

Adjusting the Existing Health Documents to Raise Awareness about Health Risks of Smoking for the Intensive English Program Students



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Abstract

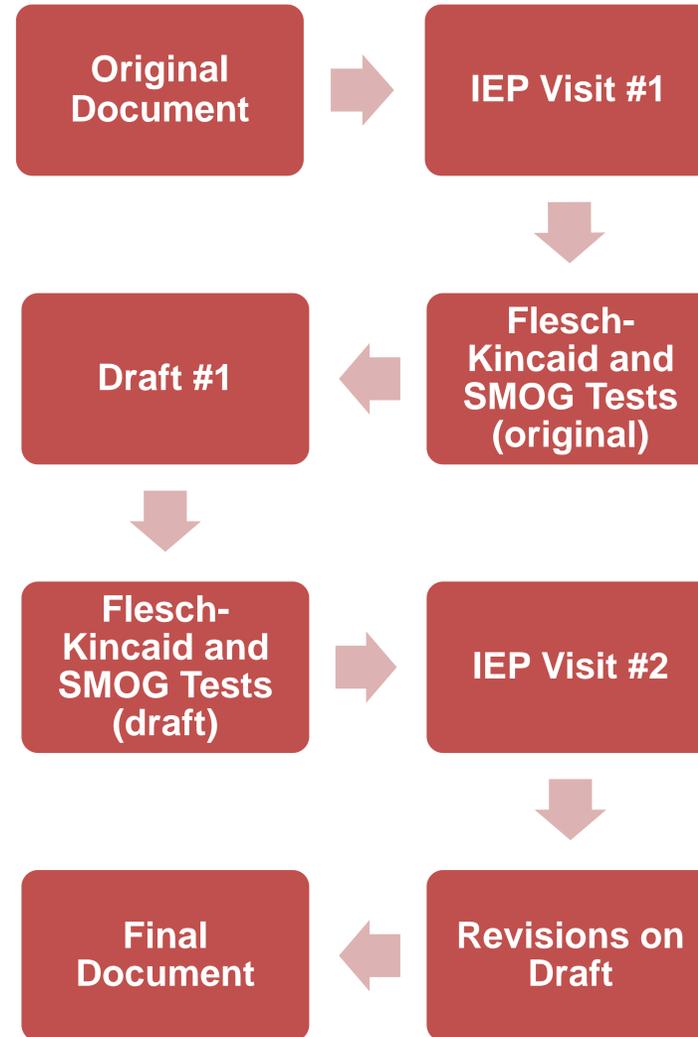
The purpose of this project was to provide the UD's Intensive English (IEP) students with a readable, informative, and useful document that can help them better understand the health effects of smoking, so that they can take preventative health measures. We visited the IEP students twice to collect information and to field test a draft of our brochure. In the end, we were able to alter the reading level of the original documents from the King Hussein Cancer Center and the American Lung Association, reducing a 10th and 11th grade level to a 4th and 7th grade level.

Problems with the Original Documents

- The vocabulary and scientific concepts are too advanced for our audience, who have a 3rd and 4th grade reading level, and there is a lack of cultural diversity.
- The original health documents were at a high school reading level.

Advisor: Dr. Ann Biswas

Method



Results

To make the document more effective for the IEP students, we simplified complex words and terminology, shortened long and confusing sentences, and made use of bullet points. We also made the new brochure more visually appealing by changing the color scheme and using pictures.

| Results | Original Document 1 | Original Document 2 | Revised Document |
|---------------------|---------------------|---------------------|------------------|
| Flesch-Kincaid Test | Grade 9.2 | Grade 10.8 | Grade 4.4 |
| SMOG Test | Grade 11.72 | Grade 11.66 | Grade 7.0 |

Discussion

Many healthcare documents are published at a readability level well above what the intended audience can comprehend. Anyone who cannot understand health-related materials can make poor health choices and decisions, causing poor overall health and higher mortality. In our study, we concluded that removing the challenges from 4 domains of the Health Literacy and creating a simpler and clearer brochure about health risks of smoking can help the IEP students better understand the health risks of smoking for both smokers and nonsmokers, thus, they can take appropriate actions based on this health information.

References

- Amos, J.A. "Stop smoking." Retrieved from <https://hypnosislive.com/health/stop-smoking>
- Yako and Krystal. "The secret of smoking." 2014, Retrieved from <https://www.bkreader.com/2014/06/12/the-secret-of-smoking>
- Zarcadoolas, Pleasant, & Greer, 2006, p. 55.

STOP SMOKING



hypnosislive

Original Document 1
Flesch- Kincaid Test: 9.2
SMOG Test: 11.72

Revised Document
Flesch- Kincaid Test: 4.4
SMOG Test: 7.0