



Educational Resources for Patients

E&T has the capacity to create culturally and linguistically sensitive health education materials for people of all ages. Since 1998, E&T has assisted MassHealth to develop educational posters, brochures and mass media materials on a range of health topics including the treatment of viral upper respiratory infections, the diagnosis and treatment of chlamydia, and the importance of preventive care.

In the planning process, focus groups are conducted to develop the primary message of the educational materials. The materials are developed in a manner that offers “easy solutions” to reduce or eliminate an identified risk. This helps to raise awareness and abate fear, denial or mistrust. E&T reviews all materials to assure that the reading level is appropriate for the intended audience. In addition, materials are reviewed by our cultural linguistic experts to ensure that the messages are appropriate for the target population. Translation services are available in eight languages to translate educational materials as needed.

[View samples](#) of our patient health educational materials.

To discuss your organization’s needs and to explore the potential for E&T consulting support, contact our program manager, at Theresa.glenn@umassmed.edu.