ASPR TRACIE Technical Assistance Request

Requestor:
Requestor Phone:
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Request Receipt Date (by ASPR TRACIE): 23 October 2017
Response Date: 31 October 2017
Type of TA Request: Standard

Request:

████████ requested technical assistance in researching information and resources that healthcare staff in hospitals can use to better engage patients and families before, during, and after a disaster.

Response:

The ASPR TRACIE Team reviewed several existing Topic Collections and pulled pertinent resources. Of particular relevance are the Emergency Public Information and Warning/Risk Communications, and the Access and Functional Needs Topic Collections. We also conducted an online search for additional materials related to patient and family engagement programs. The resources collected are categorized as follows:

- Patient and Family Engagement Programs and Related Resources
- Risk Communication Resources
- Access and Functional Needs-Specific Resources

I.   Patient and Family Engagement Programs and Related Resources

NOTE: The resources provided below are not necessarily specific to disasters. However, the concepts may be used to help with disaster messaging and engagement.

Bellows, M., Kovacs Burns, K, Jackson, K., et al. (2015). Meaningful and Effective Patient Engagement: What Matters Most to Stakeholders. Patient Experience Journal, Volume 2, Issue 1.

> The authors of this article conducted a qualitative research study to understand and describe the ideas, beliefs, and experiences of the following stakeholders: patients, providers, and leaders. Results indicated that all three groups agreed to the importance of communication, including building trust through collaboration.

Colorado Hospital Association. (2017). Patient and Family Engagement.

> This website provides information on the Colorado Hospital Association's Patient and Family Engagement program. They have an advisory council, which is a group that

discusses how to improve the quality of patient and family care. They also include a link to other program materials.

End Stage Renal Disease Network of Texas. (n.d.). Patient Engagement & Patient – and Family – Centered Care.

This website provides information on the activities of the Patient Advisory Committee at the End Stage Renal Disease Network of Texas. It also includes several patient engagement handouts, which hospitals and other healthcare organizations can adapt for their purposes.

Fernández-Pastrana, I., Noroña, C.R., and Hurvitz, K. (2017). Family Preparedness Plan and Facilitator's Guide. Boston Medical Center.

This plan and guidance document provides information on what a family preparedness plan should include and why it is important. It also includes tips for healthcare staff when working with patients and families.

Illinois Health and Hospital Association. (2017). IHA Patient and Family Engagement.

This website includes information on the Illinois Health and Hospital Association's Patient and Family Advisory Council, and various resources related to patient and family engagement.

Minnesota Hospital Association. (n.d.). Patient and Family Engagement. (Accessed 10/30/2017.)

This website provides information on the "Include Always" campaign, which is an initiative to always include patients and families at every level throughout the healthcare system. It also includes resources for patients and families, such as safety tips during hospital stays.

The Hospital & Healthsystem Association of Pennsylvania. (2017). Patient-Centered Care Awareness Month Invites Greater Engagement in Health Care from All.

This website provides information on the October Patient-Centered Care Awareness Month initiatives. It also includes information and videos for patients and families on how they can be more engaged in their health.

II.   Risk Communication Resources

Centers for Disease Control and Prevention. (2014). The CDC Clear Communication Index.

This evidence-based tool can help healthcare emergency communications staff create and assess communication products on a variety of topics for diverse audiences. Users are prompted to provide information about seven key communications areas (e.g., main message, behavioral recommendations) and the Index provides an overall score. Links to message development resources are also provided on this webpage.

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Centers for Disease Control and Prevention, National Center for Environmental Health. (2015). [Planning for an Emergency: Strategies for Identifying and Engaging At-Risk Groups. A Guidance Document for Emergency Managers.](#)

This document addresses at-risk groups and gives examples of approaches and tools that can be used to identify social vulnerabilities within a community. Although intended for emergency managers, these tools can help identify, plan for, and assist the at-risk groups or socially vulnerable populations within a community. Specifically, page 13 provides communication strategies that can be used by hospital staff.

Group Health Research Institute. (2015). [Program for Readability in Science and Medicine (PRISM).](#)

This free toolkit and training can help medical communicators learn how to use plain language and improved the readability of their messages. These resources are useful for healthcare and public health staff who need to translate data and other technical information for general audiences.

North Shore-LIJ Health System. (2014). [Ebola Virus Disease (EVD) Preparedness Manual.](#)

Section VI of this manual focuses on external and internal communications and can be tailored by emergency communications planners to other hazards.

Oregon Health Authority. (2011). [Oregon Public Health Emergency Preparedness: Strategic Work Plan.](#)

This plan provides a summary of strategies that are proposed to address the functions listed for each Public Health Emergency Preparedness (PHEP) capability and the functions within each capability. Specifically, page 15 includes proposed strategies for public interaction. Although this is geared toward public health agencies, it addresses working with partners in the community and the proposed strategies can be used by other healthcare facilities.

Oregon Health Authority, Public Health Division Health Security, Preparedness, and Response Program. (2014). [Risk Communication Toolkit for Seasonal Influenza.](#)

This toolkit can help local health authorities develop public messaging before and during the influenza season. It includes background information, links to key resources, talking points, sample press releases, printable materials, and sample social media messages for Twitter and Facebook. Note: Although this resource is geared towards local health departments, the information can be modified and used by hospitals.

Public Health – Seattle & King County and Northwest Center for Public Health. (n.d.). [Texting for Public Health: Emergency Communication, Health Promotion, and Beyond.](#) (Accessed 10/30/2017.)

This easy-to-use, online toolkit helps public health and healthcare entities plan for and implement text messaging programs for use in emergencies and for more general health

promotion. It covers topics such as why text messaging is effective, how to get people to subscribe, legal issues, and technological options.

Ware County Board of Health. (2011). [Risk Communication in Rural Settings.](#) National Association of County and City Health Officials.

Healthcare practitioners in rural areas can use the strategies in this toolkit to communicate with their community during a variety of disasters including natural, biological, chemical, radiological, and mass vaccination/medical events.

Washington State Department of Health. (n.d.). [Emergency Preparedness Fact Sheets.](#) (Accessed 10/30/2017.)

This website contains links to one-page fact sheets for the general public on infectious diseases, chemical and biological agents, radiation, severe weather, natural disasters, and emergency preparedness and response. Each resource is available in seven languages; some are available in large type.

III.   Access and Functional Needs-Specific Resources

Canopy Innovations. (2015). [Canopy Medical Translator Overview.](#)

This YouTube video describes the Canopy Medical Translator app which translates 1500 common medical phrases into 15 different languages, including Spanish, Chinese, Arabic and Russian. The phrases cover emergency medicine and other fields.

Meredith, L., Shugarman, L., Chandra, A., et al. (2008). [Analysis of Risk Communication Strategies and Approaches with At-Risk Populations to Enhance Emergency Preparedness, Response, and Recovery.](#) RAND Health.

This assessment is intended to inform planning for risk communication regarding public health emergency preparedness, response, and recovery for individuals with access and functional needs. Note: Although this resource is geared for public health departments, the information can be used and modified for hospitals.

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