



Hepatitis C Information Booklet: **Information Design & Persona Analysis**

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Hepatitis C Information Booklet: Information Design

This document describes the information design rationales and persona analysis for a hepatitis C information booklet. To see the persona and two-page proof of concept for the planned information booklet, refer to the end of this document.

Audience

The hepatitis C information booklet's intended reader is a **30-year-old adult male**. The following list describes contextual information about the intended reader:

- He is a recovering alcoholic and opioid addict who has been diagnosed with liver fibrosis and hepatitis C. He contracted hepatitis C after using a contaminated needle.
- He is currently three months sober and regularly attends bi-monthly substance abuse workshops for community support and relapse prevention.
- He works at construction sites as a full-time labourer.
- He lives in a subsidized housing neighborhood with his wife and their 2-year-old daughter.

The intended reader will read the information booklet at home during his free time between work and substance abuse workshop meetings. To accommodate the intended reader's needs, the information booklet should include the following types of task/procedural information:

- **Avoiding hepatitis C transmission:** The intended reader lives with two other family members. Therefore, the information booklet should include instructions for proper hand washing and disinfecting objects that have been contaminated with blood.
- **Managing a diet for liver disease recovery:** The intended reader was diagnosed with liver fibrosis as a result from alcohol abuse and hepatitis C, so the information booklet should include instructions for managing a healthy diet that promotes liver disease recovery.
- **Managing symptoms and medication side effects:** Hepatitis C symptoms and interferon medication can potentially cause severe physical ailments. Therefore, the information booklet should include instructions for managing symptoms and side effects.

The intended reader works in a labour-intensive job with different types of work hazards (e.g. falls, manual lifting, heavy machinery, etc.), so the information booklet should include methods that help alleviate and manage symptoms and side effects that could affect his work performance and safety.

- **Applying for financial assistance:** The intended reader and his family live in a low-income household and struggle financially. Therefore, the information booklet should include instructions for applying for financial assistance programs that can cover medication costs.

Pre-requisite Knowledge and Skills

The intended reader possesses the following types of knowledge and skills, which will affect his understanding of the information in the booklet:

- **Knowledge of safe work practices:** The intended reader has experience identifying and fixing health and safety hazards at construction sites, but he does not have experience with cleaning up blood or bodily fluids in a workplace. Prior assessment knowledge will improve the intended reader's understanding of the procedures that involve cleaning objects contaminated with blood and disposing infectious waste safely.
- **Knowledge of substance abuse topics:** The intended reader has attended substance abuse workshops to learn about substance abuse risk factors, consequences, and prevention. Prior knowledge of substance abuse topics will give the intended reader some background knowledge of liver disease and the importance of preventing cirrhosis and liver cancer. Therefore, the intended reader will require only a brief overview of liver disease.
- **Knowledge of basic parenting skills:** The intended reader is a father to a 2-year-old girl and understands the importance of maintaining a clean environment and modeling healthy lifestyle habits for children. Prior parenting knowledge will help and motivate the intended reader to better understand how to perform proper personal hygiene and food preparation practices to avoid transmitting hepatitis C to his wife and daughter. Therefore, the intended reader will require concise procedures for personal hygiene and food preparation tasks.

Persona Analysis

The document's persona, **Ryan**, is a 30-year-old recovering opioid addict and a newly-diagnosed hepatitis C patient. Ryan lives in a low-income household with his 28-year-old wife and 2-year-old daughter. He is a high school graduate and he works outdoors as a full-time construction worker.

Medium

To accommodate Ryan's needs, I will create a **7" x 10" information booklet** for the following reasons:

- A 7" x 10" booklet format is **portable**. Since Ryan constantly travels to different construction sites, he can bring the booklet with him to read during his breaks. The booklet will contain **plasticized paper** so that it can better withstand potential creases, spills, and stains from Ryan's bustling lifestyle and dirty work conditions.
- A physical format also **does not require an internet connection** to access content. Ryan and his family have an unreliable and slow internet connection, so an online format with embedded videos and graphic-heavy content would result in slow loading times. An online format would also require access to a computer, and Ryan is often away from home.
- A booklet has **larger page sizes** that can contain multiple pages to cover additional relevant topics. Since Ryan is a newly-diagnosed patient with minimal prior knowledge of hepatitis C, the booklet format would provide a larger amount of important information.

Design

I will format the printed information booklet using the following design choices:

- **Fonts:** Contrasting fonts and a clear visual hierarchy will make it easier for Ryan to navigate through the information booklet. I will use a larger sans-serif font for headings and a 12pt serif font for the body text. I will also use bold text to emphasize important key terms.
- **Text:** Ryan is a busy person who does not want to waste time struggling to understand wordy and cluttered content. To improve content clarity, I will use numbered lists to describe step-by-step procedures and bulleted lists to describe symptoms, side effects, and guidelines.
- **Colours:** Ryan may feel anxious or stressed as he reads information about his disease. For the booklet's colour scheme, I will use blue hues, which are calming colours that are often associated with reliability and professionalism. I will also use colour-coded headings to improve the booklet's information hierarchy for easier reader comprehension.
- **Graphics:** Graphics will attract Ryan's attention and engage him to read further. I will include colorful illustrations to reinforce important information. Illustrations of people will depict a diverse cast of different genders and ethnicities for inclusivity.
- **Layout:** To make the content more inviting for Ryan to read, I will use mirror margins with $\frac{3}{4}$ inch outside margins and 1 inch inside, top, and bottom margins to create effective white space. I will also use one column of text and align all textual content to the left for consistency.

Writing style

To improve readability, I will use the following content and writing style strategies:

- Use **plain language**, **active voice**, and **short paragraphs** so that Ryan can easily understand complex information regardless of his education level and experience.
- Use a **conversational tone** and **second-person pronouns** so that Ryan feels encouraged and comfortable with reading information about complex and serious subject matter.
- Include **three levels of information** to organize content so that Ryan can easily understand the booklet's structure and outline.
- Include a **Frequently Asked Questions (FAQ)** section towards the end of the information booklet so that Ryan can quickly refer to answers for common hepatitis C-related concerns.
- Include a **short glossary** at the end of the information booklet so that Ryan can quickly refer to important key terms and definitions.

Document Outline

To divide the information into manageable chunks, I grouped related topics into four core topics so that Ryan can easily skim through the booklet and find what he needs. I organized the contents according to a schema of a patient's typical expectations for dealing with a hepatitis C diagnosis (Figure 1):

- **Introduction:** The introduction will provide brief context about Ryan's diagnosis and a summary of the information booklet's purpose.
- **Four core topics:**
 1. **What is Hepatitis C?:** Ryan may first need brief background information about hepatitis C to better understand his diagnosis and its implications.
 2. **Treating Hepatitis C:** After learning basic information about hepatitis C, Ryan will likely seek information about hepatitis C treatments and related medication costs.
 3. **Living with Hepatitis C:** Once Ryan has come to terms with his hepatitis C diagnosis, he will likely seek information about managing a healthy lifestyle for liver recovery.
 4. **Coping with Hepatitis C:** Hepatitis C can also negatively affect mental health. Ryan, who may be concerned or struggling with his diagnosis and new lifestyle, will likely seek information about healthy and effective coping strategies.
- **Additional Information:** If Ryan needs information not included in the four core topics, he can refer to this section for additional information and resources.



Figure 1. The content order in which patients will likely seek information about hepatitis C.

Table 1 shows the document outline containing descriptions of the hepatitis C information booklet's contents and four core topics.

Table 1. Document outline describing the hepatitis C information booklet’s contents.

Topic	Description
Introduction	
a) Introduction	Overview of the information booklet’s purpose and learning objectives for each core topic.
1. What is Hepatitis C?	
a) About hepatitis C	Overview of basic facts about hepatitis C symptoms, transmission, and prognosis.
b) Misconceptions	Overview of the stigma surrounding hepatitis C and common misconceptions about the disease.
2. Treating Hepatitis C	
a) Treatment options	Overview of hepatitis C treatment options and possible side effects.
b) Medication costs and financial assistance	Overview of medication costs and information about financial assistance programs for patients who need financial support.
3. Living with Hepatitis C	
a) Lifestyle choices	Overview of lifestyle choices that can prevent further liver damage. This topic includes exercise guidelines and a list of substances and medications that cause liver damage.
b) Nutrition and diet	Procedures and guidelines for maintaining a healthy diet to improve liver recovery.
c) Transmission prevention	Procedures and guidelines for proper hand washing, surface cleaning, and infectious waste disposal techniques.
d) Symptom and side effect management	Procedures and guidelines for managing hepatitis C symptoms and medication side effects.
4. Coping with Hepatitis C	
a) Your mental health	Overview of mental health considerations, such as dealing with anxiety and depression, when coping with a hepatitis C diagnosis and affected lifestyle.
b) Coping strategies	Guidelines for healthy coping strategies that help manage depression associated with a hepatitis C diagnosis.
c) Challenges for caregivers	Overview of common challenges caregivers may experience when caring for a patient with hepatitis C.
Additional Information	
a) Organizations, resources, and support groups	List of websites and contact information for hepatitis C organizations, resources, and support groups.
b) Frequently asked questions	List of common hepatitis C-related concerns.
c) Glossary	List of hepatitis C-related terms and definitions.

Ryan Martin



"Recovery is a daily struggle, but it gives you a special type of strength and tenacity you never knew you had."

Basic Information

Age: 30 years old

Education: High school

Status: Married with one child

Location: Winnipeg, MB

Background

Ryan is a recovering opioid addict who has been diagnosed with early fibrosis and hepatitis C. He became addicted to opioids after he was prescribed pain medication following a surgery, and he contracted hepatitis C after using a contaminated needle. Ryan is currently three months sober and regularly attends bi-monthly substance abuse workshops for education, support, and relapse prevention.

Personal Life

Ryan lives in a low-income household with his 28-year-old wife, Casey, and 2-year-old daughter, Sophie. The family has a pet cat named Bongo. Casey is a stay-at-home mom and Ryan works at a full-time job.

He keeps in regular contact with his two sisters and one brother.

Work Environment

Ryan is a full-time construction worker who works at construction sites. His work environment involves hazards such as falls, heavy lifting, and loud noises.

He works outdoors in varying weather conditions, including rain and snow, and uses the following types of equipment:

- **Tools:** Hacksaw, drill, grinder, etc.
- **Heavy equipment:** Grader, skid-steer loader, and excavator.

Technology Use

Computer proficiency

Ryan has basic computer skills and understands how to perform the following computer tasks:

- Open a web browser, browse the internet, and check emails.
- Stream videos and music.
- Download applications and media.
- Use Microsoft Word's basic features.

High-tech products

Ryan owns three types of high-tech products:

- **Computer:** Browse the internet and stream different types of media.
- **Moto G5:** Browse social media and contact friends and family.
- **PlayStation 4:** Play video games.

Frustrations

- Waiting for long loading times due to his slow internet connection.
- Wasting time reading verbose or complex explanations.
- Struggling financially and living paycheck to paycheck.

Attitudes

- Believes that addiction is a complex disease and that recovery requires consistent effort and support.
- Eager to improve his mental and physical health so he can continue working and support his family.

Goals

- Apply for college and graduate with a welding certificate.
- Manage a construction company.
- Heal his liver to prevent liver disease progression.
- Live a sober lifestyle so that he can set a good example for Sophie.

Treating Hepatitis C

Treatment options

Recent advances in hepatitis C research have made it possible to treat hepatitis C with better cure rates and fewer unpleasant side effects.

Depending on your liver's condition, you may be eligible for certain types of treatments. If you have acute hepatitis C, your physician may simply need to monitor your liver and the disease's progress. If you have chronic hepatitis C, you may need to take medication or receive a liver transplant.

There are three main types of hepatitis C treatments:

- **Direct-acting antivirals**
- **Interferon therapy**
- **Liver transplantation**

Direct-acting antivirals



Direct-acting antivirals (DAAs) are a new group of medication used to treat chronic hepatitis C. DAAs are pills that work by directly acting on the hepatitis C virus and preventing it from making more copies of itself. This helps get rid of the virus from the body.

DAAs can have a successful cure rate of over 90%. Since DAAs are more effective and have fewer side effects, they're used as the current standard in hepatitis C treatment. However, DAAs are very expensive and you may need to apply for financial assistance to cover medication costs.

DAAs can cause the following side effects:

- Headaches
- Nausea and vomiting
- Slow heart rate
- Raised liver markers
- Fatigue
- Diarrhea
- Anemia

Interferon therapy



Interferon therapy is another method of treating chronic hepatitis C. It involves injecting cytokine, a type of protein produced in the body, which triggers the immune system to destroy virus cells. Interferon used in combination with **ribavirin** can produce more effective results.

Interferon therapy is an older form of hepatitis C treatment that can cause several unpleasant side effects. Most physicians now prescribe DAAs because they're a safer, tolerable, and more effective alternative to interferon therapy.

Interferon therapy can cause the following side effects:

- Anemia
- Fatigue
- Flu-like symptoms
- Nausea and vomiting
- Diarrhea
- Skin rash
- Weight and hair loss
- Chest pain
- Depression and mood swings
- Decreased white blood cells and platelets
- Bone marrow suppression

Liver transplantation



Liver transplantation involves going through surgery to replace a damaged liver with a healthy liver from a donor. You may need a liver transplant if you have severe liver damage caused by chronic hepatitis C.

Living with a liver transplant can have long-term effects. A liver transplant team will determine if you're eligible for a liver transplant by assessing your overall health, medical history, and support network.

A liver transplant can include the following risks and complications:

- Infection
- Bleeding
- Blood clots
- Bile duct complications
- Rejection of the new liver
- Failure of the new liver
- Immunosuppressant medicine side effects