tailoring materials for persons belonging to multiple "at risk" groups is challenging
- One solution may introduce additional challenges
- Team work is key to covering all bases