

Background

APCP Wales conducted a survey, the relevant objective of this survey was to “develop standardised therapy information leaflets to assist in the informed consent process”

Aims

- Review available guidance literature on the production of information leaflets
- Create a template from the guidance literature
- Assess how successful the chosen leaflets are by emulating the reader’s experience
- Create a guidance tool for paediatric physiotherapists

Method

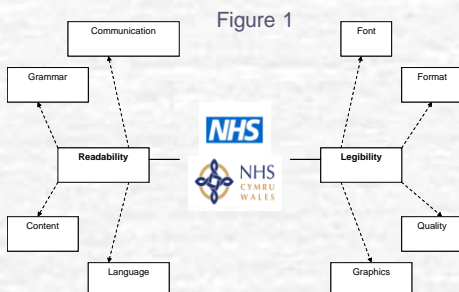
A qualitative research approach was chosen because it seeks to understand phenomena in a way that preserves its context, and is concerned with the process of creation and identifying value in a text.

3 stages of documentary analysis were employed to assess the leaflets

1. Interpretation
2. Readability Formulae calculations
3. Functional thematic analysis

Stage 1 - Interpretation

- Forty leaflets were collected, and 7 leaflets were chosen by typical case sampling.
- Four key documents from the NHS and the Plain English Campaign were identified from the literature review.
- An interpretive approach using emergent thematic analysis identified themes within the guidance literature (Figure 1).
- Themes used to construct a summary of guidance tool of all key

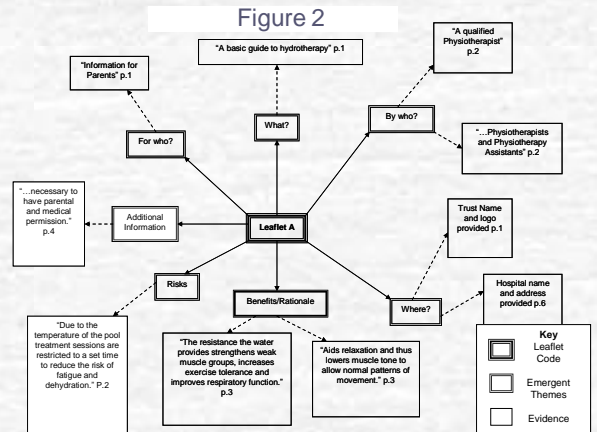


Stage 2 – Readability Formulae

The SMOG readability formula was chosen from the many existing readability formulae, because it is valid, reliable and can be applied to short pieces of text. It provides a grade level, which implies 100% comprehension of the text.

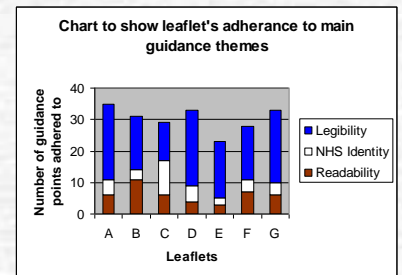
Stage 3 – Functional Analysis

Emergent thematic analysis was used to identify the functional themes of each leaflet. Figure 2 is a diagrammatic representation of the themes that arose in one leaflet.



Results

Stage 1



Stage 2

A – 18 B – 14 C – 14 D – 20 E – 16 F – 18 G - 15

Stage 3

Theme	A	B	C	D	E	F	G
What?	☑	☑	☑	☑	☑	☑	☑
By Who?	☑	☑	☑	☑	☑	☑	☑
Where?	☑	☑	☑	☑	☑	☑	☑
Benefits/Rationale	☑	☑	☑	☑	☑	☑	☑
Risks	☑	☑	☑	☑	☑	☑	☑
For Who?	☑	☑	☑	☑	☑	☑	☑
Additional Information	☑	☑					
Aims			☑	☑	☑	☑	
With Who?			☑				
How?			☑	☑			☑
Pathology			☑	☑			☑
Contraindications					☑		
Signs and Symptoms						☑	

Conclusions

- The majority of leaflets adhered to the themes relating to legibility, but readability and the identity of the NHS was less well observed.
- All leaflets were written using an excessively high level of language.
- Children were never addressed directly by the leaflets.
- Complex and diverse guidance sources maybe contributing to unsuccessful leaflet production.

Acknowledgements

Many thanks to the members of APCP Wales and other paediatric physiotherapists working in Wales who contributed to this research study

References

Chapman J. A. and Langridge J. (1997)
Physiotherapy Health Education Literature
Physiotherapy 83(8): 406-412

Bastable S. B. (2006)
Overview of Education in Health Care
In: Bastable B.S. (ed)
Essentials of Patient Education
Massachusetts: Jones and Bartlett Publishers p. 3-18

Department of Health (2000)
The NHS Plan: A Plan for Investment, A Plan for Reform [online]. London: Stationary Office
Available from: www.dh.gov.uk/publicationsandstatistics/publications [Accessed 15 Apr 2005]

Department of Health (2003a)
Toolkit for Producing Patient Information [online]. London: DH Publications
Available from:
<http://www.nhsidentity.nhs.uk/patientinformationtoolkit/patientinfotoolkit.pdf>
[Accessed 15 Apr 2005]

Plain English Campaign (2001)
The Plain English Guide to Design and Layout [online]. London: Plain English Campaign
Available from: <http://www.plainenglish.co.uk/design.pdf> [Accessed 15 April 2005]

Plain English Campaign (2001)
How to Write Medical Information in Plain English [online]. London: Plain English Campaign
Available from: <http://www.plainenglish.co.uk/medicalguide.pdf> [Accessed 15 April 2005]

Welsh Assembly Government (2003)
NHS Wales Identity Guidelines [online]. Cardiff: WAG
Available from: <http://www.wales.nhs.uk/documents/nhs-guidelines-e.pdf> [Accessed on 20 Sep 2005]

Contact Details

Jessica Froud, Physiotherapist, St Woolos Hospital, Stow Hill, Newport, Gwent NP20 4SZ
E-mail: jessicadances@hotmail.com

Geraldine Hastings, Lecturer, Department of Physiotherapy, School of Healthcare Studies,
Ty Dewi Sant, Heath Park, Cardiff CF14 4XN
E-mail: hastingsgm@cf.ac.uk