

Customizing the text in the Toolkit workforce materials

Because each company is different, the Toolkit's workforce materials have been designed as flexible resources that you can adapt and use in many ways to suit your needs. Below is a summary of things you need to know about customizing the workforce materials.

The workforce materials are available to download free of charge at the website of the *National Business Group on Health* (www.businessgrouphealth.org). You can download the Microsoft® Word® file for each document and edit it as you see fit.

There are embedded instructions and placeholder text that you will need to *delete* or *adapt* before you use the Word files. Specifically:

- To help guide you in customizing the workforce materials, the Word files include **instructions that are in italics with yellow highlighting** (see example below). You will need to delete these instructions from the final materials you distribute to employees.
- “ABC Toy Company” is used as a fictional placeholder name. When you see the ABC Toy Company name or logo, it indicates a place to customize the workforce materials by inserting your organization's name or logo (see example below).



ABC Toy Company Health Tip Sheets for Employees

[NOTE: delete or replace this placeholder logo and company name]

- The workforce materials also have **fictional links to resources on the fictional ABC Toy Company's employee website**. These links are to other documents that are part of the workforce materials. These links are included because we found that people like having cross-references to other Toolkit workforce materials. They also liked knowing that they can access all of the Toolkit workforce materials in one place. An example is shown below.

[NOTE: text that follows is a placeholder that you will need to adapt or delete]

This document is part of a series of information resources to help you get good quality health care. For more resources, visit your employee website employees.com/healthinfo/

- Please keep in mind that many of the links in the workforce materials are *real links* to real resources on government or other websites. To help you distinguish the fictional links from the real links, **the fictional links are marked with italicized instructions highlighted in yellow** that tell you to adapt or delete them. An example is shown below.

[NOTE: you will need to adapt or delete the sentence that follows and the two bulleted points under the sentence. The two documents listed in the bulleted points are available to you as part of the Toolkit] Look for these tip sheets at the employee website (employees.com/healthinfo/):

- “Good quality care: what it is and why you can't take it for granted.”
- “Information about health care quality: what it is and where to find it.”

- If you plan to have a **web-based “home”** for various Toolkit workforce materials, you can replace these fictional references to the ABC Toy Company employee website with the name of your own employee website. If you won't have a web-based home for the Toolkit workforce materials, you can delete all references to the ABC Toy Company website and the links they include.
- Some of the workforce materials have **places marked for you to insert information that is tailored to your own organization**. These places have sample text that refers to the fictional ABC Toy Company. You can either replace these placeholder references with information about your own organization or delete them.

The workforce materials contain numerous links to selected websites. When we tested the workforce materials, we found that people like having information about additional resources.

- Many of the links are to specific resources on government sites, such as the website for the federal Agency for Healthcare Research and Quality. For a list of the links that are included in the workforce materials, you can visit the *Communication Toolkit* website (hosted by the *National Business Group on Health* at www.businessgrouphealth.org) and click *Links*. This page also has additional links to resources just for employers and unions.
- All website addresses (URLs) in the workforce materials are current as of March 2008. **You will want to test these links and update them as needed** before you distribute the materials.

Customizing the photos in the Toolkit workforce materials

About half of the workforce materials include photographs to personalize the documents and add visual appeal. In testing, we found that these photos helped to make the information personally relevant.

Photos, illustrations, and other visuals have a great impact on the materials, so it is important to select them carefully. The Toolkit development team selected photos that:

- Are clear, simple, and uncluttered.
- Are culturally diverse in terms of demographics and physical appearance.
- Have poses, body language, and facial expressions that are appropriate to the message and situation they illustrate.

Beginning on page 5, this document has a photo gallery that shows each photo that was used in the workforce materials and tells where it was used. There are 18 photos, most of which are close-ups of people's faces.

All photos are from the same source, istockphoto.com, a low-cost source of photos. These photographs are all watermarked with a label that says “sample photo.” These sample photos are included in the workforce materials to illustrate where and how photos might be used to enhance the materials. For legal reasons related to copyright and photo usage agreements, **each organization that uses these stock photos from istockphoto.com must pay istockphoto.com to use them.** The cost is less than ten dollars each. If you were to purchase all 18 photos in the photo gallery, the total cost would be \$130.00.

If you want to use these specific images from the Toolkit's photo gallery, we have provided instructions below about how to order them and replace the watermarked sample photo with the one you have purchased.

In addition, in case you would like to look for other photos on your own, we have included the names of several other stock photo companies.

Directions for using photos from istockphoto.com

1. Log onto istockphoto.com.

Go to <http://www.istockphoto.com>. Once you are on the site, follow the “sign up” link that allows you to create an account.

2. Create an account for yourself – it’s free.

Follow the instructions on the sign up page. You will have to:

- Choose a Member Name. This will be your identity on istockphoto.
- Enter a valid email address.
- Enter the verification key.

3. Purchase the number of credits you will need to purchase photos.

Once you have created your account, you will need to purchase “credits” that can be exchanged for photographs; istockphoto uses the credit system to allow you to purchase photos from the site. Each photo is worth a certain number of credits (photos in the workforce materials require 5 credits each). The number of credits depends on the photo, its size, and its resolution. For every photo that you download, a set number of credits will be deducted from your account.

To purchase credits, click on the link that says “Buy Credits.” You can find it on the top tab or in the left-hand toolbar. You can buy credits online in increments of 10, 26, 55, 115, 300, or 600. For example, you can buy 10 credits for \$13.00.

Click on the number of credits you wish to purchase and then click on “Add to cart”. During the checkout process, you will need to enter personal and billing information. You can pay for the credits by credit card, Paypal, or Google Checkout.

Once you have purchased the credits, istockphoto will send a confirming email.

4. Find the photo you would like to purchase. In the search bar, enter the image number or your keyword.

Once you have purchased your credits, you can download the images shown in the photo gallery (page 5) or you can search for other images.

To download the pictures from the workforce materials, enter the image number in the search field where it says “keyword search.” The appropriate photo should appear.

To search for a different image, you can do a keyword search. Enter a term in the left-hand box. For example, you may want to find a picture of a woman sitting at a computer. Enter the keywords “woman at computer.” Apply any of the additional search options. For example, you may want to choose the file type as “photo.”

5. Download the image.

Once you find the image you would like to download, click on the photo and the photo will become larger. A list of sizes available for that specific file appears underneath the image. For the photos in the workforce materials, we used medium size (with 300 dpi resolution). Select the size you want and click “download.”

A Content Licensing Agreement will open. This is a user-agreement for the photos that says how you can and cannot use the image. You have the option of selecting a Standard agreement or an Extended Agreement. Read these agreements carefully to see what restrictions or options may apply to your organization. For example, you may want to purchase a Multi-seat license for 50 credits under the “Extended License Option.”

If you agree to the terms of the Content Licensing Agreement, click “Agree” and the final download page will open. Then, click “download” and you can save the .jpg file to your computer.

Please note where you save the file. You may want to create a folder called “Communication Toolkit images.” You may also want to rename the file to be more descriptive of the photo, such as “woman at computer”.

Once you click this final download button, the credits will be deducted from your account. If your download fails for some reason, you have 24 hours to download this file again without being charged additional credits.

6. Remove existing photo in the workforce materials.

We have provided the workforce materials in Microsoft Word 97–2003 for easy use and adaptability. To replace the existing photo marked as “sample photo,” you will need to view the document in print layout. You can get to print layout by clicking the “View” tab and selecting “Print Layout.” Select the photo you want to remove by clicking on it and then hit the delete button.

7. Replace existing photo with new photo.

To insert the new photo into the document, click the “Insert” tab and select insert “Picture,” then select “From file.” Open the folder where you saved your images and select the photo to insert.

When the new photo is inserted, the Picture Toolbar will pop up. If it does not, you can find it at any time by clicking on the “View tab,” selecting “Toolbars,” and then selecting “Picture.”

8. Crop, resize, or rotate the new photo if necessary.

We have cropped or resized certain photos in the photo gallery to focus attention on a clean and simple image.

Crop. Cropping the photo deletes background that you do not want in a photo. To crop the photo, select the photo by clicking on it. From the “Picture Toolbar,” select “Crop.” The mouse cursor will change to the “crop tool.” Use the cursor to move the margins of the photo until it shows what you want.

Resize. If you want to change the size of the original or the cropped photo to fit the space in the materials, select the photo by clicking on it. Click on any corner of the photo and drag the cursor to resize the photo as needed. By clicking on the corner, you will keep the height and width ratio of the photo the same. You can resize a photo from top-to-bottom or side-to-side by clicking on the sides of the image and dragging the

cursor, but the image may become distorted. It is best to use this type of resizing only for minor changes to the picture.

Rotate. For some photos, we have rotated the image (“flipped horizontal”) to make sure the person is looking in the right direction (toward the text). Once the photo is cropped and sized to fit the space, you can flip or rotate it. To flip the photo, first open the Drawing Toolbar by clicking on the “View tab” and selecting “Toolbars,” then select “Drawing.” On the Toolbar, click “Draw,” select “Rotate Or Flip,” and then select one of the options.

9. Save your document with the new photo!

You will need to save your document after you insert the purchased photos. Go to the “File” tab and “Save As.” You may want to re-name the document to let you know that the photos have been added.

Other sources for stock photos

If the sample photos from istockphoto.com in the workforce materials do not suit your needs, you may want to try other sources for photos (other sources may have different terms of use for the photos and higher prices). Here are some companies we would suggest:

- Punchstock (www.punchstock.com)
- Corbis (www.corbisimages.com)
- Getty Images (www.gettyimages.com)
- Jupiter Images (www.jupiterimages.com)
- Comstock Images (www.comstockimages.com)

Photo Gallery

The sample photos from the workforce materials are included in this photo gallery. Next to each sample photo, we include the original image, image number, size, file size, and number of credits that you would need to purchase these photos from istockphoto.com. We also indicate whether we changed the photo by cropping or rotating the image. Each photo costs less than \$10. To buy all 18 photos in the gallery, you would need to purchase 90 credits.

Photos that appear in:

Health information on the internet: A checklist to help you judge which websites to trust



Original image:



Changes: Cropped to remove some background

Image # 3005288

File size: 1.91 MB

Size: Medium

Credits: 5



Original image:



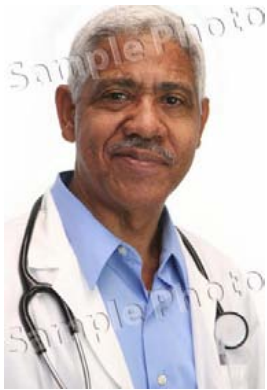
Changes: Cropped to focus on upper body

Image # 4991528

File size: 1.27 MB

Size: Medium

Credits: 5



Original image:



Changes: Cropped to remove some background

Image # 3452331

File size: 1.13 MB

Size: Medium

Credits: 5

Photo that appears in:

How do we know which types of health care work best?



Original image:



Changes: Cropped very slightly

Image # 2283707

File size: 1.39 MB

Size: Medium

Credits: 5

Photos that appear in:

Information about health care quality: What it is and where to find it



Original image:



Changes: None

Image # 864008

File size: 1.73 MB

Size: Medium

Credits: 5



Original image:



Changes: Cropped to remove kitchen background and focus on faces

Image # 3774291 File size: 1.96 MB
Size: Medium Credits: 5

Photos that appear in:

How you can use information about health care quality to get better care: Seven examples



Original image:



Changes: None

Image # 5058827 File size: 1.61 MB
Size: Medium Credits: 5



Original image:



Changes: Cropped to focus on faces

Image # 5026088 File size: 1.59 MB
Size: Medium Credits: 5



Original image:



Changes: Cropped slightly

Image # 3924960 File size: 1.77 MB
Size: Medium Credits: 5



Original image:



Changes: Cropped to remove background

Image # 1050344 File size: 1.66 MB
Size: Medium Credits: 5



Original image:



Changes: Cropped to get close up of patient and doctor

Image # 4815294 File size: 1.84 MB
Size: Medium Credits: 5



Original image:



Changes: Cropped to focus on face

Image # 5268281 File size: 2.25 MB
Size: Medium Credits: 5



Original image:



Changes: Cropped to focus on face

Image # 3764295

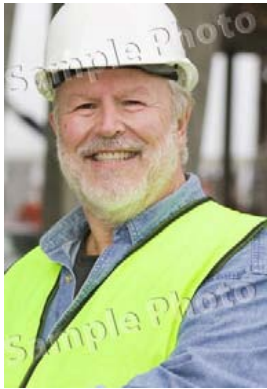
File size: 1.26 MB

Size: Medium

Credits: 5

Photo that appears in:

Tips for getting the care that works best for your condition



Original image:



Changes: Cropped to focus on face

Image # 5132276

File size: 1.60 MB

Size: Medium

Credits: 5

Photos that appear in:

Health information on the internet: A checklist to help you judge which websites to trust



Original image:



Changes: Image flipped horizontally

Image # 3004076

File size: 1.77 MB

Size: Medium

Credits: 5



Original image:



Changes: None

Image # 3967046

Size: Medium

File size: 1.62 MB

Credits: 5



Original image:



Changes: None

Image # 1331510

Size: Medium

File size: 1.54 MB

Credits: 5

Photo that appears in:

A list of recommended websites that have trustworthy health information



Original image:



Changes: Cropped to delete background

Image # 4635566

Size: Medium

File size: 1.20 MB

Credits: 5

COMMUNICATION TOOLKIT:

Using Information TO GET High Quality CARE



About the Communication Toolkit

This document is part of the *Communication Toolkit: Using information to get high quality health care.*

This Toolkit was developed to help employers, labor unions, and others frame and deliver messages to employees about the meaning and importance of evidence-based health care. This Toolkit was developed by the American Institutes for Research (Kristin Carman, PhD, Project Director), and McGee & Evers Consulting, Inc., with funding from the California HealthCare Foundation.

To access the Toolkit, visit the website of the *National Business Group on Health* (www.businessgrouphealth.org), where you will find the following Toolkit resources:

- **Workforce materials to download and adapt for use with your employees.** This collection of Microsoft Word documents is available for you to download free of charge and adapt to suit your needs. The documents have been tested with employees for comprehension and appeal.
- **Documents that provide background and suggestions to help you communicate more effectively with your workforce about evidence-based care.**
 - *Using the Toolkit to explain evidence-based health care.* This document points out essential features of the workforce documents and gives tips on how to use them. A companion document, *How to customize the Toolkit workforce materials: Technical help with text and photos*, explains things to know about customizing the Microsoft Word documents and using the photos.
 - *Communicating with employees about evidence-based health care: Communication challenges.* This research report summarizes findings from the research that was done to inform the development of the Toolkit. This research included focus groups and interviews with employees and others, and a national web survey of employees.