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Apr 29th, 10:00 AM - Apr 28th, 11:00 AM

Policy Map and MedlinePlus for creating Visual Materials for Underserved Populations in Philadelphia

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Verbit, Daniel; Chabot, Monique; and Shirrell, Elizabeth, "Policy Map and MedlinePlus for creating Visual Materials for Underserved Populations in Philadelphia" (2021). *TCLC Program Proceedings. 2.*
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Occupational Design, Visual Communication Design, and Academic Commons Collaborate for Graphic Health Literacy in Philadelphia

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POLICYMAP

ClinicalKey®

MedlinePlus®
Trusted Health Information for You

EBSCOhost

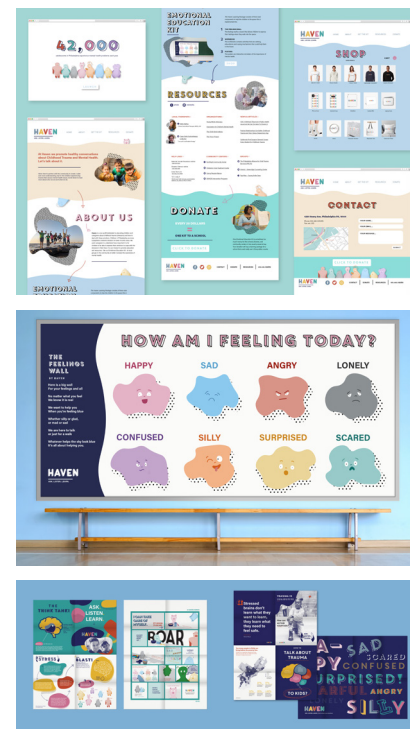
Occupational therapy (OT) maximizes health, well-being, and quality of life for all people. Visual Communication Design (VCD) enables people to process and communicate information through the design of objects, environments, and interactions. Gutman Library's mission is to work collaboratively with the university community to ensure that students successfully achieve institutional learning outcomes. VCD students collaborated with second-year OT students to address the prompt, 'How might we improve health literacy

in Philadelphia?' During instruction sessions, the Librarian gave a demo of PolicyMap, and helped students identify underinvested communities in Philadelphia and what problems existed in those communities. ClinicalKey and MedlinePlus were used to understand medical conditions and show examples of patient educational materials. To identify secondary sources, we used the Ebsco and ProQuest portals to research the topics and discover existing research. The students spoke with subject matter experts in the university and

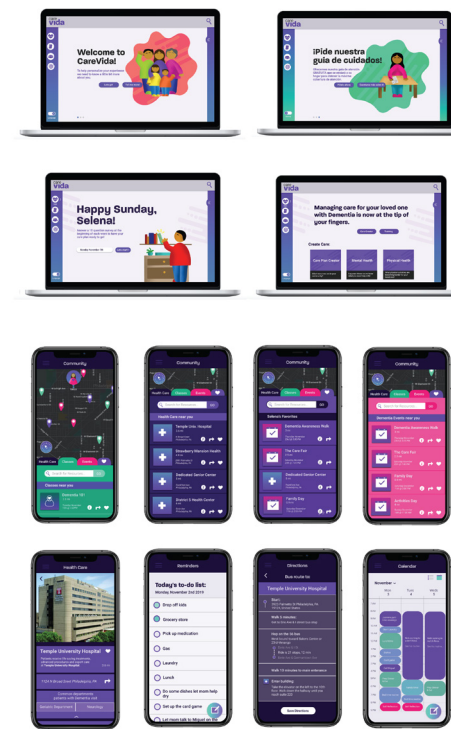
the local community for primary resources. The result was the development of research-informed design system prototypes. Projects targeted improving various social determinants of health. The subject areas selected included disability justice, childhood trauma, night shift workers' mental and physical health, and migrant access to health services. The interventions shown below included bilingual graphic novels, educational posters, emotion boards, plush and sand therapy toys, video games, a community mural, and more.



GROUPHUG -
Children & Anxiety/Depression



HAVEN -
Children & Trauma



CAREVIDA -
Caregivers & Dementia



ASTHMA ACADEMY -
Children & Asthma



SEPTABLE MANNERS -
Public Transportation & Manners

