

Facilitating Behavior Change With Low-literacy Patient Education Materials

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Objective: To describe a process for developing low-literacy health education materials that increase knowledge and activate patients toward healthier behaviors. **Methods:** We developed a theoretically informed process for developing educational materials. This process included convening a multidisciplinary creative team, soliciting stakeholder input, identifying key concepts to be communicated, mapping concepts to a behavioral theory, creating a supporting behavioral interven-

tion, designing and refining materials, and assessing efficacy. **Results:** We describe the use of this process to develop a diabetes self-management guide. **Conclusions:** Developing low-literacy health education materials that will activate patients toward healthier behaviors requires attention to factors beyond reading level.

Key words: patient education, educational status, self care, health promotion

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