Thepainlesspush.com: Development of a bilingual patient education website about pain relief options in labor

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Tailoring patient education materials for pain relief during labor and delivery to meet the unique needs of patients in New Mexico

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INTRODUCTION

The Painless Push (www.thepainlesspush.com) website was created to provide University of New Mexico Hospital patients with up-to-date, scientifically accurate information about pain relief options for labor and delivery.

NEW MEXICO

- Estimates report that 46% of New Mexico’s population is functionally illiterate.
- This illiteracy correlates to proficiency levels of 1 and 2 on a scale of 5. These individuals may fail to identify a sales receipt total or information in an article.
- Additionally, 28.7% of the population reports Spanish as a primary language.

These challenges make providing accurate, easily digestible patient educational material difficult.

OUR GOAL

Our goal is to provide scientifically accurate information to our state’s population of English & Spanish speaking patients as well as limited-literacy individuals.

BACKGROUND

- Previous recommendations suggest patient education materials be written at a 6th grade level.
- Readability scores can be dramatically inflated by medical terminology. For example: “anesthesiologist” rates at 49, “epidural anesthesia” at 28, and “pain medicine” at 13.3
- Substituting words to lower the reading level may risk sacrificing the scientific integrity of the educational materials.
- When analyzed with validated screening tools, The Painless Push was rated at a 10-12th grade level.

METHODOLOGY

The website was designed to incorporate how patients of different literacy levels read and digest web-based patient education materials including:

- Meaningful headers
- Bullet points & Lists
- White space/contrast and limiting paragraph size

Audio narrations at a 6th grade level were added to increase accessibility.

Prominent multimedia elements, such as audio and informative graphics, were added.

The entire website, including text and audio narrations, was translated into Spanish.

CONCLUSION

Limited scientifically accurate information is available about pain relief options for labor and delivery.

We developed an engaging, interactive online patient education website in English and Spanish to provide evidenced based information.

Information presented in text and audio allows a broader patient population to understand the content.

REFERENCES

NM Literacy Overview. New Mexico Coalition for Literacy. https://newmexicoliteracy.org/literacy-facts/
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