

First introduction of What to do for Health book adapted for Mexico



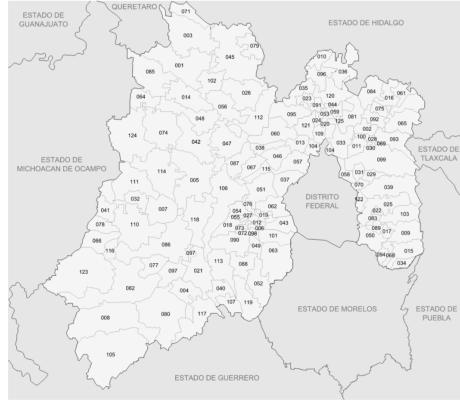
Consistency between plain language and cultural interpretation

Introduction and Significance

Health Literacy in Mexico is a great opportunity area since no structured programs to promote it have been articulated. We could say that health education in Mexico began as a public policy fifty years ago, though the emphasis was placed on prevention efforts (gastrointestinal diseases, vaccines, sexual health); hence there is no official data to assess the country's Health Literacy coefficient (HLQ). Adding to this condition, the local culture tends to assume patients and health consumers as unable to make health care decisions and regards health professionals' opinions as unquestionable. Common culture assumes that most patients lack overall confidence to question a medical diagnosis. Over the last two decades federal health budgets have been reduced dramatically resulting in medicine shortages and insufficient coverage, this is the main reason why Health Literacy programs can make a significant difference in this tight scenario.

With over 17 million people, the State of Mexico is the most populated area in the country and has the biggest state government payroll. The local public health authority serves an open (or uninsured) population through ISEM and the ISSEMYM serves a wide variety of state employees (school teachers, policemen, office staff) pensioners and affiliated families. ISSEMYM is a well-recognized Health Institution offering high speciality and quality control with over 110 Healthcare Units (hospitals, clinics, medical offices and mobile health units). In 2018 ISSEMyM's leadership, through the Chief Executive Officer, Alberto Peredo PhD, and their Chief Health Officer, Rafael Navarro PhD, were determined to prepare for the upcoming budget cuts and required creative solutions to meet a growing demand for primary care and other health services.







- 3rd biggest state insured workers health network
- + 3.2 million total consultations attended
- On a yearly basis, 7,500 new births are attended at ISSEMYMs' 17 health units

Introducing the classic book "What to do when your Child is Sick?" developed by the Institute for Healthcare Advancement, as a means of promoting Health Literacy into new generations of mothers and fathers, was received as a great idea. Each newborn would exit the hospital with a complementary diaper bag and the book to help new parents auto-triage at home, increase parent's confidence and thus release pressure on the already compromised services, specially ER visits with pediatrician's "green codes". Though the title already had a spanish version, the real challenge of this specific project was the process of adaptation to Mexican laws, regulations and practices within a plain-language framework, keeping the page number and consistency with the other IHA Books.

Projects Objectives

- Achieving compliance with Mexico's federal and state normativity (more than 74 codes, rules and manuals were reviewed in the process) without distorting the "easy to read & understand" original format
- Maximizing cultural competency, by including local terms and protocols
- Respecting the ISSEMyM's landmark programs (i.e. breast feeding and vaccine protocols)
- Training ISSEMYM's staff in Health Literacy best practices at clinics and hospitals
- Impact evaluation





Watch our VIDEO case: https://youtu.be/c4ODVZYCE1k

Lessons Learned

- ✓ Respecting local culture and communicating within that framework is key to success
- ✓ Having local medical experts that lead the way in the language adaptation quickens and assures the outcome
- ✓ Training the clinics' and hospitals' staff in face-to-face interactions with patients (i.e. newborn caretakers) was the absolute differentiator ensuring that the book was well received and furthermore well used at home
- ✓ Rejections from patients can be easily overcome with quality arguments and strategies that create value showing how the book helps to solve doubts and potential problems.

Method and Adaptation Process

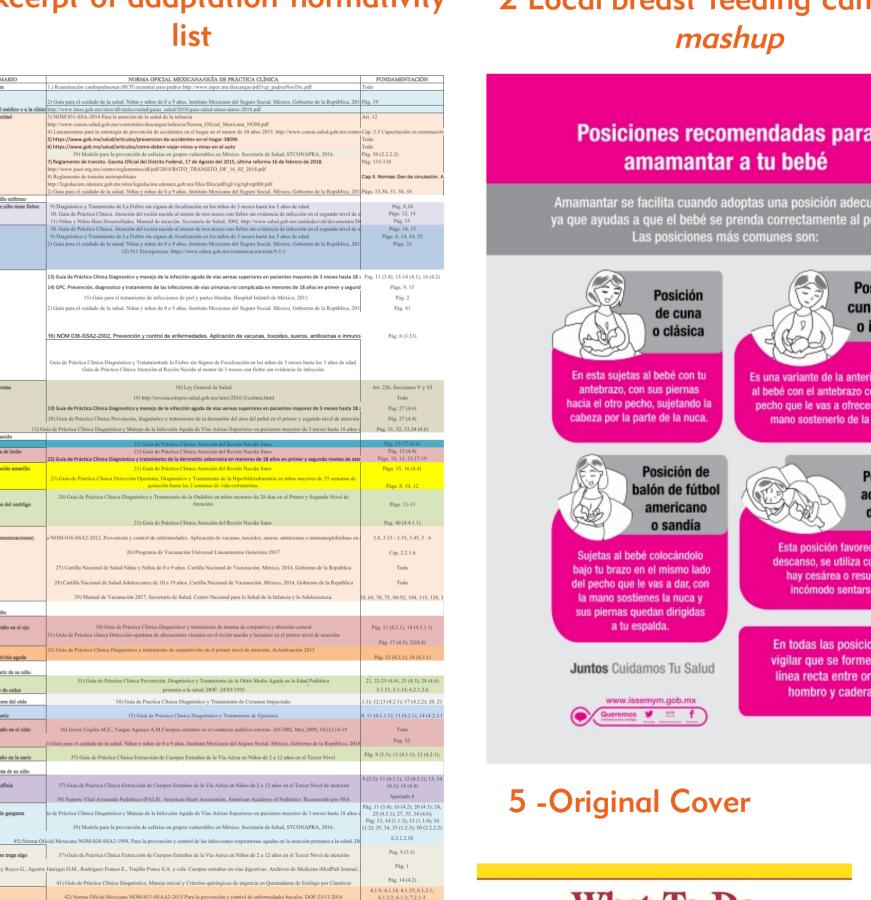
A general "scan" by an expert to assess that all content is included to some extent within the local normativity

> Mexican health is regulated under a complex systema of laws, regulations, Official Mexican Norms (NOMS) different codes and guides

Over 70 of such regulations where take into account for this process

- 1. The inclusion of specific topics, procedures and terms of the mexican normativity in the existing chapters; keenly respecting the plain language use and short phrase composition format (i.e. insect and dog bites are treated very differently in Mexico)
- 2. The exclusion of certain concepts contrary to the laws or local customs (i.e. reaching out to "call your doctor" is a common thing in the US; not an actual mexican practice among public health users.
- 3. The adaptation of measurement scales (imperial to decimal)
- 4. The review illustrations that could be interpreted differently than intended (off-culture representations such as medicine bottles uncommon in Mexico) and the addition of various illustrations that were necessary and requested by ISSEMyM's health professionals

1- Excerpt of adaptation normativity 2 Local breast feeding campaign



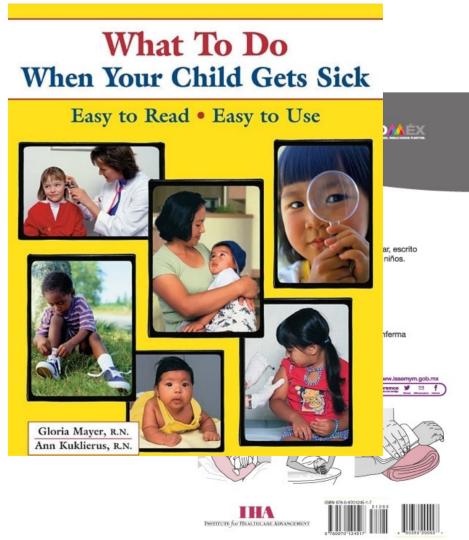
applicable concepts Gal

3-4 Not





5 -Re-designed/branded new cover





Resources

- ✓ Dra. Abigail Casas PhD Instituto Nacional de Pediatría
- ✓ Dra. Mara Gómora Phd Subdirección de Salud ISSEMYM