



Know Your  
Health<sup>®</sup>

INTERVENTIONS FOR  
INDIVIDUALS WITH  
TYPE 2 DIABETES  
AND HYPERTENSION



## KNOW YOUR HEALTH® PROGRAM OVERVIEW

Pfizer Inc., in conjunction with national Health Literacy experts, has developed an educational program for individuals with low functional Health Literacy who have been diagnosed with Type 2 Diabetes and/or Hypertension. The program applies Health Literacy theories and techniques to widely accepted health education practices with the goals of improving the participant's knowledge of their disease conditions, teaching self-care behaviors and enhancing their control of blood sugar and/or blood pressure levels.

The Know Your Health® intervention is a comprehensive program for individuals with Type 2 Diabetes and/or Hypertension that integrates:

- Best practices in Health Literacy ■
- Culturally relevant materials and approaches ■
- Easily understood messages reinforced with colorful illustrations ■

*Future interventions under consideration include Mental Health and Hyperlipidemia.*

Components of the program, which are available in English and Spanish, are designed to involve the Individual, the Facilitator and the Clinic, Hospital or Employer Wellness educational setting:

### INDIVIDUAL COMPONENTS

- Patient Workbooks
- Passport to Health
- Medication Pillbox, Instructions and Compliance Worksheets
- Food Tip Sheet
- Diabetes Action Plan
- Calendars

### FACILITATOR COMPONENTS

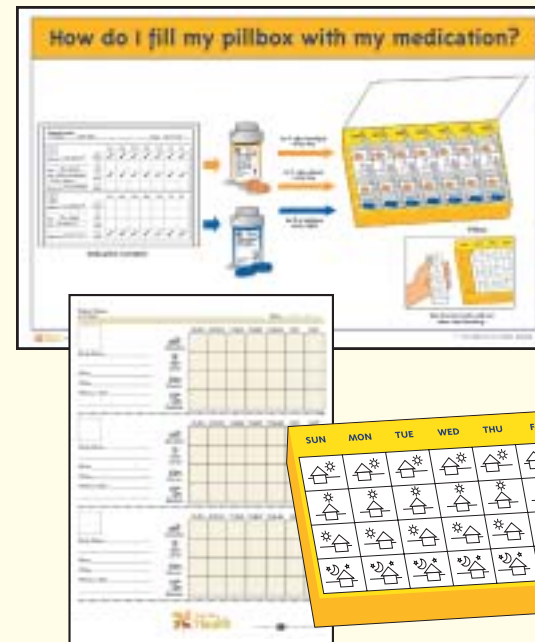
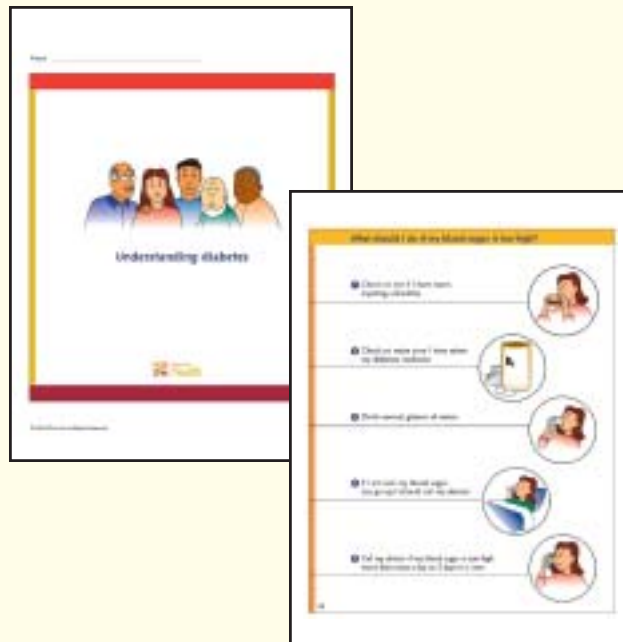
- Facilitator Flipcharts
- Facilitator Guides
- Appointment Reminders
- Group Educational Sessions and Refresher Classes including:
  - Understanding High Blood Pressure
  - Understanding Diabetes
  - Eating for Health
  - Controlling Diabetes to Be Healthy

### CLINIC COMPONENTS

- High Blood Pressure Poster
- Diabetes Poster
- High Blood Pressure Brochure
- Diabetes Brochure

**PATIENT WORKBOOKS:**

Aids and engages the participant during group educational sessions.



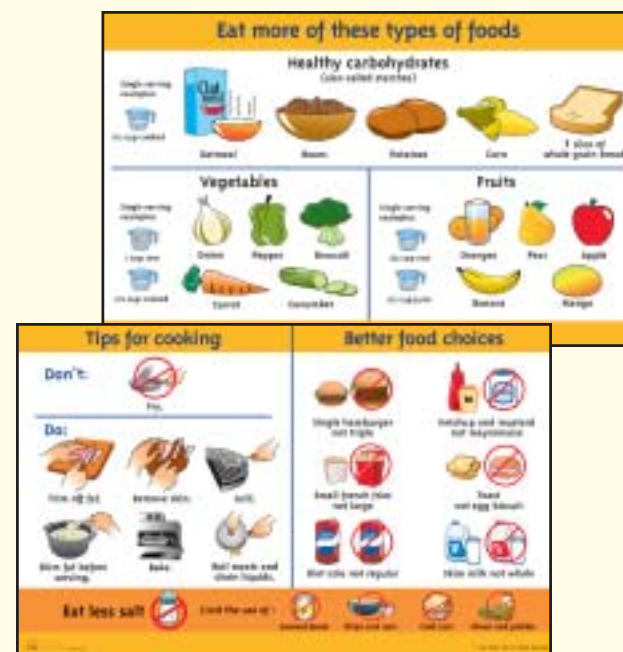
**MEDICATION PILLBOX, INSTRUCTIONS AND COMPLIANCE WORKSHEET:**

Utilizes text, symbols and pictures to aid participants in the documentation and management of daily medications.

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**PASSPORT TO HEALTH:**

Passport format makes it easy to monitor blood pressure and blood sugar levels.



**FOOD TIP SHEET:**

A two-sided laminated sheet that provides pictorial examples of healthy foods with tips for healthy cooking and healthy eating.

**DIABETES ACTION PLAN:**

A two-sided laminated sheet that provides pictorial examples of healthy blood sugar ranges, the symptoms of high and low blood sugar, and ways to address these symptoms.



Facilitator notes on the back of each chart prompt the Health Educator on key messages.

**FACILITATOR FLIPCHARTS:**

Large-size flipcharts that support the class setting and assist the Health Educator in reinforcing messages.

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**CALENDARS:**

A 12-month calendar with clear self-care messaging and space to write daily fitness and self-care goals.



**FACILITATOR GUIDE:**

A comprehensive guide for the Health Educator, outlining the material for each class session. It contains guidelines for class preparation, ways to deliver the message to the participant, as well as a variety of important resource information and phone numbers.



**APPOINTMENT REMINDERS:**

Assists the facilitator and the participant in keeping track of class sessions and follow-up appointments.

**Appointment Reminder For Your Health**

To be completed by the Health Educator in the Clinic. Write your name in the patient/patient proxy on the Health Educator/patient proxy in for the patient file.

Date: \_\_\_\_\_

**PATIENT INFORMATION**

Patient Name: \_\_\_\_\_

Home Phone Number: \_\_\_\_\_

My first appointment with the Health Educator is \_\_\_\_\_ at \_\_\_\_\_ AM/PM of the \_\_\_\_\_ class \_\_\_\_\_ times \_\_\_\_\_ day.

My other appointments are:

**DIABETES**

Diabetes Class	Day	Time
Class #1 - Understanding Diabetes		
Class #2 - Seeing for Health		
Class #3 - Controlling Diabetes to Be Healthy		
2 Month Refresher Session		
3 Month Refresher Session		
4 Month Follow-up		

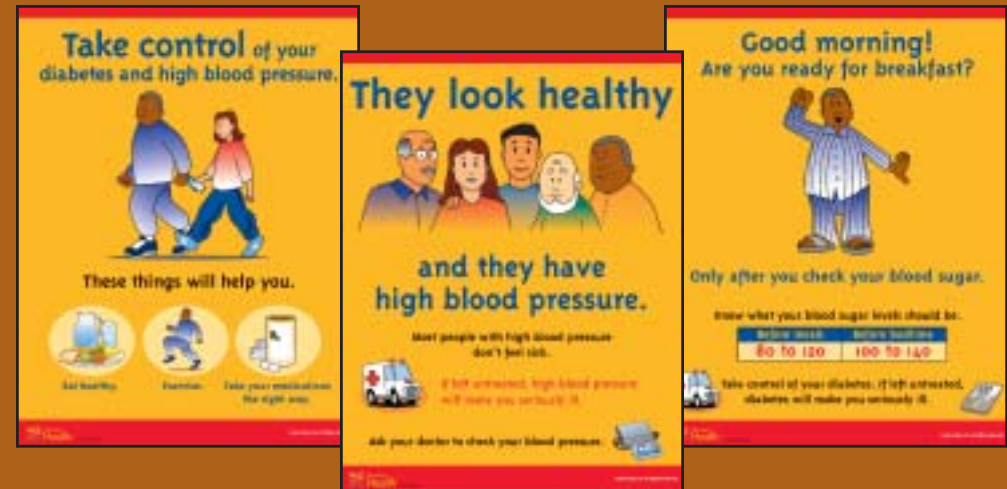
**HIGH BLOOD PRESSURE**

High Blood Pressure Class	Day	Time
Class #1 - Understanding High Blood Pressure		
2 Month Refresher Session		
3 Month Refresher Session		
4 Month Follow-up		

Health Educator: \_\_\_\_\_

**POSTERS AND BROCHURES:**

For display in the Clinic, Hospital or Employer Wellness educational setting to reinforce healthy messages in an easy-to-read format with emphasis on desired behaviors.



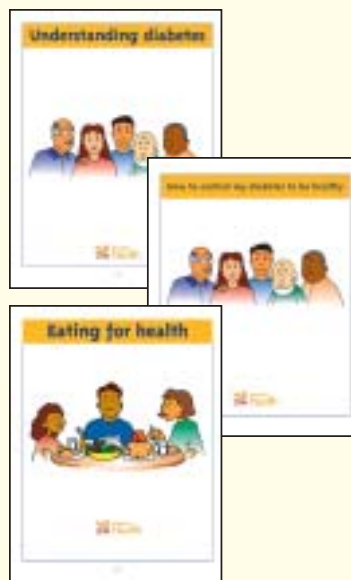
**FACILITATOR COMPONENTS ■ FACILITATOR COMPONENTS ■ FACILITATOR COMPONENTS**

**CLINIC COMPONENTS ■ CLINIC COMPONENTS ■ CLINIC COMPONENTS ■ CLINIC COMPONENTS**

**GROUP EDUCATION SESSIONS AND REFRESHER CLASSES:**

2-hour class sessions that incorporate all the elements of the program: patient workbooks, flipcharts, etc., in which Health Educator teaches participants how to control their disease states. One-on-one refresher classes are designed as a follow-up and reinforcement tool.

*Diabetes Sessions 1-3 include:*



*Hypertension Session 1 includes:*



## PFIZER AND HEALTH LITERACY

The intervention materials are just one component of Pfizer's Health Literacy Initiative. The Initiative is a multi-faceted, multi-disciplinary effort designed to improve patient outcomes by helping people to better understand their health care information. Pfizer has raised awareness and supported study of this emerging Public Health issue for the past five years through annual conferences and research grants. Under the leadership of the Pfizer Public Health Group this long-standing initiative has expanded to include the following components:

- **Development of the Pfizer Health Literacy Principles**
- **Pfizer's Annual Health Literacy Conference**
- **Support of the National Health Council's Health Literacy Training in conjunction with the Pfizer Foundation**
- **Partnership with the American Medical Association Foundation**
- **Partnership with the Florida Agency for Health Care Administration**

## HEALTH LITERACY: *A Critical Public Health Issue*

Health Literacy means understanding the language of health. It is the ability to read, understand, and act upon health information. Anyone of any age, income, race, background, or reading skill level can find it hard to understand health information. Pfizer believes that understanding health information is everyone's right and is committed to providing information to patients/individuals in a way that they can understand and act upon in order to improve their health outcomes.

For more information on Pfizer's Health Literacy Initiative, please refer to the web site at <http://www.pfizerhealthliteracy.com>.

*Please Note:*

*These materials are currently under development. Please check our web site for details on when materials will become available. <http://www.pfizerpublichealth.org>*



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