





# Play Safe!

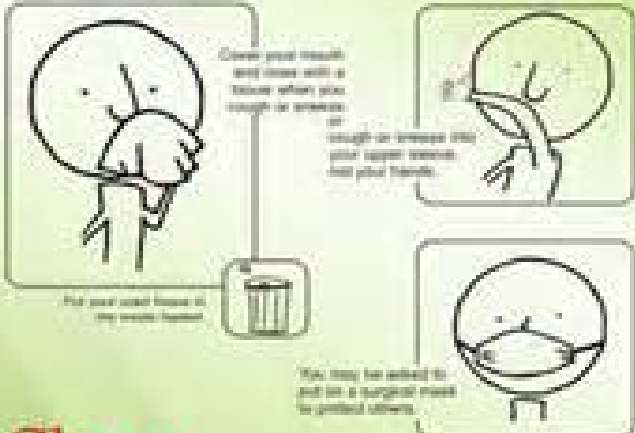
**Breathe Easy**  
Limit your child's outdoor activities when the air quality is poor. Check your local TV, radio, or newspaper for local air quality reports.

**Fish is good for children, but...**  
...some fish are higher in mercury. Children less than 15 yrs of age should not eat any fish high in mercury — such as swordfish, tilefish, shark, mackerel (king) or canned albacore "solid white"

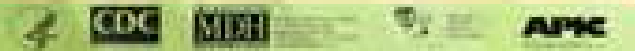
Stop the spread of germs that make you and others sick!



# Cover your Cough & Sneeze



**Clean your Hands**  
with soap and water



## DENTAL INJURY

guideline to handle

If a permanent tooth is knocked out, it could be put back. If a baby tooth is knocked out, it should not be put back. It will harm the underlying permanent tooth.

It is difficult to distinguish between a baby tooth and a permanent tooth. From around aged 5 – 12, children start to have 1 to all 28 permanent teeth. But some teenagers still retain 1 to more baby teeth after 12.

Therefore, make it simple and easy to remember, just deal with them with the same following methods, and let the dentists to treat them. You can help a lot!

**In case of dental injury, you should:**

1. Keep calm and handle carefully
2. In case of bleeding, bit on a gauze or cotton roll to stop it.
3. Follow the different situations below
4. Consult a dental immediately.

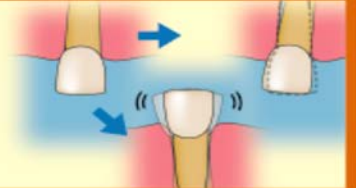
### Tooth Fracture



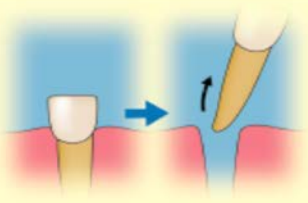
- Look for the fractured piece, you may not distinguish a fractured part of a tooth from a whole tooth, hold the crown, do not touch the root.
- Put it in a container with **physiological saline (from pharmacy)**, cold milk, patient's saliva at once to keep it moist and alive. Do not use other liquids. Go to dentist immediately.

### Mobile or displaced tooth:

- if you have learnt it and still feel confident, put it back to the original position of a calm patient.
- if you are not sure, do not try to move the tooth, only ask the patient to close the mouth and bring the teeth together carefully and slowly, the tooth will get back to it's natural position when the position is not too bad. If it is interfered and seems not return to the original position, stop it! Then go to the dentist immediately.



### Tooth knocked out:



- Look for the tooth and hold the crown only, do not touch the root.
- If you have learnt the correct procedures before and still feel confident, plug the sink, rinse the tooth in tap water for 10 seconds and put back to the socket.
- Otherwise, do not clean the tooth even it is dirty! Put it in a container with **physiological saline (from pharmacy)**, cold milk or in patient's saliva. Keep it moist and alive. Do not use other liquids. Then go to the dentist immediately.



# Acknowledgements

- **We thank promotoras at New Mexico Border Health Office for their help.**
- **Financial disclosure:**
  - **Research reported in this presentation was supported by grant funding from New Mexico State University College of Health and Social Services.**

# Objectives

**Participants will be able to:**

- **Identify methods to develop health posters reaching children and adults**
- **Discuss pre-testing multi-cultural health promotion posters**

# AMA Principles of Medical Ethics (2001)

## **Preamble:**

The medical profession has long subscribed to... standards of conduct which define the essentials of honorable behavior for the physician.

## **I. A physician shall be dedicated to providing competent medical care, with compassion and respect for human dignity and rights.**

- II. A physician shall uphold the standards of professionalism, be honest in all professional interactions, and strive to report physicians deficient in character or competence, or engaging in fraud or deception, to appropriate entities.
- III. A physician shall respect the law and also recognize a responsibility to seek changes in those requirements which are contrary to the best interests of the patient.
- IV. A physician shall respect the rights of patients, colleagues, and other health professionals, and shall safeguard patient confidences and privacy within the constraints of the law.
- V. A physician shall continue to study, apply, and advance scientific knowledge, maintain a commitment to medical education, make relevant information available to patients, colleagues, and the public, obtain consultation, and use the talents of other health professionals when indicated.
- VI. A physician shall, in the provision of appropriate patient care, except in emergencies, be free to choose whom to serve, with whom to associate, and the environment in which to provide medical care.
- VII. A physician shall recognize a responsibility to participate in activities contributing to the improvement of the community and the betterment of public health.
- VIII. A physician shall, while caring for a patient, regard responsibility to the patient as paramount.
- IX. A physician shall support access to medical care for all people.

The Principles of Medical Ethics constitute the Preamble to the much longer *Code of Medical Ethics*.

Adopted June 1957; revised June 1980; revised June 2001.

1.- Toda persona tiene, en principio, derecho a la protección de su salud. Los habitantes de la República Mexicana y los mexicanos que habiten en el extranjero deben gozar de este mismo derecho. El personal de salud está obligado a buscar los medios para que se cumplan los deberes de equidad y justicia, paradigma prioritario de la Bioética.

2.- Las acciones de atención a la salud proporcionadas por el personal profesional y técnico deben ser aplicadas en beneficio de la población en un marco científico y humanitario.

**3.- El personal de salud debe atender a todos los que demanden sus servicios sin distinción de edad, sexo, nacionalidad, religión, ideología política, posición socio-económica; sin escatimar tiempo, ni espacio, respetando siempre la dignidad y derechos humanos.**

4.- El personal de salud tiene el compromiso de salvaguardar el prestigio de la profesiones que participen en las actividades de la atención médica, con atributos de honradez, capacidad y eficiencia.

**5.- Es necesario afirmar que el respeto a la dignidad humana se basa en el principio fundamental de que los seres humanos poseen igual valor.**

# Perspectives - world view

**The World—**

**Is it like this?**



**Or,  
like this?**





# WORLD VIEW PERSPECTIVES

## Categories of Living and Nonliving Things

Organize the following terms into a few basic groups, which make sense to you:

tree	dog	woman	hell	lion
man	ant	God	virus	demons
bush	girl	rock	cow	flower
insect	angel	bacteria	Mickey Mouse	fly

[From Paul G. Hiebert: *Anthropological Insights for Missionaries* (1985), p. 148]

# WORLD VIEW PERSPECTIVES

## Categories of Living and Nonliving Things

Organize the following terms into a few basic groups, which make sense to your patients (children/Parents):

tree	dog	woman	hell	lion
man	ant	God	virus	demons
bush	girl	rock	cow	flower
insect	angel	bacteria	Mickey Mouse	fly

[Adapted from Paul G. Hiebert: *Anthropological Insights for Missionaries* (1985), p. 148]



Mickey Mouse and his dog Pluto  
(cartoon characters)

# PERSPECTIVES—Categories of Living and Nonliving Things, cont.

## Categories commonly used by North Americans:

**Supernatural Beings & “Places”**  
*God, angels, demons, hell, heaven*

**Human Beings**  
*woman, man, girl*

**Animals**  
*lion, dog, cow*

**Plants**  
*tree, bush, flower*

**Insects**  
*fly, ant, bug*

**Germs**  
*bacteria, virus*

**Inanimate Objects**  
*Stones, sand, water*

# Categories used by the Telugu-speaking peoples of southern India

Brahman (*the ultimate cosmic force*)

---

Maya (*transient world of illusions*)

gods (330million+ *devas, parameshwara, etc.*)

-----

angels

-----

demons (*rakshasas, apsaras, etc.*)

-----

humans (high caste, followed by the middle caste and low caste)

-----

animals (cows, snakes, monkeys, followed by elephants, lions, then dogs, etc.)

-----

plants

-----

inanimate objects

[Adapted from Hiebert: *Anthropological Insights for Missionaries*]

# Visitors to a Jewelry Store in Yavatmal, India



# Healthcare Ethics Based on “the Fundamental Principle that Human Beings Possess Equal Worth”

**“[E]l respeto a la dignidad humana se basa en el principio fundamental de que los seres humanos poseen igual valor.”**



# **Introduction.**

## **Pediatric patients do care for health materials in office or waiting rooms**

- **Preferences of boys (127) & girls (85) ages 6-11 to improve their dental waiting experience and reduce their preoperative anxiety include:**
  - **Play area, oral hygiene posters, aquarium, TV, plants, etc.**

**(Panda, et al., 2015)**



# Physicians' views about health materials in waiting rooms

- **Family physicians' perceptions of health education materials in waiting room were positive**
  - **78% of waiting rooms displayed posters**
  - **Information not matched with consults**
  - **67% patients discussed prevention after reading document (brochure or poster) in waiting room (Gignon, et al., 2012)**

**Poster topics --- Vaccination, nutrition, drug abuse, tobacco, asthma, alcohol, Hepatitis C, etc.**

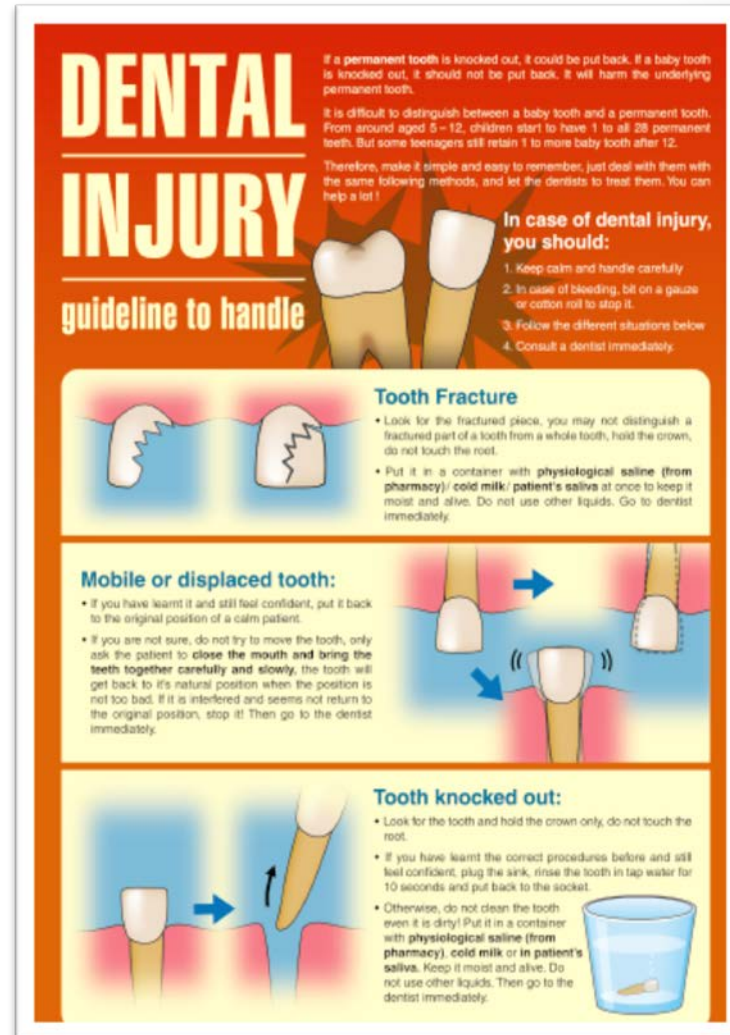


# Adult patients do care for health materials in office or waiting rooms

- **903 adult patients were asked their perceptions about materials**
    - **94% read leaflets**
    - **26% allowed them to ask fewer questions of their physician**
    - **45% take home materials regularly**
    - **42% discussed topic with others**
- (Moerenhout, et al., 2013)**

# Can posters increase awareness or change behaviors? Yes!

- Dental trauma management knowledge increased with posters among 671 educators (Young, et al., 2014)



# Can posters increase awareness or change behaviors? Yes!

- Public hygiene behaviors changed with posters in public restrooms

(Kratzke, et al., 2013)



# Part 1. Design

**We want to flip the clinic:**

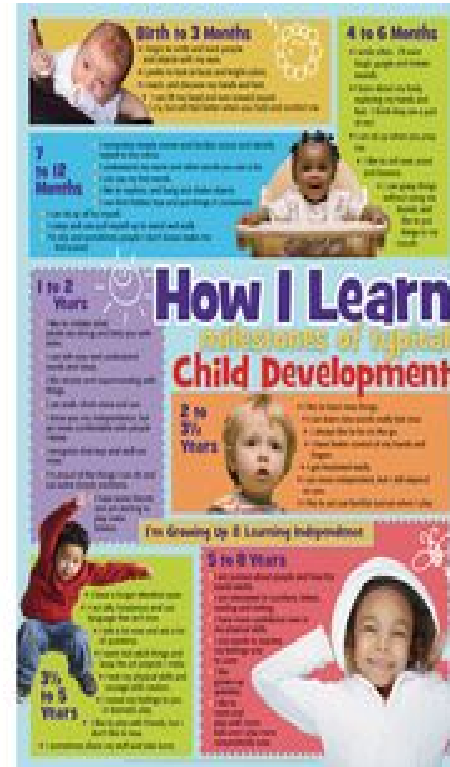
- **Make better use of the patient's time in the waiting room**
- **Provide an opportunity to prepare for a clinical appointment.**

**Common Office Poster:**

*If you've been waiting more than 15 minutes, please see the receptionist.*

# Design: Cognitive Development for Consideration with Pediatric Posters

- **Ages 2-6**
  - Can understand broad categories of physical objects; prefers images of favorite animals, volcanoes, etc.
- **Ages 7-11 (concrete operational stage)**
  - Can think logically about real objects or actions
- **Ages 11 and older**
  - Can think about abstract or logical systems and possible solutions



# Design: Layout and Legibility



4. White space:  
Little, enough, or cluttered
5. Pictures

1. Font Size:  
14 font  
Headings larger
2. Font Type:  
San Serif (Arial)

3. Readability Level:  
Your audience

# Design

## El Método del Semáforo



Alimentos  
**Rojos**  
A consumir  
en pequeñas  
cantidades.



Alimentos  
**Amarillos**  
A consumir con



**Verdes**  
Opción más  
sana.



1. Font Size:  
14 font  
Headings larger
2. Font Type:  
San Serif (Arial)

4. White space:  
Little, enough, or cluttered?
5. Pictures

3. Readability Level:  
Your audience



Agosto 2008  
El Programa Nacional de Educación sobre la Alimentación (NCEA) del Departamento de Salud y Servicios Humanos de los Estados Unidos es un programa conjunto de los Institutos Nacionales de la Salud (NIH) y de los Centros para el Control y la Prevención de Enfermedades (CDC), con el apoyo de más de 200 organizaciones asociadas.



# ¡Bienvenido a la ciudad de las excusas!

Donde vivir saludable no es una prioridad



## Miedo a Lesionarse

"Tengo miedo de lesionarme o tener un ataque al corazón".



## Falta de Energía

"Estoy demasiado cansado después del trabajo como para ponerme a hacer cualquier tipo de actividad física".



## Falta de Tiempo

"Mi día es tan ocupado que realmente creo que no tengo tiempo para incluir actividad física en mi itinerario".



## Falta de Compromiso

"Es más fácil para mí encontrar excusas para no hacer actividad física que ir afuera y hacer algo".

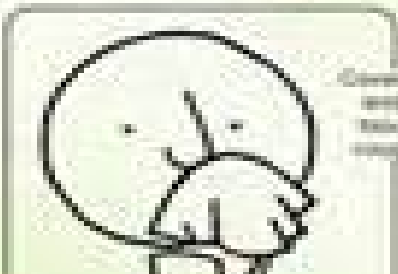
Background:  
Plain or  
"busy"?

August 2008

Stop the spread of germs that make you and others sick!



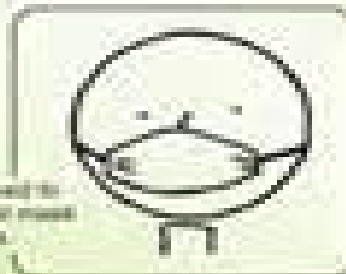
# Cover your Cough & Sneeze



Cover your mouth and nose with a tissue when you cough or sneeze.



Laugh or sneeze into your upper arm, not your hands.



You may be asked to put on a surgical mask to protect others.

## Clean YOUR Hands

the right way to prevent illness



Wash your hands with soap and water for at least 20 seconds.



Use hand sanitizer if soap and water are not available.



1. Font Size:  
14 font  
Headings larger

2. Font Type:  
San Serif (Arial)

4. White space:  
Little, enough, or cluttered?

5. Pictures

3. Readability Level:  
Your audience

# Bilingual Posters

## Get on a Healthy Track with the Good Health Club

Just add these simple tips into your routine!



### Stretch

This tall, cool gal is here to say, "Eat five fruits and veggies every day!"

- Give kids 5 servings of fruits and vegetables every day.
- Prepare more meals at home, as a family.
- Prevent diabetes, heart disease and many forms of cancer with a diet rich in fruits and veggies.

# 2

### Hoot

Hoot's wise advice is to get out and play. "Turn off the TV and computer—get moving today!"

- Limit screen time (TV, video games, computers) to 2 hours or less per day.
- Avoid putting a TV in your child's bedroom.
- Encourage children to be physically active before allowing screen time.



### Spark

Spark has just one rhyme she likes to say, "Take an hour each day to go out and play!"

- Get at least 1 hour of physical activity each day.
- Plan family walk time after dinner.
- Encourage kids to join a school sports team, club or dance class.



# 1

### Flip

This thirsty frog says what he thinks, "Stick with water and skip the sweet drinks!"

- Avoid serving soft drinks or sweetened drinks to kids.
- Encourage water between meals because it helps kids feel full.
- Add fruit like lemons or limes to your water for better flavor.



# 0

All you have to do is follow their examples!  
Get in on the action and talk to your doctor to learn how you can be healthy every day.

## Acércate a una mejor salud con el Good Health Club

¡Solo tienes que añadir estos consejos sencillos a tu rutina diaria!



### Stretch

Esta chica guapa y alta está aquí para decirles: "¡Coman cinco frutas y vegetales todos los días!"

- Ofrézcales a los niños 5 porciones de frutas y vegetales todos los días.
- Prepare más comidas en casa, en familia.
- Una dieta rica en frutas y vegetales puede prevenir la diabetes, las enfermedades del corazón y muchos tipos de cáncer.

# 2

### Hoot

El sabio consejo de Hoot es que salga a jugar. "¡Apaga la tele y la computadora, ponte en acción hoy mismo!"

- Limite el tiempo que los niños pasan frente a una pantalla un máximo de 2 horas día.
- Evite poner un televisor en la habitación de los niños.
- Anime a sus hijos para que involucren en alguna actividad física antes de permitirles que pasen tiempo frente a una pantalla.



### Spark

Hay una rima que le encanta a Spark, "¡Durante una hora cada día jugarás con alegría!"

- Procure que los niños tengan 1 hora de actividad física todos los días.
- Planifique una caminata en familia después de la cena.
- Anime a los niños para que se unan a un equipo deportivo, club o clase de danza en la escuela.



# 1

### Flip

Este sapito sediento dice lo que siente, "¡Consuma agua, y deja las bebidas con azúcar!"

- Evite ofrecerles a los niños refrescos o bebidas azucaradas.
- Anímelos para que tomen agua entre comidas, ya que con esto se fomenta la sensación de saciedad.
- Añada un toque de limón o lima al agua para mejorar su sabor.



# 0

¡Lo único que tienes que hacer es seguir su ejemplo!  
Empieza hoy mismo y habla con tu médico para saber cómo puedes ser más saludable cada día.

The team planned the project using the quality improvement cycle of plan, do, study, and act (PDSA ).





## Part 2. Cultural Sensitivity & Pre-testing: Restroom Hygiene

### *Culture*

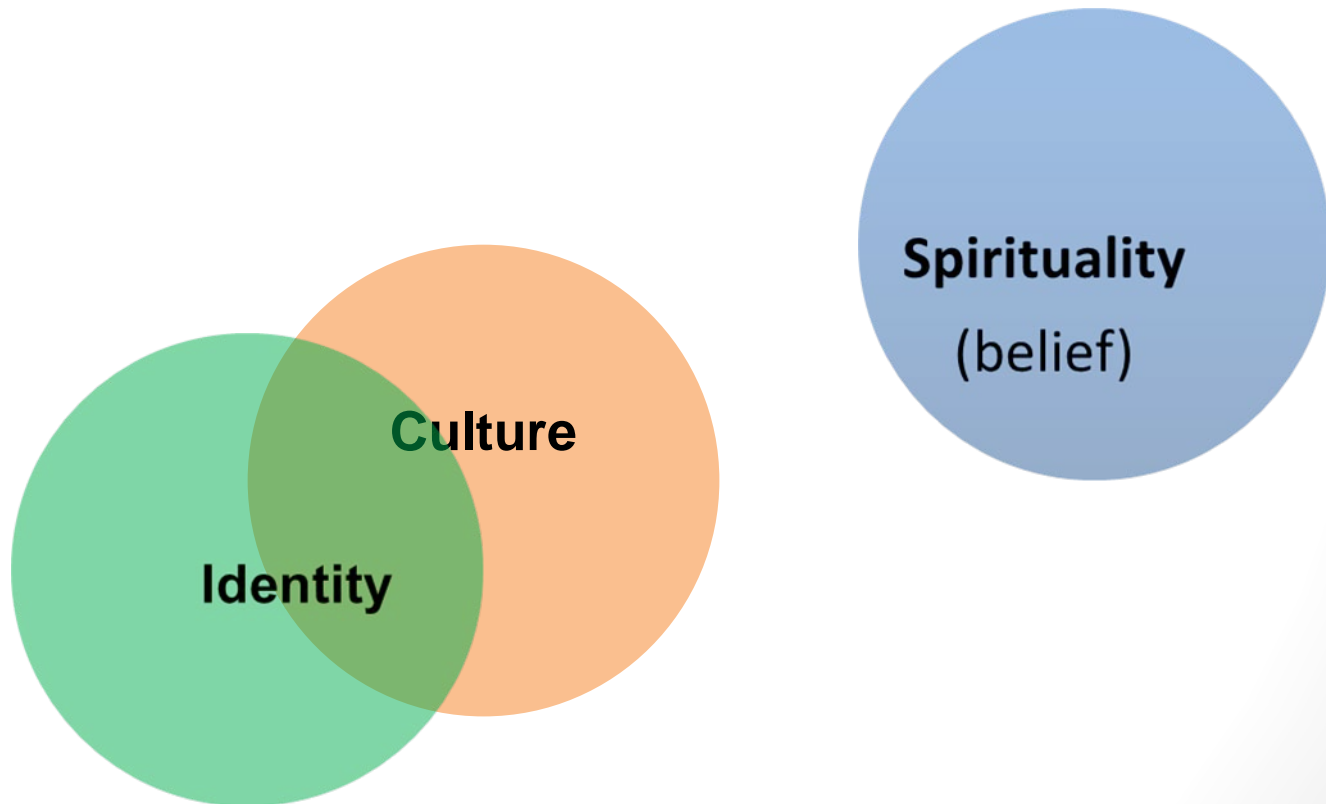
The word '**culture**' is most commonly used in three ways.

- Excellence of taste in the fine arts and humanities, also known as high **culture**.
- An integrated pattern of human knowledge, belief, and behavior.
- *The outlook, attitudes, values, morals, goals, and customs shared by a society.*

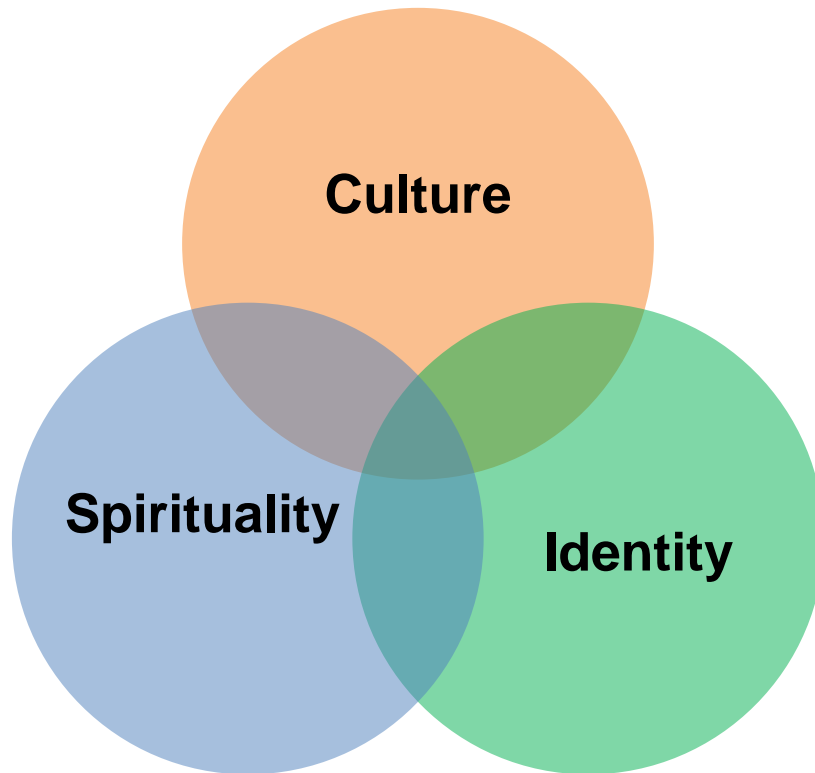
[Culture - Simple English Wikipedia, the free encyclopedia](https://simple.wikipedia.org/wiki/Culture)

<https://simple.wikipedia.org/wiki/Culture> Simple English Wikipedia

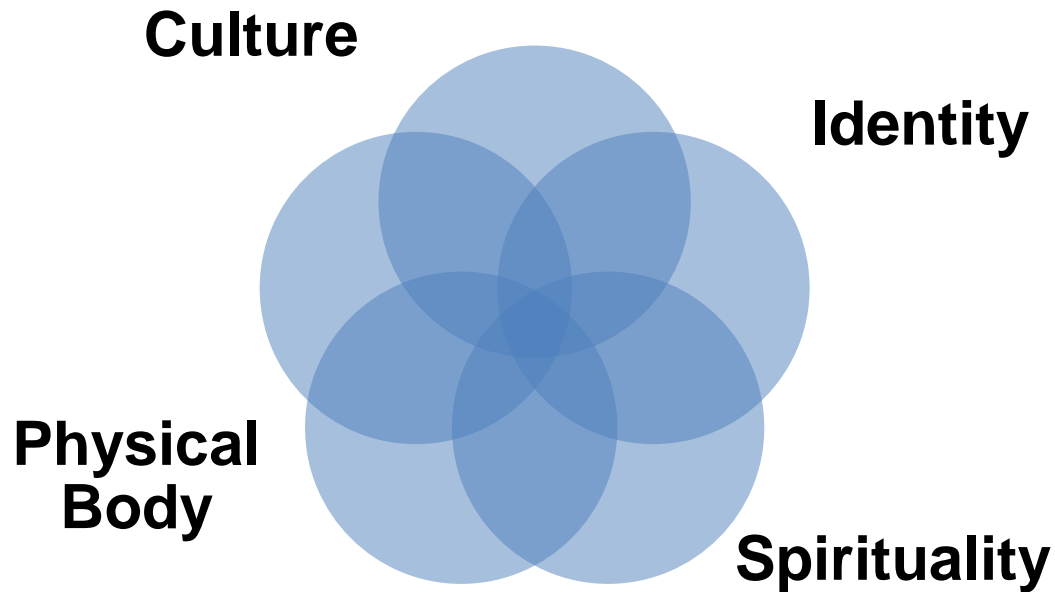
**“Providing competent medical care, with compassion and respect for human dignity and rights”**



**“Providing competent medical care, with compassion and respect for human dignity and rights” ...**  
**in the context of Culture – Spirituality – Identity:**



# **Sensitive, Competent, Just (Fair) Care for the Whole Person:**





# Pre-testing

- **Cultural norms, cultural clashes, and public misperceptions need to be discussed during development of materials.**
- **Field test print materials more than once with community members.**
- **Field testing is important for developing linguistically appropriate and culturally sensitive health materials.**

# Focus Group

- **Message:** What do you think the poster is asking people to do? Is the message confusing?
  - *The picture says that the toilet paper should go in the toilet.*
- **Appeal:** Can you think of ways this poster can be improved? Is the print big enough?
  - *Less words because people don't usually read all posters. The picture tells the story. They may not have their glasses.*
- **Call to action:** Now that you have seen this poster, how likely are you to put the toilet paper in the toilet? Why or why not?
  - *Will do in places that are required but not at home because the paper will continue to clog the toilets.*

# Focus Groups

- **Posters were developed based on:**
  - a jointly perceived need
  - theoretical framework
  - literature review
  - focus group responses from *promotoras* living in southern NM counties
- **Focus group rapport was achieved by the bilingual facilitator, the hospital chaplain, who is a community spiritual leader.**

# Poster in Public Restrooms

**POR FAVOR**  
*Deposite el papel higiénico usado dentro del sanitario/inodoro, no en la basura.*

**PLEASE**  
*Put used toilet paper in the toilet, not in the trash.*



*Papel del baño que ha sido usado contiene gérmenes que pueden crear enfermedades.*

*Used toilet tissue carries germs that can spread disease.*

#1

#2

**¡Ahora se puede! Now we can!**

¡Se puede tirar el papel de baño dentro de la taza y bajar el agua! Por favor, no lo ponga en la basura.

Papel de baño usado contiene gérmenes que pueden causar enfermedades.



We can put used toilet paper in the bowl and flush! Please do not put it in the trash.

Used toilet paper carries germs that can spread disease.

UNIVERSITY OF  
 Southern ALABAMA  
 Public Education Center  
 Health and Safety  
 Department

Design by S. Lewis

**For your health! ¡Por su salud!**



Put used toilet paper in the toilet and flush. Used toilet paper carries germs that can spread disease.



Ponga el papel de baño usado en la taza y bájele el agua. Papel de baño usado contiene gérmenes que pueden causar enfermedades.

#3

## 2<sup>nd</sup> Poster in Public Restrooms

**Para ayudar en la prevención  
de enfermedades -  
Favor de envolver los productos  
femeninos y depositarlos aquí.**



**To help prevent the spread  
of disease -  
Please wrap feminine hygiene  
products and place them here.**

# Promoting Safe Hygiene Practices in Public Restrooms: A Pilot Study



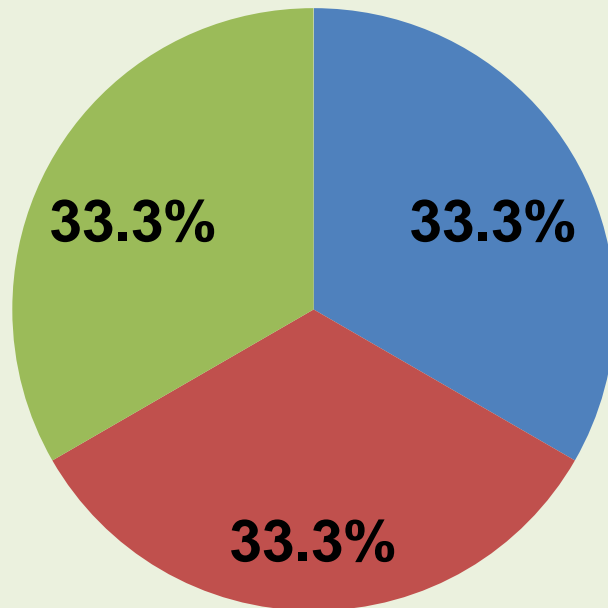
November 2014 • Journal of Environmental Health

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Memorial Medical Center

# Conclusion: Our changing roles to teach and reach pediatric patients and parents

## 3 Different Roles



- **Developers:**  
posters, brochure
- **Reviewers:** new  
apps, sites
- **Evaluators:**  
accuracy

# Conclusion: Poster health information also used with mobile technology

	Cell Phone Owners	Smartphone Owners
<b>Age</b>		
<b>18-29</b>	<b>98%</b>	<b>83%</b>
30-49	97%	74%
50-64	88%	49%
65+	74%	19%
<b>Race/Ethnicity</b>		
Hispanic	92%	61%
Black	90%	59%
White	90%	53%
<b>Community</b>		
Urban	88%	64%
Suburban	92%	60%
Rural	88%	43%

(source: Pew Internet Survey 2014)



# Conclusion

- **Health educators and clinical staff may collaborate for using or developing health posters.**
- **Cost is incurred to use print materials or mobile technology – which works and can we use both?**

