

VISUAL AIDS; LABELS AND DIAGRAMS TO AID COMPLIANCE

Sir,

I was interested to read in the December 1986 issue of *Leprosy Review* (page 373) under '*Leprosy Control and Field Work*', about the use of labels and diagrams to aid compliance, from Dr D J Morton and colleagues in the University of Zimbabwe, Africa. This reminded me of our experiences in 1984 in Cape Verde, in which I participated in a study of educational drawings for oral rehydration and infant diarrhoea. The drawings were produced locally and used in rural areas for display in shops, health posts and schools. They were in colour and depicted a morning, noon and night sequence, together with a resumé of 'materials' needed for oral rehydration. After some months we found that in the 'target group' (mothers of children under the age of 5 years), 9 out of 10 could not recognize the rising and noon-day sun, and a cup in our diagram was recognized correctly by only 50% of those interviewed.

My impression was that the drawn abstractions we used were even more difficult to understand than written information. Drawings and diagrams for use with people of limited education demand considerable experience of trans-cultural factors. We should keep in mind that labels, diagrams and pictures have not universally reached the immediate 'acceptance level' which is second nature to people in the so-called developed countries.

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