

Health and Medical Rhetorics Assignment

Why are we doing this?: Health education materials comprise much of preventative health practices. With nursing shortages, time constraints and other factors, nursing staff sometimes do not have much time to verbally communicate with patients other than in short brief sound-bites. When doctors attempt to fill in the gap and communicate with patients, the dialogue can be rather one sided, full of too much technical jargon which overwhelms a patient. This is made more complicated when patients speak a language other than English or the patients in question have low literacy skills. Historically, such populations may also present more frequently in ER situations because of their lack of access to regular preventative care.



Case Study: You will design health education materials for a low literacy or ESL population. You can choose the demographics for this assignment (children, adults, the elderly, women, men...etc). You can also choose the 'issue' or 'problem' your education materials will address (high blood pressure, cancer, end of life care, psychiatric / psychological services, rehabilitation guidelines post hip, knee replacement...) – this is open ended so that you can choose something relevant to your career path and something you might be likely to use were the materials approved by your organization. You can use documents that currently exist in your organization and redesign them to make them better for low literacy or second language learners.



Note: Low literacy population is anyone that may not understand the terms used on the topic you chose.

Assignment: Your packet should include at least 1-2 of these genres and designed around a common 'issue/problem': a well designed handbook; a newsletter, brochure, instruction sheet, flyer, or poster (infographic), a bookmark, an advertisement that would appear in a health related magazine etc. You are limited by your imagination.



Remember: You will have to do some research on your chosen demographic which means you would make sure you cite your sources (including any images you use). Additionally, you will want to consider any ethical challenges you may encounter. You are to write a memo to accompany your final material delivered to me via Blackboard. The memo should give me a rationale for your materials; an explanation of why you chose the issue addressed by your material; why you chose to make the documents you created; problems you encountered; and the cultural and ethical considerations you had to take into account when creating your documents.

