

## BACKGROUND

- Blood and marrow transplant (BMT) is a highly complex therapy that can cure some blood cancers and blood disorders.
- It is essential to utilize patient-friendly resources to maximize comprehension.
- A needs assessment indicated that:
  - Before BMT, patients and families receive an overwhelming amount of information, often in clinical language.<sup>1</sup>
  - Few BMT patient education resources were at or below a 6<sup>th</sup> grade reading level.
- Patient-focused health promotion collaborations and partnerships can:
  - Mutually benefit stakeholders and lead to better patient outcomes.<sup>2</sup>
  - Range on a continuum of formality, scope and integration<sup>3</sup> (Figure 1).

## PURPOSE

To highlight how partnerships can result in easy-to-read patient education resources.

## METHODS

Two national patient advocacy organizations collaborated to co-create an easy-to-read BMT patient education resource. Keys to a successful partnership were employed (Figure 2).

### Partnership steps included:

- Formation – Discussion to establish need, goal and shared interest in collaboration.
- Establishment – A Memorandum of Understanding (MOU) was completed to create baseline agreements defining:
  - Roles and responsibilities
  - Funding
  - Timeline
- Maintenance – Consistent, effective communication proved essential throughout the collaborative project.

### Resource development steps included:

- Gather stakeholder input – 10 BMT health professionals participated in a 1-hour discussion to identify the information patients need to know before BMT.
- Learning objectives defined – Based on stakeholder input, learning objectives were drafted to clarify the content goals.
- Review - Iterative review of outline, content and design completed with project team and stakeholders.
- Publication and dissemination – Resource was printed and published online.

FIGURE 1. PARTNERSHIP CONTINUUM



FIGURE 2. POTENTIAL PARTNERSHIP PITFALLS AND SOLUTIONS

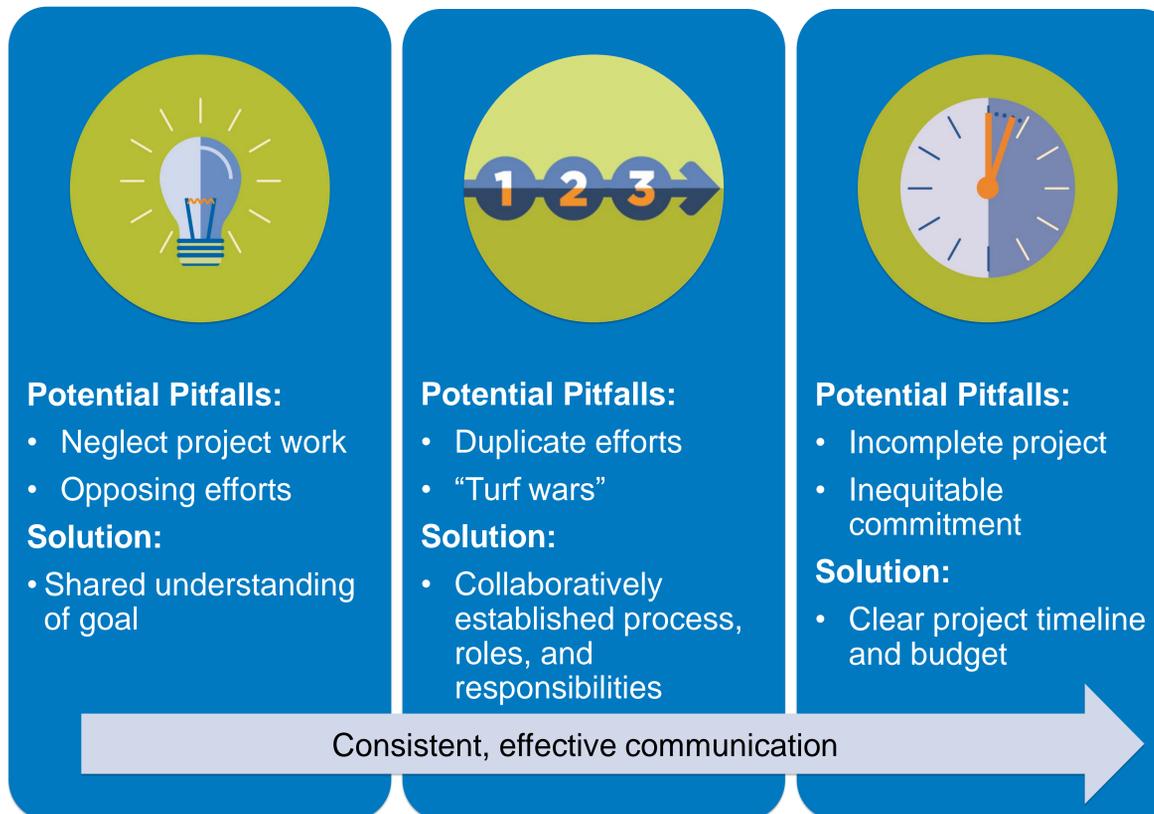
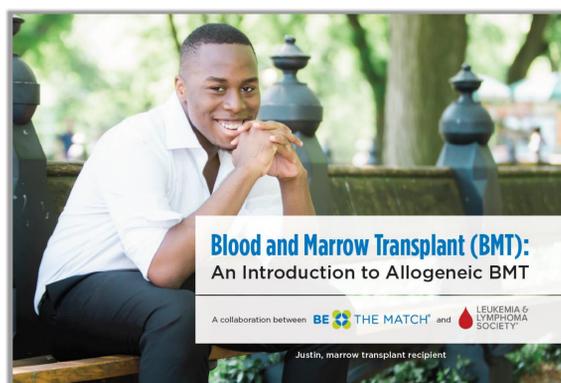


FIGURE 3. CO-CREATED EASY-TO-READ RESOURCE

### Front Cover



### Back Cover



## RESULTS

A 20-page booklet for patients and families was printed and published online in August 2018 (Figure 3). The booklet:

- Includes images and checklists to make it patient-friendly
- Has a 6<sup>th</sup> grade Fry-based reading level
- Is available through both organizations' websites
- Is easier to read than other comparable resources created by either organization

From August 2018 through March 2019:

- 943 printed booklets have been disseminated to patients and health professionals.
- The booklet has been downloaded 199 times.

## PARTNERSHIP EVALUATION

Evidence of successful partnership includes:

- Satisfaction with the resource
- Agreement that by working together, we were able to provide a better resource for patients
- Commitment to future collaboration

Future partnership work:

- Spanish translation is in progress and will be completed summer 2019.
- Dissemination results and feedback from patients and health professionals will be gathered and analyzed to inform revisions before reprinting the booklet.

## CONCLUSION

- In order to achieve a shared goal, it is essential that partners are committed to the collaboration and flexible with their approach.
- The results of successful partnerships can benefit both organizations and lead to better patient education resources.

## REFERENCES

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