



Pfizer's Skills for Promoting Patient Empowerment toolkit is designed to help health care professionals empower individuals to become active participants in their care. It provides information and strategies to effectively communicate health information and help people make healthy lifestyle changes. To support these efforts, the toolkit also includes patient education handouts focused on helping build self-management skills.

### Effective Communication Strategies: Helping People Understand and Remember Health Information

When individuals misunderstand, or don't recall the health information that you give them, they will have trouble using that information. This can make them less able to adhere to their care plans, which can result in less favorable health outcomes.<sup>1,2</sup> By more effectively communicating health information, you can empower individuals to take better care of themselves.<sup>3,4</sup>

**What Affects Retention and Understanding**

Research suggests that people tend to forget as much as 80% of the information that health-care professionals tell them. Of the information retained, about half is remembered incorrectly, according to another study.<sup>5</sup>

Several factors may contribute to whether and how well a person understands and recalls health information. For instance, healthcare professionals may use medical terminology that is not widely understood, or not consider that individuals may be distracted or overwhelmed after receiving health information, especially upsetting health news.<sup>6,7</sup>

Health literacy, or an individual's capacity to obtain, process, and understand basic health information, also plays a major role. It can be difficult to determine health literacy simply by talking to people or by considering their general literacy or education. Anyone may have trouble understanding health information, especially when it is complex or not presented clearly. That's why healthcare professionals should use effective communication methods when talking with all individuals.<sup>8</sup>

Decreased information retention or understanding

Sources: This exhibit draws from the work of the U.S. Office of Disease Prevention and Health Promotion, 1. Kiffin and M. Galati; Leslie R. Martin, et al; and Narayan MC.

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## Effective Communication Strategies: Helping People Understand and Remember Information

This downloadable PDF provides guidance on building patient partnerships. It covers communication strategies that can make health information easier to understand and remember, such as the Ask-Tell-Ask approach and the Teach-Back method.

### Motivating People to Make Healthy Changes

Helping people make healthy changes, such as increasing physical activity or quitting smoking, can be challenging.<sup>1</sup> For example, you might provide a detailed explanation to an overweight person with diabetes about the importance of losing weight only to learn two months later that the individual has gained a few pounds. A lack of progress can be frustrating for you both.

How is it that some individuals successfully change their health behaviors while others don't? Often, you cannot simply tell someone to change and expect the desired results. Instead, you need to artfully engage people and guide them in figuring out for themselves if, when, and how to make a healthy change.<sup>2,3</sup>

**Understand the Ingredients of Motivation**

Motivation is what leads to change, and the strength of a person's motivation or readiness to change is determined by two core components: importance and confidence. When both of these ingredients are present, the individual's efforts to change are more likely to be successful. If one or both are lacking, an individual may not want to make changes or may be unambitious about doing so.<sup>4</sup>

**Motivation**  
Should I really start exercising regularly?

- Belief in Importance of Change (the "why" of change)
  - Why is regular exercise worthwhile?
  - Will it make a meaningful difference in my life?
- Confidence in Ability to Change (the "how" of change)
  - Can I really commit to regular exercise?
  - How will I begin to exercise regularly?

Sources: This framework draws from the work of Pip Mason.

**Engagement Tip:** Give the individual you are helping a copy of the "Gearing Up to Make Healthy Changes" self-management health aid, which is posted on ArchTools. Then, work with the individual to assess his or her motivation and make healthy changes.

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Job Aid

### Self-Management Health Aid: Gearing Up to Make Healthy Changes

Making changes that are good for you, like quitting smoking or starting to exercise, can be hard. To help ensure your success, you need to assess how ready you are to make the change. Once you are ready, you need to develop an action plan that can help you achieve your goal. Getting support from your health care team may help you in your efforts.

**Understand the Ingredients of Motivation**

Motivation is what leads to change. The strength of your motivation is determined by two core components:

- Importance: Is there a good reason why I should change?
- Confidence: Do I know how I can make this change happen?

Both of these factors need to be present. If either is lacking, your efforts to change may be more difficult.<sup>1</sup>

**Motivation**  
Should I really start exercising regularly?

- Belief in Importance of Change (the "why" of change)
  - Why is regular exercise worthwhile?
  - Will it make a meaningful difference in my life?
- Confidence in Ability to Change (the "how" of change)
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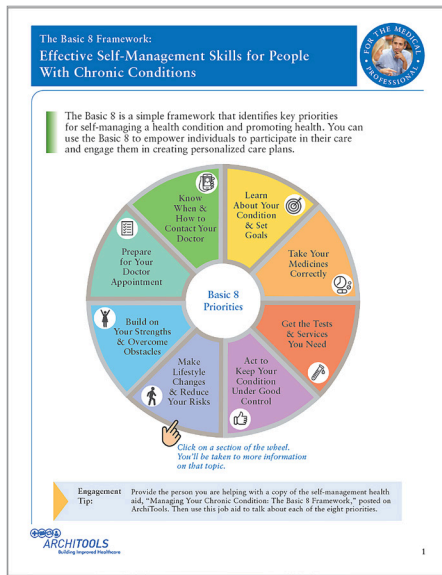
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Patient Handout

## Motivating People to Make Healthy Changes

This set of materials includes a downloadable PDF that covers how to assess and enhance a person's level of motivation to change and help them set realistic health goals and action plans so they can make meaningful changes in their health behaviors. It includes a patient education handout, called "Gearing Up to Make Healthy Changes," that you can download and share to help your patients examine their readiness to change and set specific and measurable health goals.

# Skills for Promoting Patient Empowerment Toolkit



Job Aid



Patient Handout

## The Basic 8 Framework: Effective Self-Management Skills for People with Chronic Conditions

This set of materials is intended to help individuals with chronic conditions build eight essential self-management skills, such as managing symptoms or taking medicines correctly. It includes a patient education handout that provides actionable strategies for each of the Basic 8 priorities. There is also a provider-focused PDF that explains how to use the patient handout to support the development of self-management skills.



## Introduction to the Skills for Promoting Patient Empowerment Toolkit

A Self-Paced Presentation



## Skills for Promoting Patient Empowerment: A Self-Paced Presentation

In this short, narrated presentation, you'll learn more about how patient empowerment can be a key strategy for achieving the Institute for Healthcare Improvement's Triple Aim and the essential elements to encourage individuals to take a more active role in their care.

Access toolkit at [pfiizer-architools.com](https://pfiizer-architools.com).

Use the "Explore" function, and search under "Asset Type" to view this as well as the other Toolkits.

