



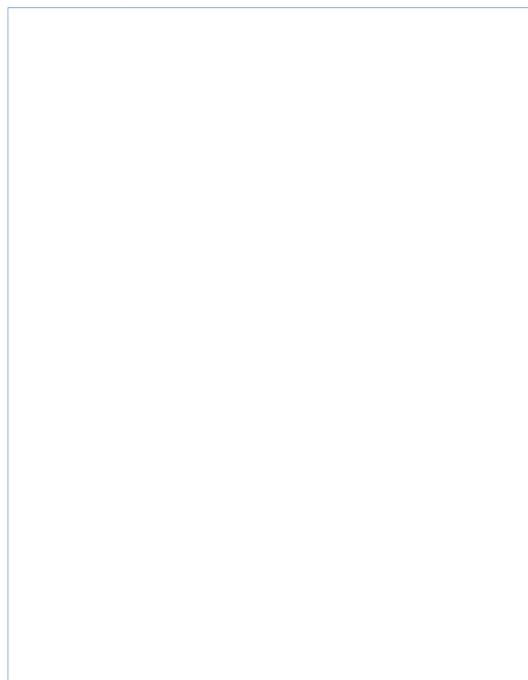
# Alcohol: A More Effective and Culturally Accessible Explanation for UD’s Intensive English Program Students

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## Abstract

Our team partnered with the Intensive English Program (IEP) students at the University of Dayton to create an educational brochure about alcohol. We revised an existing public health document from Southern Australia in order to make the information more accessible and within the cultural perspective of the IEP students.

## Original Document:



11th – 13th Grade Reading Level

## Method

We tested the readability of the original document using the SMOG and Flesch-Kincaid tests. Our team also performed a Health Literacy Load Analysis on the original document and found challenges in the four domains: fundamental, scientific, civic, and cultural. We met with IEP students once to assess their information needs and a second time to field test our draft brochure and receive their feedback for improvements.

## Results

We reduced the number of words and used more graphics and icons to communicate information to our readers. The IEP students were more interested in the social aspects of alcohol use, which was incorporated into our brochure.

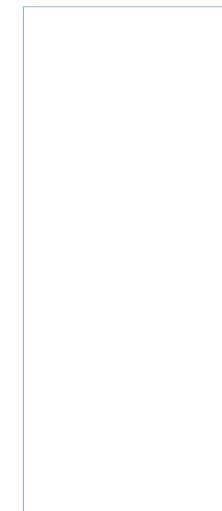
|                | Original Document      | Our Revised Brochure  |
|----------------|------------------------|-----------------------|
| SMOG           | 13 <sup>th</sup> grade | 5 <sup>th</sup> grade |
| Flesch-Kincaid | 11 <sup>th</sup> grade | 4 <sup>rd</sup> grade |

## Revisions

We found that distinct headings, simple phrases, and bullet points made the brochure easier to understand. We used phrases such as “people who drink” rather than “you” statements to be mindful of the fact that the IEP students abstain from drinking. We also used images that appealed to a variety of ethnicities and cultures. The graphics such as the “Strength of Alcohol” and “Levels of Drinking” visually conveyed difficult concepts that were unfamiliar to the IEP students.

Through our collaboration with the IEP students, we gained a perspective on the work required to make health information accessible to lower literacy groups. The simple brochure format is an effective tool for making health topics comprehensible for individuals with lower literacy.

## Our Brochure:



4th – 5th Grade Reading Level

## References

Drug and Alcohol Services South Australia (2017). *What is Alcohol?* South Australia: [www.sahealth.sa.gov.au/dassa](http://www.sahealth.sa.gov.au/dassa)  
Zarcadoolas, Christina, Andrew F. Pleasant, and David S. Greer. *Advancing Health Literacy: A Framework for Understanding and Action*. San Francisco, CA: Jossey-Bass, 2006. 243-61.

## Strength of Alcohol



## Levels of Drinking

