

# DESIGNING A BROCHURE TO AID BETTER COMMUNICATION

Tanya Sofra & Libby Jewson, HealthWest

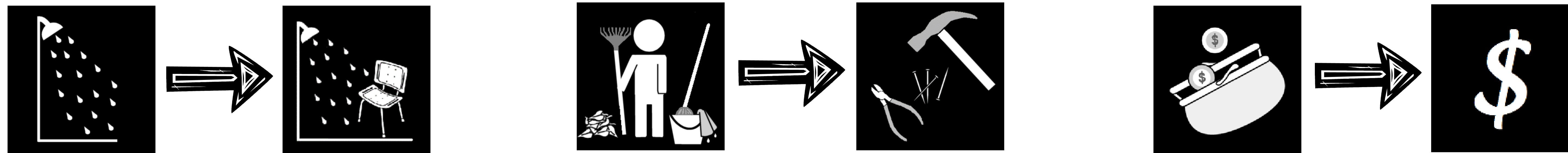


**OBJECTIVE:** Develop a Home and Community Care (HACC) brochure which can be used universally with the HACC target group across the western region to (a) aid better communication between GPs, service providers and consumers and (b) enhance understandings of HACC services amongst consumers.

**METHOD:** Consumers (n=29), service providers and administrators were consulted throughout the development of the brochure. Feedback was sought regarding key messages, content, pictures, colour and layout.

## The feedback...

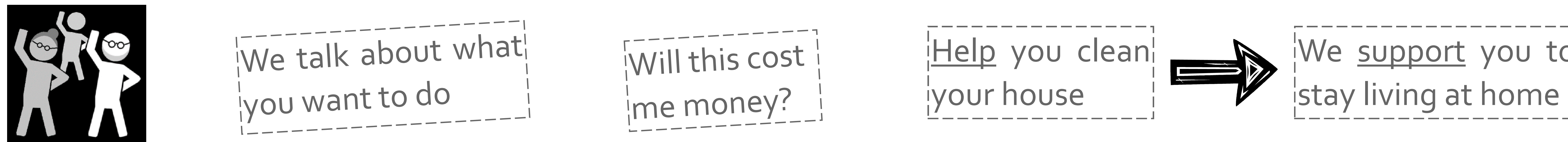
The content needs to be more accurate, symbolic & easier to understand



*“The pictures speak for themselves”*

*“The brochure is well set out, easy and clear”*

The language needs to be plain and align more with the Active Service Model



*“Something like this will make a big difference to someone who is unfamiliar with the... service world”*

The pictures need to be more diverse and inclusive to reflect our community



*“Very effective for people who cannot read”*

## KEY LEARNINGS:

- Consultations with consumers provided an opportunity to clarify meanings and interpretations.
- A teach back method could be employed in future consultations to determine readability.
- Diverse target groups and service providers provided valuable insights and perspectives.

*This brochure was developed as part of the HealthWest Western HACC Growth Corridors Project, Which received funding from the Victorian and Commonwealth Governments.*

