

Title: Validating Pharmaceutical Pictograms for Hong Kong Elderly, Carer and Urdu Speaking Ethnic Minority

Author : Au Yan Ting Albert

Background

Hong Kong medication labels are regulated to show comprehensive information. However, the layout of the label is not patient centric: The fonts too small for the elderly. The information is too wordy. The instructions are too complicated and not inclusive for patients with limited literacy skills and languages proficiency.

We have developed a set of cultural sensitive drug icons (www.drugicon.cc) with education kit (pillbox, stickers, leaflets and videos) in creative commons license to facilitate a wider adoption and co-creation in academic and commercial use.

Methods

To validate our design and approach, we firstly focus on elderly (1,500), carers (1,000) and Urdu Speaking Ethnic Minority (500). Through partnering with 12 Community Care NGOs, we distributed 3,000 sets trial educational kit with training through online / offline workshop, pharmacies, home care / visit.

We conducted 2-level of study from June to October 2021. With online survey, we test the understanding of the pictogram design. With the Pre and Post Analysis through the community nurse visits and medication review sessions by pharmacists, we validate the effectiveness of the pictogram and education kit in helping the medication awareness / usage over 2 months of usage.

Results

Although the study is still in progress, we have identified some preliminary findings: All providers recognize the education kit with videos to be very helpful in their service delivery as it helps open the dialogue with patients and conduct the education.in medication usage.

Ethnic minority users are engaged as they find the tool very considerate to them and it helps raise their awareness and understanding of medication usage.

In addition, statistically, we find the higher the age, the lower understanding, and no difference in understanding between healthcare professional and general users with the score of 66/100 and 64/100.

Conclusion

With the well-received preliminary findings, we are working on the qualitative data to enhance the pictograms for better communication and to expand our language sets to cover Indonesian Bahasa and Nepali in late 2021.