Design for Readability

Wisconsin Health Literacy Summit
April 8-10, 2013

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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
1. **Nasal Drainage** -- Following surgery, there may be nasal packing in the nose and a small mustache-like dressing under the nose to absorb the drainage. There may be internal splints in place, as well. At first the drainage may be dark red, but should change to pink within 24 hours. You will be instructed on how to change the dressing by Hospital or Clinic staff prior to being discharged. This dressing may need to be changed frequently for the first few weeks. 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, a light yellow fluid may be noticed in the first few weeks. Please be patient because the stuffiness will gradually improve and the improvement in your nasal breathing should be noticeable. Once the packing is removed, the pressure will be relieved and the swelling will subside. The mucous membranes will become less congested and the pressure will be relieved. If you are still experiencing discomfort or pain, call your office visit following surgery, much of the initial pressure will be relieved by the initial swelling and the accumulation of sinus secretions. Take, as directed, the prescribed medication for pain relief and congested nasal passages. If this does not relieve the discomfort, try adding the Pherazone, keep taking the prescribed mediation. DO NOT TAKE ASPIRIN or IBUPROFEN or any other analgesic for 72 hours post surgery. If pain is still not relieved, contact your physician. We do not recommend that you use over-the-counter medication. DO NOT SMOK OR RISK BLEEDING.

2. **Nasal Congestion** -- For the first week after surgery, swelling of the mucous membranes of your nose may make it feel stuffy. Please be patient because the stuffiness will gradually improve and the improvement in your nasal breathing should be noticeable. Once the packing is removed, the swelling will subside. The mucous membranes will become less congested and the pressure will be relieved. If you are still experiencing discomfort or pain, call your office visit following surgery, much of the initial pressure will be relieved by the initial swelling and the accumulation of sinus secretions. Take, as directed, the prescribed medication for pain relief and congested nasal passages. If this does not relieve the discomfort, try adding the Pherazone, keep taking the prescribed medication. DO NOT TAKE ASPIRIN or IBUPROFEN or any other analgesic for 72 hours post surgery. If pain is still not relieved, contact your physician. We do not recommend that you use over-the-counter medication.

3. **Discomfort After Surgery** -- Discomfort after this type of surgery will be very minimal, but if necessary, you may take a mild non-steroidal anti-inflammatory medication light nighttime. Gentle saline irrigations may also be helpful. 

4. **Medications** -- Take the medications, as directed, that have been prescribed by your physician. DO NOT STOP taking these medications without first consulting your doctor. DO NOT take any over-the-counter medications without first consulting your physician. 

5. **Nasal Irrigation** -- You were given instructions for cleaning the cavity of the nasal passages post-surgery. This technique is very important to prevent infection, as well as to keep the surgical site clean. Do not use a forceful stream of water, but rather use a gentle stream and allow the water to slowly flow out.

6. **Post Operative Visits** -- It is very important to keep all post-operative visits.
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
CSS-based liquid layout has proven successful during the reign of 800-pixel to 1024-pixel-sized 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 680 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 screen, 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 frictional 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 of your liquid layout in a way that allows you to control exactly how your site appears on different devices.
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.

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.

Microsoft Word default single line spacing

A more readable line spacing
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

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= Whitespace
ALIGNMENT

- Flush left
- Indents
- Navigation aids
- Chunking
- Bullets and numbered lists
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
**Before**

- **Icons**
- **Centered**
- **Complex indents**

**After**

- **Numbers**
- **Flush left**
- **Simplified indents**

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**Payments can be made in 3 ways!**

1. **Online** - with a credit card at the ALL Kids website [www.allkidsurl.org](http://www.allkidsurl.org)
   Click on the “Enrolled Families” link.

   **Note:** There is a small fee per credit card transaction. When paying with a credit card, have your Contact ID # ready.

2. **By phone** - with a credit card by calling ALL Kids toll-free at 1-800-123-1234.

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

   - **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.

3. **By mail** - fill out this form and send it to the 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.
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
Bullets

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

- Styles and sizes
- Contrast
- Consistent use
Styles: serif or 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.

<table>
<thead>
<tr>
<th>Age</th>
<th>Shots</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birth</td>
<td>Hepatitis B (Hep B)</td>
</tr>
<tr>
<td>1 – 2 months</td>
<td>Hepatitis B (Hep B)</td>
</tr>
<tr>
<td>2 months</td>
<td>Diphtheria, Tetanus and Acellular Pertussis (DTaP)</td>
</tr>
<tr>
<td></td>
<td>Polio (IPV)</td>
</tr>
<tr>
<td></td>
<td>Haemophilus influenzae type b (Hib)</td>
</tr>
<tr>
<td></td>
<td>Pneumococcal conjugate vaccine (PCV)</td>
</tr>
<tr>
<td>4 months</td>
<td>Diphtheria, Tetanus and Acellular Pertussis (DTaP)</td>
</tr>
<tr>
<td></td>
<td>Polio (IPV)</td>
</tr>
<tr>
<td></td>
<td>Haemophilus influenzae type b (Hib)</td>
</tr>
<tr>
<td></td>
<td>Pneumococcal conjugate vaccine (PCV)</td>
</tr>
<tr>
<td>6 months</td>
<td>Diphtheria, Tetanus and Acellular Pertussis (DTaP)</td>
</tr>
</tbody>
</table>
**Tell us about the member you want to disenroll.**

<table>
<thead>
<tr>
<th>Member name <em>(first and last):</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of birth:</td>
</tr>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>City:</td>
</tr>
</tbody>
</table>

**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.
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.

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

This document provides public health practitioners, their partners, and policymakers 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 and lower levels of obesity. However, residents living in low income, rural, and minority communities often have poor access to supermarkets and other types of vendors selling healthier foods. For residents in these areas, convenience stores and other small grocery or corner stores may be more common than supermarkets. These stores generally stock little or no produce because of limited space or equipment, and they may charge more for the healthier foods that are available. 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

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

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.

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

What services does Healthy Kids provide?

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