

Category: **Emergency: COVID-19 Projects**

Project: **COVID-19 Urgent Care Communication**

What was the challenge?

During the COVID-19 crisis, clarity, speed and accuracy are key to effective communications. Faced with hundreds of people coming to the emergency room and rapid assessment centers, and no appropriate communication tools, we decided to start the printables project. We wanted to meet the needs of physicians and patients by collaborating on a solution that addresses access and inclusiveness for a diverse population in urban Canada, within the resource constraints of COVID-19 lockdown.

What was the solution?

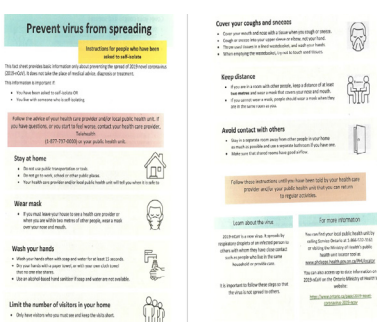
The COVID-19 Printables Project is an open access, web delivered set of adaptable, printable 1 pagers in plain language, infographic style on key communication needs, in multiple languages. The project includes printables on self-management, self-isolation, testing, apartment building safety, communicating when someone is isolated in hospital, and the difference between distancing, isolating, and isolating while sick. The resources are updated based on public health guidelines and can be edited by staff at hospitals and clinics to adapt to their local guidelines and protocols.

What was the effect?

Centers and clinics are now downloading and adapting these all over the world, and new languages were added daily - we now have over 47 languages. Since the printables are open access, physician reviewed and meet public health guidelines, they have been particularly helpful for reaching vulnerable groups, newcomers, and refugee communities.

Contact:

name: Dr Kate Sellen
company/organisation: OCAD U
e-mail: ksellen@faculty.ocadu.ca
website: www.healthdesignstudio.ca




The example on the left is typical of patient information at hospital sites. Often copied multiple times and not usually in color. Printing and managing two sheets in an emergency room with PPE on is cumbersome. Color printing, stapling or two sided printing is not usually available. Icons and headings don't often relate directly to the message. Low literacy and multiple languages may not be available.



Inclusive, Plain Language, Adaptable, Reassuring, 1 Page Printouts

We committed to creating high priority printable communications covering the detailed needs for an emerging crisis in an inclusive and spreadable way.

Step 1 - distilling text heavy advice into simple steps and concepts, and creating **simple, friendly,** and flexible inclusive icons

What you can do to feel better 
14 days

Step 2 - constructing an information design strategy based on **process** (e.g. leaving your apartment), **place** (isolating at home), or **state** (feeling worse)



 **Drink enough fluids**
 For sore throat
Eat soft foods
(soup / smoothies)

Step 3 - consistent supportive language on staying home

Most people feel sick (like the flu) and recover well. Only some people get seriously ill.

You can save lives by staying home.

Step 4 - multidisciplinary review with a team of physicians, public health, and patient experience specialists

 **THEN** 
CALL
Telehealth
1-866-797-0000

Feel **too sick to get up** or even watch TV

Step 5 - identifying information that must be left **editable for adaptation** to local guidelines or resources, and translation.

