

Dear CAPSI member,

The Children's Hospital of Eastern Ontario (CHEO) Pharmacy Department uses various tools to effectively communicate information on medications to patients, regardless of their age, level of literacy and/or the presence of co-morbid conditions (i.e.: cataracts). Most information regarding medications is available only in writing, leading to potential problems due to language, communication barriers and/or levels of literacy¹.

One of the tools frequently used to overcome these barriers is pictograms. Pictograms are symbols used to convey the most important information using visual concepts and symbols familiar to the patient. The use of pictograms has been shown to improve both short-term and long-term memory of medical instructions in patients with reading skills at a level below fifth grade^{2,3}.

CONTEST

What: CHEO needs your help to create a patient counseling cartoon! Using minimal wording, the cartoon must convey the information presented in the attached pamphlet on *Helping Medicine Taste Better*. It's your chance to be creative!

Prize: The winning submission will be used in clinical settings for research purposes. Additionally, the winner will receive \$250.

When: Submissions need to be received **before April 1st, 2010**.

Are you interested? Contact Marc-André Gravel (CHEO Pharmacy Co-op Student) at mgravel@cheo.on.ca **before February 20th, 2010** to indicate your intention to participate and to obtain further information regarding the contest.

Regards,

Régis Vaillancourt, OMM, CD, B. Pharm, Pharm D, FCSHP
Director of Pharmacy
Children's Hospital of Eastern Ontario

Note: All submissions will become the property of the CHEO Pharmacy Department, and will not be returned. CHEO Pharmacy Department may publish or publicize information contained in any submission without compensation to the nominees.

¹ Kassam R, Vaillancourt R, Collins JB. Pictographic instructions for medications: do different cultures interpret them accurately? *Int J Pharm Pract* 2004;12:4, 199-209.

² Houts P.E. *et al.*, Using pictographs to enhance recall of spoken medical instructions. *Patient education and Counselling* 1998;35:83-88.

³ Houts P.E. *et al.*, Using pictographs to enhance recall of spoken medical instructions II. *Patient education and Counselling* 2001;43:231-242.