

Publication: [Developing cartoons for long-term condition self-management information](#)

**Publication details (Vancouver format)**

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**What are the most important findings/conclusions in this paper? Why are they important?**

Using cartoons in patient information guides can help people cope with clinical uncertainty and decision-making when managing Chronic Kidney Disease (CKD). Cartoons appear to be acceptable to patients who are managing a range of health conditions and should be more widely used and evaluated as part of the delivery of health information.

**What did you do?**

Patients took part in interviews and focus groups to discuss their experiences of CKD (Chronic Kidney Disease). Their responses helped to develop a patient guidebook about CKD, which included cartoons showing common experiences of CKD patients. The guidebook and cartoons were then evaluated as part of a clinical trial, to see if cartoons helped to get the meaning of the guidebook across, as well as to find out if patients found them engaging and useful.

**Why did you conduct this research?**

Patients are increasingly expected to take a role in managing their own health conditions. Some examples of conditions where this the case are types 1 and 2 diabetes, as well as CKD.

Cartoons are being used more often as a way of communicating relevant health and decision-making information to patients. However, this means of communication remains under-used in patient materials and little is known about whether this method works, or is acceptable to patients.

**What was known before your paper was published?**

Cartoons have been found to work in engagement, and have been a successful communication tool in counselling, particularly in cognitive behavioural therapy. There is some evidence from the USA that cartoons are an effective way of communicating important medical and health concerns, although their use in patient guidebooks is still limited.

**What is next? What is the potential impact of the work in this paper? What will change as a result of this paper (or the study it describes)?**

In general, the cartoons developed by this process showed patient experiences, common situations, daily management dilemmas, making decisions and choices, and the uncertainties associated with conditions. Humour is frequently used by patients to help with adjustment and coping. Cartoons can help provide clarity and understanding for people living with conditions. Using cartoons to engage and motivate people has the potential to support self-management of health conditions.

**Does this paper link in to a particular study / project? If so, please summarise the study and explain how this paper has improved understanding, or will move the study forward.**

N/A