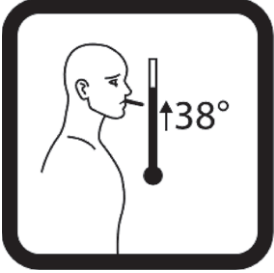








# Feedback from the elderly on pictograms

Local researchers are studying ways to make it easier for the elderly to understand prescription medication labels. The study, called Prescription Medication Label Improvement for Singaporean Elderly, looks at issues including improving pictograms. Below is feedback from polyclinic patients aged 60 and above on some pictograms.

Pictograms for prescription medication labels		
<b>Intended meaning</b>	 Fever	 Night
<b>Patient's feedback</b>	Is this asthma? Smoking? It seems like karaoke.	Is this the Singapore flag?
<b>Intended meaning</b>	 Do not drive	 Drowsy
<b>Patient's feedback</b>	Do not park your car here.	This looks like toothache.
<b>Intended meaning</b>	 Diarrhoea	 Apply to affected area
<b>Patient's feedback</b>	He seems very anxious and wants to run away.	Is he hitting mosquitoes?
<b>Intended meaning</b>	 Keep out of reach of children	
<b>Patient's feedback</b>	Two girls are standing; behind them are a building and a lock.	

NOTE: The study is conducted by Duke-NUS Medical School and includes SingHealth Polyclinics and National Healthcare Group Polyclinics.

ILLUSTRATIONS:  
DUKE-NUS MEDICAL SCHOOL  
STRAITS TIMES GRAPHICS