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Effectiveness Testing of Patient Educational Materials

Anna Ramirez, BS, MPH, ESRD Network of Texas, Inc., Dallas, TX

Our approach to overcoming the barriers of health literacy was to use the Ask Me Three method to test the effectiveness of a patient education tool. Effective educational materials can improve quality of life and improve health literacy for the ESRD patient population. An educational campaign on the effects of fluid overload on a patient's heart was created by the Network's Patient Advisory Committee. The campaign included a poster and a more detailed brochure. The brochure and poster were distributed to ESRD patients in the Network service area. Effectiveness testing was completed using the Ask Me Three teach back methodology developed by the National Patient Safety Program to ensure the educational material was presented in a manner that was understood by patients. An Ask Me Three questionnaire was formulated based on the three teach back questions: What is the main goal of the information (problem)? What three things were learned and Why is it important to know this information? Fifty patients, including English and Spanish speakers, were asked to complete the questionnaire after reviewing the materials. For each question, participants received 1 point for each acceptable response. The average score must be 5 or greater to demonstrate that the material is effective. If the answers did not receive an average score of 5, the material was adapted and re-tested until an average score of 5 or greater was obtained. The Ask Me Three method can be adapted and used to test all patient education materials on a preliminary group before they are released to the entire patient population. This will ensure that the materials are effective in conveying the intended messages. The Ask Me Three method can be used to measure and improve health literacy of materials. Ask Me Three is a crosscutting, patient centered methodology that can be used in various clinical practices.

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ANNA National Office East Holly Avenue, Box 56 Pitman, NJ 08071-0056

Phone: 888-600-ANNA (2662) or 856-256-2320 Fax: 856-589-7463 email: anna@ajj.com Web site: www.annanurse.org