

DEVELOPMENT OF CULTURE-SPECIFIC PICTOGRAMS FOR THE LABELLING OF MEDICATION



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INTRODUCTION

- Pictograms are descriptive symbols that help convey information regarding medication and health, and can be incorporated to emphasize key counseling points.
- Effective communication between healthcare providers and their patients regarding pharmaceutical therapy is key in promoting compliance and ensuring positive patient health outcomes.
- Barriers to patient comprehension include varying levels of health literacy, language differences, and cultural variations.

OBJECTIVE

- To develop pictographic instructions for the labelling of medication that were meaningful and sensitive to First Nations' culture.

METHODS

Focus Groups of community members and health care providers were conducted at 4 British Columbia First Nations sites, with representation from 6 communities (Cowichan, Nuu-chah-nulth, Kitselas, Kitsumkalum, Kitamaat and Gitsegukla).

Photo from focus group session



Study Design – pictogram design and modification

- Original pictograms for labelling of medication were shown to the groups who were then asked to provide feedback for necessary modifications to the pictograms.

- The redesigned pictograms were then communicated back to the communities through several iterations until final consensus was reached.

Implications for First Nations, Inuit and Métis

- Developing culture-specific pictograms for increased comprehension has generated positive feedback from all communities and there is recognized value in having such a program implemented into their framework
- Culturally meaningful pictograms can be used to improve patients' understanding and memory of complex medical instructions and reduce risk of taking medications incorrectly, thereby contributing to patient safety

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RESULTS

Table 1. Example of focus group feedback for pictogram representing drowsiness

	Focus Group	Preferred Pictogram	Comments	Consensus
A	Cowichan	F		
B				
C	Nuu-chah-nulth	F	Show more of the head, tilted back	
D	Kitselas, Kitsumkalum and Kitamaat	D or F	Add ZZZ's for either	
E				
F	Gitsegukla	A and F		

Figure 1. Screenshot of pictogram software depicting First Nation validated pictograms

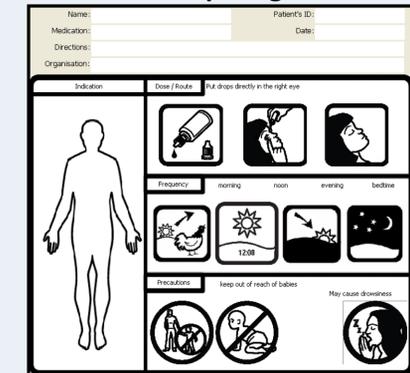


Table 2. Final set of pictograms designed based on focus group discussion

ROUTE OF ADMINISTRATION					
Take tablet	Take capsule	Use with inhaler	Put drops directly in the eye		Put drops directly in the ear
FREQUENCY OF ADMINISTRATION					
Take your medication in the morning	Take your medication at noon	Take your medication in the evening	Take your medication at night		
FOOD AND DRINK REQUIREMENTS, ALCOHOL RESTRICTION AND CHILD PROTECTION					
Take your medication with water	Do not drink alcohol with your medication	This medication may cause drowsiness	Keep out of reach of children	Keep out of reach of infants and babies	Keep medications locked

Pictogram software available through the International Pharmaceutical Federation (FIP)

http://www.fip.org/www/?page=meps_pict_download_na

