

Design for Readability



Wisconsin Health Literacy Summit
April 8-10, 2013

Eva Anderson, Creative Director

Center for **Health Literacy** | **MAXIMUS**

Design for Readability

Clear formatting that inspires action

1. Design basics
2. Critiquing design
3. Group critique



TELL US ABOUT
YOURSELF!



DESIGN BASICS

Visual invitation

White space

Alignment

Fonts

Imagery



A visual invitation

1. **Nasal Drainage** -- Following surgery, there may be nasal packing in the nose and a small mustache g under the nose to absorb the drainage. There may be internal splints in place, as well. At first the drainage is red, but should change to pink within 24 hours. You will be instructed on how to change the dressing by ENT Department staff prior to being discharged. This dressing may need to be changed frequently for the first 24 hours. Once the packing is removed at the office several days after surgery, drainage may continue. Normally such drainage will be dark reddish brown in color or even a little yellow. Even though your surgery may seem minor, it is important to follow the instructions.
2. **Nasal Congestion** -- For the first week after surgery, swelling of the mucous membranes of your nose may cause your head to feel stuffy. Please be patient because the stuffiness will gradually go away. As the swelling subsides, the improvement in your nasal breathing should be noticeable. Once the swelling is gone, your office visit following surgery, much of the initial pressure will be relieved.
3. **Discomfort After Surgery** -- Discomfort after this type of surgery is normal and is not an actual pain. This pressure may increase somewhat during the first 24 hours due to the initial swelling and the accumulation of sinus secretions. Take, as directed, the pain reliever prescribed for you. If this does not relieve the discomfort, try adding the Pheridon. If you have only minimal relief please contact us. **DO NOT TAKE ASPIRIN or IBU** as they can increase risk of bleeding. If approved by the physician, you may take Tylenol.
4. **Medications** -- Take the medications, as directed, that have been prescribed. This may include an antibiotic to prevent infection, something for pain relief, and something to help you sleep.
5. **Nasal Irrigation/Spray** -- You were given instructions for cleaning your nose after surgery. Use of saline irrigation is an important aspect of what you can do to make recovery as quick and as easy as possible.
6. **Post Operative Visits** -- It is very important to keep all post-operative visits. Your physician will want to see you to make sure you are healing properly.



Hospital or Institute Name
Nursing Hotline: (800) 123-4567

SELF CARE TIPS FOR PEOPLE WITH SPINAL CORD INJURY & INTERMITTENT CATHING PROGRAMS (ICP)

SELF CATHING: Remember the important things:

- adequate fluids
- timely emptying of your bladder to preserve the bladder muscle
- good lubrication when cathing
- cleanliness of yourself and your equipment.

LEAVING HOME: You'll need a portable cath kit if you go out of the house. You can store a simple cath kit in any small waterproof bag. *If you have dysreflexia, carry your emergency meds with you.* Make taking along your cath kit as much of a habit of carrying as carrying money, your driver's license or credit cards when you leave home. **The kit should include these things:**

- Clean, dry catheter(s)
- Wipes for cleansing skin & hands
- Soap & water for the catheter*
- Urinal or leg bag for urine
- Lubricant
- Clean exam gloves if needed
- Dysreflexia meds & instructions as needed

If you are going to a place where cleaning your catheter will be impossible, such as camping, picnicking, traveling, etc., take extra catheters to use only once then clean them when you get home or to a suitable place for clean up. You can use a "baby wipe" *If you cannot flush your catheter with water right after cathing, do not use it again until you can clean and dry it completely. If the catheter sits with urine in it for several hours you run the risk of infecting yourself unless it is cleaned and dried before the next use. It is better not to take the chance! Make sure you have a good supply of lubricant also.

EMERGENCY CATH KIT: Keep this in your wheelchair pack. Do not rely on it unless you are caught out without your regular traveling cathing supplies. Plan ahead & leave the emergency kit for a true emergency. Keep this equipment clean & fresh. Always be prepared!

MANY BATHROOMS ARE NOT ACCESSIBLE: Check out the bathroom where ever you go. Don't wait for that moment of need to realize that you cannot get in the doorway, etc. We do not yet live in wheelchair friendly world. Think ahead. This is your new "normal" life. Make it easy on yourself.

BOWEL & BLADDER SUPPLIES AFTER DISCHARGE: At discharge you will get a prescription for the bowel & bladder supplies in the amount predicted that you will need each month. The prescription will already have been faxed or called to a supply house suggested by your insurance company. You will be sent home with a supply of catheters, gloves, water soluble lubricant and a urinal. The additional supplies will be sent to you directly from the supply house. **Read the paper work sent with the supplies for instructions about how to get your next order of supplies. They will not be sent to you each month without some sort of notification on your part.** If you find there are not enough supplies to last a month, contact the person listed at the bottom of the prescription and they will tell you what you need to do to get more supplies. If you no longer need an item, let them know that also. Sometimes there is a limit that insurance will allow such as the number of tubes of lubricant or catheters each month. If needed, inquire to find out if there is the possibility to adjust the levels. It may be possible to adjust the levels for "heavy users". Your urologist can also write a prescription for these supplies if the need arises.

BOWEL & BLADDER FUNCTION MAY CHANGE as you continue to heal & settle into your normal routine at home. Use the written information and the things you have been taught about your medicines, diet, etc. try to problem solve your solution. If the solution is not satisfactory, contact your urologist or medical doctor for their advice.

8/08

This hospital or institute includes: Uel Hospital & Health Center, Good Samaritan Hospital & Medical Center, Meridian Park Hospital, Mount Hood Medical Center, Visiting Nurse Association, Ambulatory Care Clinics and CareMark/Managed HealthCare Northwest PPO.

- Clear beginning
- Short instructions
- Meaningful headings
- Prominent contact footer
- Comfortable line length
- Wide margins



Welcome to Georgia Healthy Families

Why choose a health plan?

The way people get Medicaid and PeachCare for Kids health care services is changing. Medicaid or PeachCare for Kids members will start getting all their health services from a health plan. Each member can choose the health plan that's best for them.

What is a health plan?

A health plan has its own doctors, hospitals and other staff working together all the time.

If you belong to a health plan, you do not need to find your own doctors to get health care. The health plan doctors and other health providers will take care of you. The health plan staff is ready to help every day of the year, at any time.



Your own doctor

You can choose one doctor in the health plan to be your PCP (Primary Care Provider). Your PCP will give you checkups and see you when you are sick. Your PCP will get to know you and your health care needs.

Specialists and other health care workers

Your PCP can send you to other doctors and providers (health care workers) in the health plan when you need them.

Your PCP will also send you to a specialist if you have a special health care need.

Which health plans can you choose?

You can choose from any of the health plans that offer services where you live. Read the Health Plan Comparison Chart to find out which health plans are in your area.

Each one has doctors and hospitals that work with them, and each one must give its members the same medical services that Medicaid and PeachCare for Kids members get now.

If you have questions: please call **1-888-GA-ENROLL (1-888-423-6765)**, Monday to Friday, 7:00 am to 7:00 pm or Saturday 8:30 to 12:30. TTY: 1-877-889-4424. *The call is free.*

White space

Big:

- Margins
- Columns

Small:

- Between headlines and paragraphs
- Line spacing

Web page

No. 229

A

LIST

apart

FOR PEOPLE WHO MAKE WEBSITES

ARTICLES • TOPICS • ABOUT • CONTACT • CONTRIBUTE • FEED

DECEMBER 19, 2006

Switchy McLayout: An Adaptive Layout Technique

by MARC VAN DEN DOBBELSTEEN

Published in: Browsers, HTML and XHTML

Discuss this article » | Share this article »

CSS-based liquid layout has proven successful during the reign of 800-pixel to 1024-pixel screens, but as we use a wider range of devices to access the web, we need more powerful and flexible ways of managing layout. If we want to serve devices whose viewports range from 240 pixels to about 1680 pixels—and with resolution ranging from 72 to 150 pixels per inch—we need a new method.

What's the problem with liquid layouts?

If you create a liquid layout optimized for a maximum width of 1024 pixels—limiting maximum line-lengths for your text to maintain readability—gaps will appear on a wider screens, and your carefully balanced layout will break. On a tiny-screened PDA, your text and images will be compressed into a crowded content sandwich. No designer wants that. If vector-based layouts were technically possible on a wide range of browsers, we could use a single generic layout that looked exactly the same on all screen sizes. Since that's more fictional than feasible, we have to find another way.

So why don't we just define layout and appearance for a series of screen-width ranges, then find a way to match these layouts with the user's viewport size?

Switchy McLayout to the rescue

Switchy McLayout lets you define the dimensions, information richness, and appearance

Search ALA

GO

Include discussions

Topics

- Code
- Content
- Culture
- Design
- Mobile
- Process
- User Science

Snapshot

CSS-based liquid layout has proven successful during the reign of 800-pixel to 1024-pixel screens, but as we use a wider range of devices to access the web, we need more powerful and flexible ways of managing layout.

Powerful audio recording for Mac OS X 10.6 and 10.7 - no Batsignal required.

Ad via The Deck

JOB BOARD

National Cable and Telecommunications Association is looking for

Web page showing whitespace

No. 229

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Big



Small

This is 12 point type on single line spacing. It is not as readable as when it is spaced at 30% or more of the font size. Here is a good example to show the contrast of single and preferred line spacing. The next example is better.

Microsoft Word default
single line spacing

This is 12 point type on 17 point line spacing. The white space between the lines makes it easier for the eye to track, and decreases the tendency to jump up or down from line to line. This also means that the eye will tire less quickly.

A more readable line spacing

Poster



A program just for members of
Medicaid and PeachCare for Kids

*Choosing is
fast and easy:*



- 1 Choose a health plan for your family
- 2 Choose your own doctor
- 3 Make choices for a healthy life

Enroll today
in Georgia Families



Poster showing whitespace



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Medicaid and PeachCare for Kids

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fast and easy*



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 = Whitespace

ALIGNMENT

Flush left

Indents

Navigation aids

Chunking

Bullets and
numbered lists



Flush left ➡

Indents ➡

» Here are the steps to test your well water:

1. Choose a **certified** testing lab from the list on page 5.
2. Call and tell them which water tests you think you need. If you have never tested, consider testing for everything listed on **the schedule on page 4.**
3. The lab will supply you with bottles and directions to collect water samples. If you're not sure what to do, call the lab or us for more help. Some labs will do the sampling for you, right at your home.
4. After you collect your water samples, get them back to the lab within 24 hours.
5. Watch for results in the mail within 2 weeks. Your lab results will point out anything over the safe limit.

» If I have a problem, how will I get it fixed?

Some water quality problems are fairly quick and easy to fix. Others take longer and cost more. Call us to better understand your test results or learn how to fix a well water problem.



Contact us with questions or concerns:

Rhode Island Department of Health (401) 222-5960

University of Rhode Island Water Quality Program (401) 874-5398

Alyson McCann: alyson@uri.edu

Patrick Craft: patrick.craft@health.ri.gov

Richard Amirault: richard.amirault@health.ri.gov

Navigation aids



Before

Icons →

Centered →


Complex
indents →

Payments can be made in 3 ways!

 <p>Online - with a credit card at the ALL Kids website www.allkidsurl.org Click on the "Enrolled Families" link.</p>	 <p>By phone - with a credit card by calling ALL Kids toll-free at 1-800-123-1234. <i>se habla español</i></p>
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Note: There is a small fee per credit card transaction. When paying with a credit card, have your Contact ID # _____ ready.

Detach and return this payment slip to pay by check or money order.

 **By mail** - to address shown on top right of this invoice
DO NOT SEND CASH. Send check or money order only.

- **List your Contact ID # on your check or money order.** (Located at the bottom of this form.)
- Use the enclosed self-addressed envelope.
- Make checks and money orders out to ALL Kids.

After

Numbers →

Flush left →

Simplified
indents →

Payments can be made in 3 ways!

<p>1. Online - with a credit card at the ALL Kids website www.allkidsurl.org Click on the "Enrolled Families" link.</p>	<p>2. By phone - with a credit card by calling ALL Kids toll-free at 1-800-123-1234. <i>Se habla español.</i></p>
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Chunking



**Safe well water?
Not a sure thing.**

Test to be sure.



Had my water gone bad?

“Family members have lived on our land for generations. Never had a problem with the well water as far as I know. But times have changed. The water could have gone bad. So, I got it tested to find out. Hated to spend the money, but it gave me peace of mind.”

We're protecting our family.

“We're new to having a well and didn't know if the water was safe to drink. So, we drank bottled water. But, it made more sense and cost less to get the water tested. Now we know the water is safe. This protects our health and property value.”



Make sure your well water is safe. Learn how. »

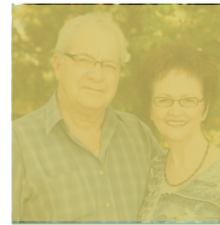


THE
UNIVERSITY
OF RHODE ISLAND



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THE
UNIVERSITY
OF RHODE ISLAND

Bullets

- 5-7 bullets
- Extra space between bullets
- Concise yet clear headings

Are you uninsured with a pre-existing medical condition?
There is a new health insurance plan for you.



Apply for California's Pre-Existing Condition Insurance Plan (PCIP)

It's easy to apply!

- Call **1-877-428-5060** to ask for an application
- Talk to an insurance agent or broker who can help you fill it out, or
- Visit **www.pcip.ca.gov**

Some benefits include:

- No annual or lifetime benefit maximum
- In-network: \$1500 annual deductible and \$2500 annual maximum copayment
- Doctor visits
- Preventive care services
- Prescription drugs
- Mental health services
- Labs and x-rays
- Hospital services
- Pregnancy care
- Durable medical equipment
- And more...



For complete benefits, costs and eligibility criteria, visit **www.pcip.ca.gov** or call us at **1-877-428-5060**.

See the other side for more information →

FONTS

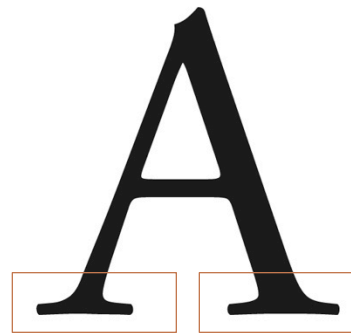


Styles and sizes

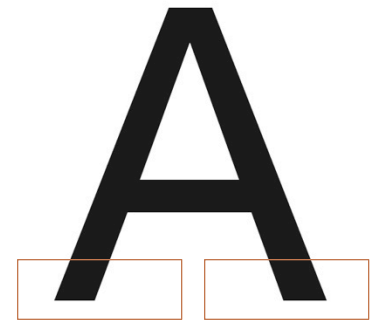
Contrast

Consistent use

Styles: serif
or sans serif?



Serif



Sans serif

- Use two fonts at most
- Limit font sizes to two or three

Children's immunizations (shots)

Most doctors recommend certain shots at certain ages.

Birth	■ Hepatitis B (Hep B)
1 – 2 months	■ Hepatitis B (Hep B)
2 months	■ Diphtheria, Tetanus and Acellular Pertussis (DTaP) ■ Polio (IPV) ■ Haemophilus influenzae type b (Hib) ■ Pneumococcal conjugate vaccine (PCV)
4 months	■ Diphtheria, Tetanus and Acellular Pertussis (DTaP) ■ Polio (IPV) ■ Haemophilus influenzae type b (Hib) ■ Pneumococcal conjugate vaccine (PCV)
6 months	■ Diphtheria, Tetanus and Acellular Pertussis (DTaP)

Contrast

Tell us about the member you want to disenroll.

Member name *(first and last)*:

Date of birth:

Medicaid ID (CIN):

Address:

City:

State:

ZIP code:

Tell us why you want to disenroll the member from your Plan. (put an X in the box next to the reason). You may need to give us more information for some of the reasons.

☐ **Member died**

Date of member's death: _____

☐ **Member has misused Medicaid card (fraud or abuse)**

Include a letter telling us about the fraud and the date the member was referred to the Medicaid Program Integrity's Fraud Hotline.

☐ **Member has shown a pattern of disruptive, unruly, abusive, or uncooperative behavior (not related to a mental disability).**

Include a letter detailing these incidents, including date and location, and telling us what you have done to try to correct the member's behavior.

CHAPTER TITLE

This is the headline

This is the sub-head

This is the body text

- This is the bulleted text

This is caption text

Font size and contrast

Changes in font style, weight, size, color and spacing will give the layout contrast. Contrast helps you keep the content organized and easy to read, and keeps the key messages up front, not buried. The best font size for text:

- is usually 12 points,
- but sometimes an 11 point font can be used successfully, too, depending on the font design.

All caps

May use:

FOR TITLES OR HEADINGS

Do not use:

IF MORE THAN A FEW WORDS.
IT LOOKS LIKE SHOUTING. ALSO,
LETTERS THAT ARE ALL CAPS
ARE LESS DISTINCT THAN LETTERS
IN LOWER CASE, SO IT'S HARDER
TO READ.

Letters that are all lower case
are more distinct than letters in all
caps case, so it's easier to read.

Comic Sans is considered friendly, but it's childlike, not a professional-looking design, and talks down to your low literacy audience

Calliope is a good handwritten font choice, and looks professionally designed

Let the Easter bunny keep this font

IMAGERY

Relating to the subject

Tell the story quickly

Culturally appropriate



- Real life events
- People
- Emotions
- Culturally appropriate



Medical Home

Your doctor's office or the clinic where your family goes for health care.

Why you need a Medical Home:

- Your doctor or primary provider gets to know you and your health care needs.
- Your family's medical records are in one place.
- Your medical insurance is accepted.
- Your provider can help you find specialists.
- You can get information about other resources in your community.
- You can call anytime for care or advice, even at night or on weekends.
- You can get treatment for common medical problems instead of going to the Emergency Room, when the problem is not an emergency.

Building healthy families

Your Medical Home helps you keep your children healthy.

- They keep careful records of your child's shots, checkups and other special needs.
- They give you tips about how to take the best possible care of your growing child.
- They help you learn how to discuss difficult things with your teenager, and help you teach your teen how to become a healthy adult.

Your Medical Home

is your doctor's office or the clinic where your family goes for health care.



Find a Medical Home for your family now!

Call **1-877-2LaCHIP** or **1-877-252-2447**. You can call Monday through Friday 7:30 a.m. to 5:30 p.m. The call is free. You can also visit our website at www.lachip.org.



- High quality
- Good contrast, but not dark
- Not fuzzy or pixelated
- Never ever distorted!



300 ppi at 100%



100 ppi at 300%



Never distorted to
fit a space!!!

DESIGN BASICS

Visual invitation

White space

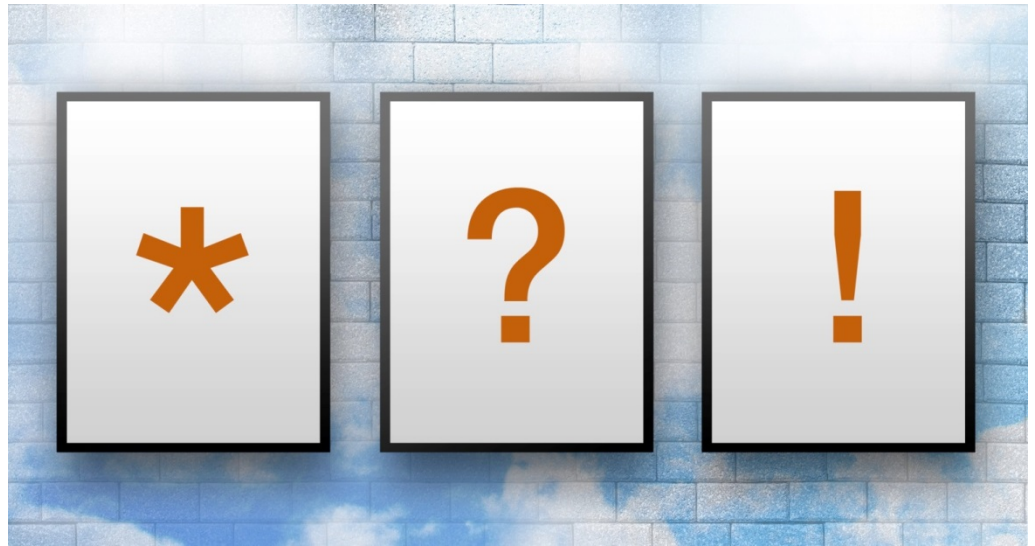
Alignment

Fonts

Imagery



CRITIQUING DESIGN



GROUP CRITIQUE



Keep Your Child Healthy



Make and keep checkups to keep your child healthy.

Call 1-800-259-4444 for help scheduling your child's KIDMED appointment.



Health problems may be hidden. Some problems can lead to permanent disability if left untreated.

The earlier health problems are found, the easier it is to correct them or stop them.

The KIDMED program will start your child on a healthy life by providing:

- Complete physical exams
- Dental exams
- Vision and hearing checkups
- Immunizations (shots)
- Blood and urine tests
- Sickle cell anemia tests
- Health education

1-800-259-4444



State Initiatives Supporting Healthier Food Retail: An Overview of the National Landscape

In recent years, leading public health authorities have recommended improving the retail food environment to make healthier foods more accessible among underserved populations. This is one among a portfolio of strategies that can support individuals and families in improving diet and may lead to preventing or reducing obesity.^{1,2} To implement this strategy, some states have enacted legislation to attract full-service grocery stores and supermarkets to underserved communities and to improve the quality of the foods that are sold at small corner stores (collectively referred to as “healthier food retail legislation” in this document). In addition to the health benefits of such initiatives, communities may realize economic benefits as well, including job creation and community-wide revitalization.³ Food retail outlets, such as grocery stores and supermarkets, can serve as “anchors” to other types of commercial development and may increase retail activity, employment rates, and property values in surrounding neighborhoods.⁴

This document provides public health practitioners, their partners, and policy makers with useful information about the rationale for and characteristics of healthier food retail legislation enacted in the last decade. Action steps that public health practitioners can use to support Healthier Food Retail (HFR) initiatives in their state are provided, as well as legislative data and other resources.



Rationale for Healthier Food Retail Access

Research suggests that people living near full-service grocery stores tend to have healthier diets, including higher intakes of fruits and vegetables^{5,7} and lower levels of obesity.^{5,8} However, residents living in low income, rural, and minority communities often have poor access to supermarkets and other types of vendors selling healthier foods.^{9,10} For residents in these areas, convenience stores and other small grocery or corner stores may be more common than supermarkets.^{9,11,12} These stores generally stock little or no produce^{13,14} because of limited space or equipment, and they may charge more for the healthier foods that are available.^{10,15-17} This lack of access to healthier foods may make it more difficult for neighborhood residents to maintain a nutritious diet that supports normal weight and optimal health.



National Healthy Food Financing Initiative

Interest in healthier food retail has extended beyond states to the national level. With bipartisan support, a resolution supporting a national fresh food financing initiative was introduced into the House of Representatives in December 2009. In his 2011 and 2012 budget proposals, President Obama proposed funding for a Healthy Food Financing Initiative (HFFI) that aims to increase access to healthier foods in underserved communities. Bipartisan legislation for HFFI was introduced in both the House of Representatives and the Senate in November 2010.

The United States Departments of Agriculture (USDA), Health and Human Services, and Treasury are collaboratively working to address limited access to healthier foods through various grant opportunities and other resources. See “Creating Access to Healthy Affordable Food” at <http://apps.ams.usda.gov/fooddeserts/> for more information.

HEALTHY KIDS



Do you need health insurance
for you or your children?



Apply now on the Internet!
www.healthcare4mi.com

Find out fast if you
are qualified...
in 30 minutes or less!



How can you find out if you or your children qualify for Healthy Kids?

1 Apply online in less than 30 minutes at www.healthcare4mi.com

- Fill out the online application
- Submit the application online
- Print a letter that tells you who qualifies

or

2 Fill out a paper application (you will get a letter telling you who qualifies within 45 calendar days)

- Call 1-888-988-6300 and ask for an application, or
- Go to www.michigan.gov/mdch and print an application

HEALTHY KIDS



If you are under age 19, or pregnant

you may be able to get health and dental services for you and your children through **Healthy Kids**. To qualify, you or your children must:

- Be under age 19, or pregnant
- Have a Social Security Number (or have applied for one)
- Live in Michigan, even for a short time
- Be a U.S. citizen or a qualified immigrant
- Meet monthly family income limits

How much does Healthy Kids cost?

Healthy Kids is free except for small co-pays for some services if you are age 21 or older.

What services does Healthy Kids provide?

- | | |
|--------------------------------------|--------------------------------------|
| ■ Ambulance | ■ Medical supplies |
| ■ Dental services | ■ Medicine |
| ■ Doctor visits and health check-ups | ■ Mental health services |
| ■ Family planning | ■ Physical therapy |
| ■ Hearing and speech therapy | ■ Prenatal care and support services |
| ■ Hospital care | ■ Substance abuse services |
| ■ Immunizations (shots) | ■ Surgery |
| ■ Lab and x-ray tests | ■ Vision care |
| | ■ Well-child visits |

Go to www.healthcare4mi.com and find out if you qualify in less than 30 minutes!





Thank you!