

ATELIER@NTALGIQUE: TECHNOLOGICAL MEDIATION FOR HEALTH COMMUNICATION

Exploitation of online tools to promote public knowledge and raise awareness on the correct use of drugs

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Introduction:

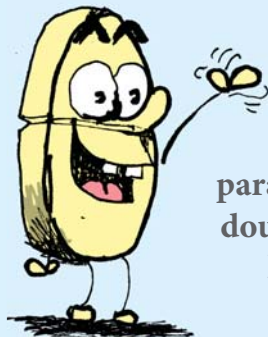
- Information about drugs should be communicated in an effective way, as it helps reducing healthcare costs while providing optimal therapeutic outcomes. It also make it easier for users to adhere to the prescribed treatment.

- However, the language used by science professionals can often be perceived as incomprehensible, intimidating and too complicated for people outside the scientific community.

- In recent years, Internet has changed the approach to information and communication in the healthcare world. An increasing number of patients use the Internet as a source to prepare, complete, validate or challenge medical consultations. This is both a challenge and an opportunity for healthcare professionals.

The online service *Atelier@ntalgie* is an example of how this new challenge can be met. This blog aims to be a source of quality information on analgesic drugs promoting their safer use.

The pilot study focused on paracetamol, one of the most popular drugs for pain treatment, widely used with or without prescription. Despite such widespread use, few people are aware of the risks associated with an inadequate intake of this molecule. The challenge is how to provide high-quality but comprehensible technical knowledge without losing the public's interest.



Je suis le para-acétyl-amino-phénol, pour les amis le paracétamol. Je lutte contre la douleur et je suis utilisé dans la vie de tous les jours.

Methods:

Process: Development of information about the adverse effects of paracetamol on the liver and the risks linked with its association with alcohol.

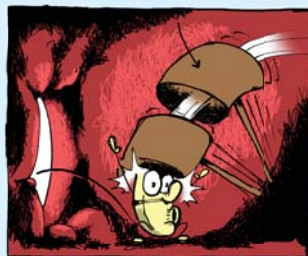
In the **method:** use of journalistic guidelines to develop clear and relevant content that arises interest and awakes attention.

Use of comics to create a story illustrating that shows medical concepts and explaining the metabolism of paracetamol, its liver toxicity and interaction with alcohol.

Qualitative pilot study to investigate the effectiveness of this information was conducted using an emailed semi-structured and open questionnaire to assess the level of lay patients' understanding and satisfaction.

Questions sought to investigate the readers' appreciation of the form

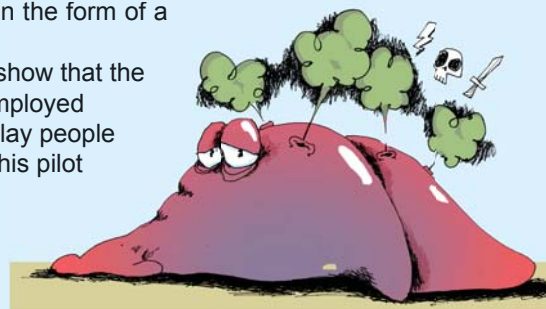
and structure of information, to examine whether the information was able to hold the readers' attention and awake their interest and finally to test the recall of the communication of therapeutic recommendations.



Results:

Eight women and 5 men, aged 20 to 61 years old answered the questionnaire after having read the online information. All participants read the information to the end and judged it comprehensible. All participants could explain the paracetamol hepatic toxicity, but only 8 could cite alcohol as risk factor for toxicity. Eleven were satisfied with the style. Two people were disappointed of this information because it was too weird to receive information in the form of a story-telling.

The results show that the approach employed pleased the lay people included in this pilot study.



Discussion and Conclusions:

- It is essential that patients understand and remember the prevention information. In our pilot study, the participants remembered less the information about the risk related to the association of alcohol and paracetamol. This should be improved.

- Developing high quality information delivered in an engaging and accessible way allows patients to take better decisions about their health and to be active agents in their own therapy. Providing accessible knowledge to patients is important for health communication, a duty for the scientific community, a patient's right and, last but not least, democracy.

Atelier@ntalgie

Un blog pour partager et développer une information sur les antalgiques

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This information is available on the blog:

<http://atelierantalgie.com/>.

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