



Medication Pictograms in Honduras

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Introduction

The healthcare system has made tremendous progress in improving health literacy worldwide. The implementation of pictograms has aided in these efforts. Simply put, pictograms can be defined as illustrated symbols used to convey a specific message. Through pictograms, information regarding medication use and distribution can be conveyed in a manner that is easily understood for those who may experience a variety of communication barriers. The current research goals of the FAMU-FSU-UNAH GHCP Village Health Worker (VHW) team are to develop culturally sensitive pictograms that can effectively communicate medication dosage and administration education in Honduras. By doing so, doctors and patients will be able to clearly communicate, which will allow for better understanding and safer medication usage. With aid from local experts in Honduras, the VHW team has been working to implement these pictograms in a rural village.

Background

Through prior research, it has been proven that pictograms are:

- an effective way of educating patients who have a low health literacy.
- useful in enhancing medication literacy and adherence in patients of all ages.

Guided by these findings, the VHW team is researching the possible effects of pictograms in a rural community in Honduras.

Methodology

To create an effective pictogram

- The VHW team focused on the importance of culturally sensitive pictograms relevant to Honduras. With the guidance of locals, we are developing an understanding of Honduran cultural practices and values in order to create images that best represent them.
- Pictograms of commonly prescribed medications will be used to gather an accurate survey of any possible improvements.
- In the future, in person surveys and interviews will be conducted with doctors, pharmacists, and patients, in order to determine the efficiency of medication pictograms, in terms of affordability, understanding, and preferences of those affected by the implementation.

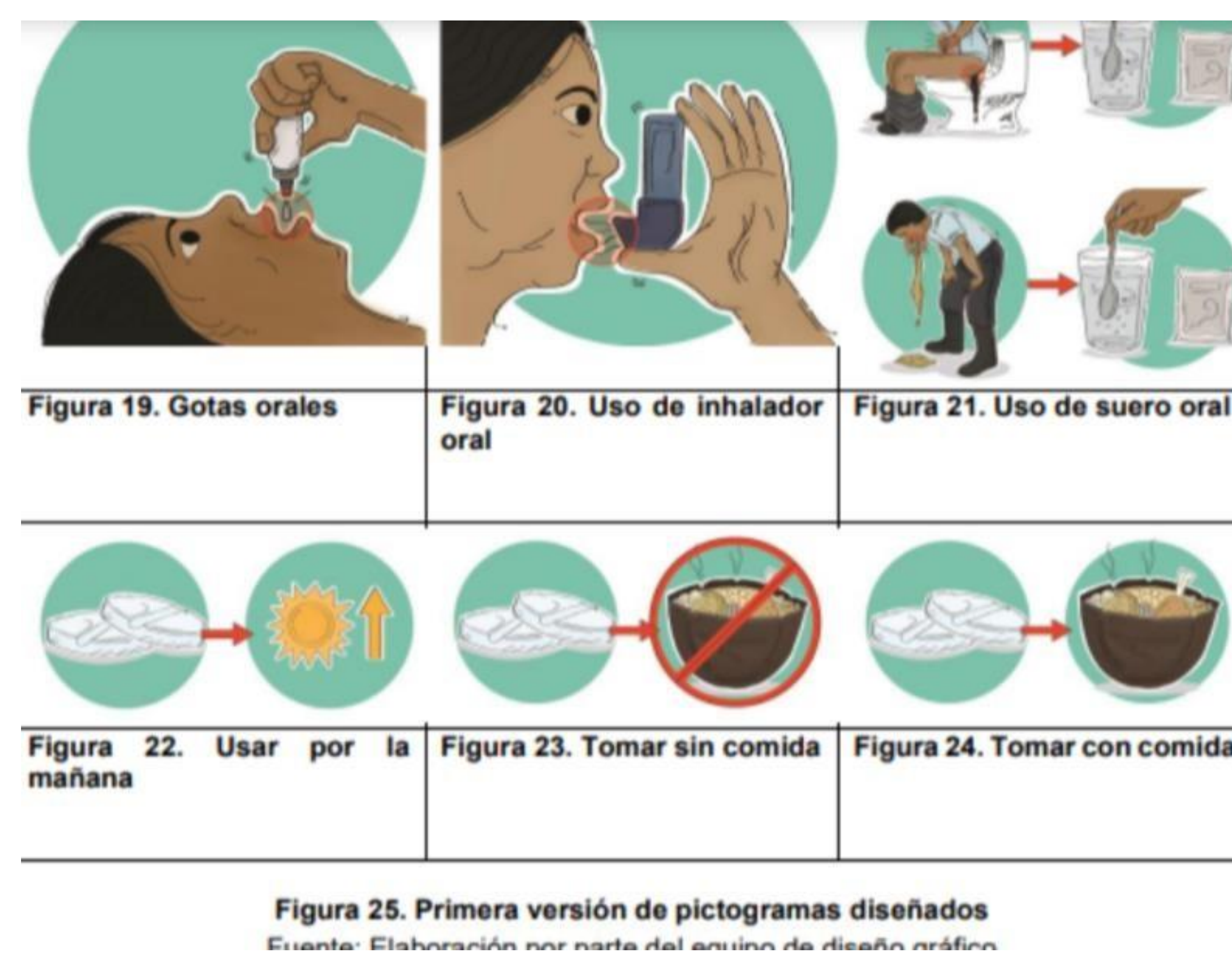


Figura 25. Primera versión de pictogramas diseñados
Fuente: Elaboración por parte del equipo de diseño gráfico

Figure 2: Showcases some pictorial instructions that will be given to patients

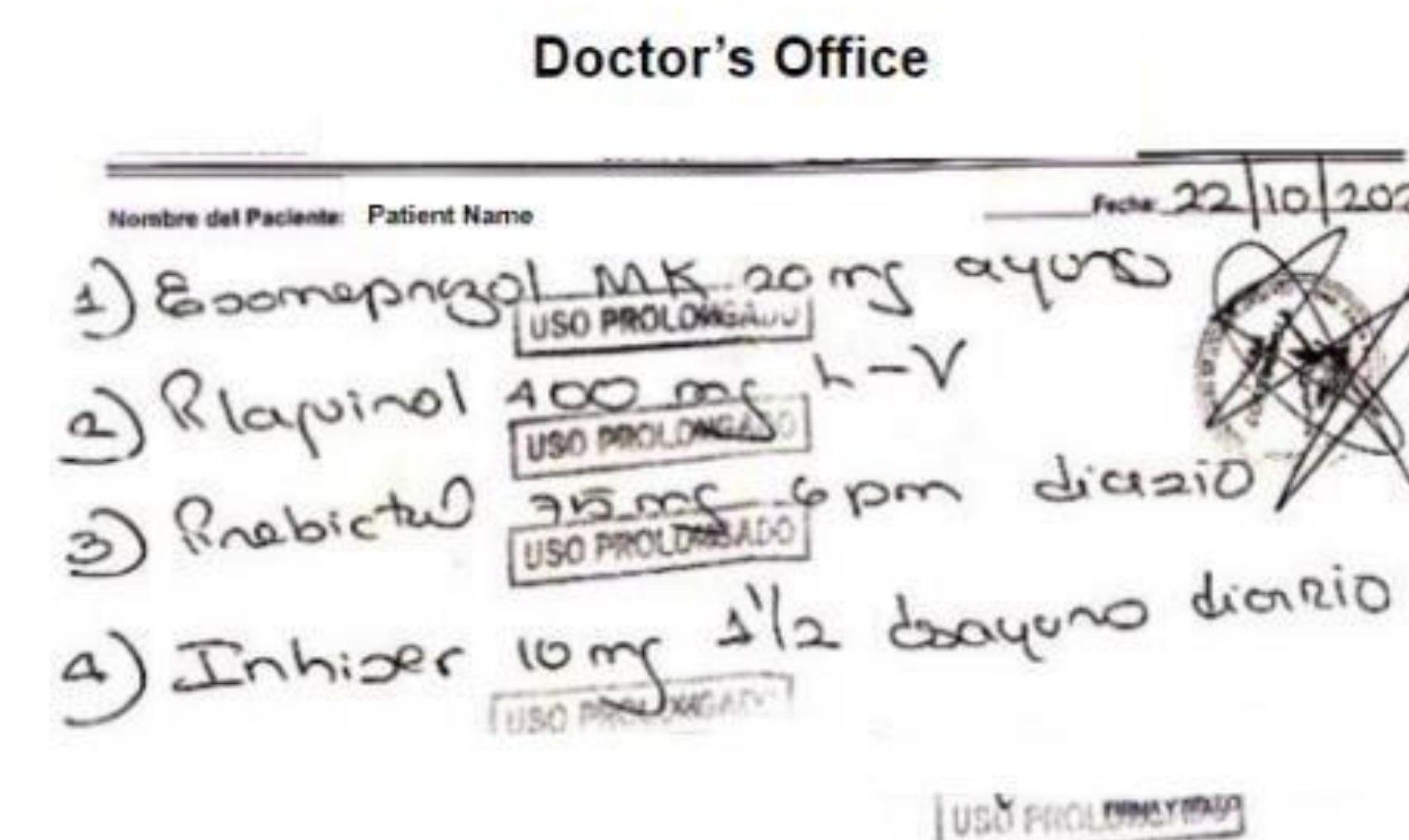


Figure 1: Shown above is a typical prescription written by a doctor in Honduras. Patients are required to use memorization in order to know medication instructions.



Figure 3: Showcases pictograms that will be used to help communicate symptoms felt by patients.

Future Directions

Within the next few months, the VHW team will gather public opinion from patients and pharmacists on the implementation of pictograms in their community. In March of 2023, members of the Global Health Research team will travel to Honduras to gather an understanding of cultural practices in the community, which will guide the development of socially conscious pictograms for distribution. With the information gathered from this trip, a survey will be developed by the VHW team and administered at various sites in Honduras. Through this, the VHW team will gather data on the resources available to distribute pictograms throughout the community, the willingness of pharmacists to educate patients on the variety of pictograms, the effectiveness of pictograms and the overall intervention acceptance by patients.

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