

Pictorial guides

With thanks to Aboriginal and Cultural Diversity Program Team - Diabetes Victoria

Diabetes Victoria saw the need for diabetes information resources for people with lower health literacy. Following a visit to Finland in 2009 where we were introduced to some local pictorial resources, we recognised the value of using pictures to convey self-management messages. Other pictorial resources were found within Australia and overseas. These were used as a basis for our pictorial guides. We researched and found literature on how to produce resources for people with lower health literacy. The messages were developed to build self-efficacy. The images needed to be as self-explanatory as possible without words. The pictorial guides were focus tested with several language groups and a set of separate culturally specific booklets were produced.

The pictorial guides are currently available in four titles covering healthy eating, exercise, foot care and managing diabetes. They are available in Arabic, Chinese, English, Green, Italian and Vietnamese and for the Aboriginal community.

The pictorial guides' health-related information was assessed using the Suitability Assessment of Materials tool (SAM). This tool assesses readability, usability and suitability, and rates materials in six areas including content, literacy demand, graphics, layout, learning stimulation and cultural appropriateness. For each factor, the materials are rated superior, adequate or not suitable. A total score of 70-100% is considered a superior material. The pictorial guides were scored independently by two assessors and were all given a score of 87% or above. The level of interaction is lower than suggested in the SAM tool, however these resources were designed to have minimal text and to be used interactively with a health professional.



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