Assessing the understandability and actionability of the english BEAUTY booklets among malaysian audiences Using PEMAT-P

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ABSTRACT

Introduction: The health literacy in Malaysia falls short of sufficient - there is low awareness and literacy of cancer symptoms and risk factors which warrants the need for better and more accessible cancer educational materials. The 'Bringing Education And Understanding To You (BEAUTY)' is an initiative that attempts to address the low cancer literacy rates in Malaysia, comprising 13 multilingual educational booklets on cancer symptoms and risk factors. The aim of this study is to evaluate the understandability and actionability of the English BEAUTY booklets utilising the Patient Education Materials Assessment Tool for Printable Materials (PEMAT-P) among the Malaysian audience and to investigate any differences between age groups. **Materials and Methods:** A sample of 152 Participants aged 18 to 65 were included in the study. They were presented with 12 booklets sequentially. After reviewing the content of each booklet, the participants were required to evaluate the booklet through the PEMAT-P questionnaire. A PEMAT score of higher than 70% indicates adequate understandability and actionability. Kruskal-Wallis test was done to investigate differences in PEMAT-P scores for each booklet between the 18-24 (n=105), 25-34 (n=21), 35-45 (n= 11) and 45+ (n=15) age groups. **Results:** Approximately half the study population was Chinese (50.3%) and the majority were in the 18-24 age group (69.1%). All English booklets (n=13) scored above 90% in understandability (M= 95.43%, SD=1.05) and actionability (M= 96.53%, SD = 0.694). Kruskal-Wallis test revealed no significant difference in understandability and actionability scores of all booklets between the age groups. **Conclusion:** The 13 English educational booklets on cancer symptoms and risk factors are effective education materials, even when administered to various age groups in this study. Further investigation should be done on the booklets in other languages and whether other socioeconomic factors influence PEMAT-P scores.

Keywords: Cancer awareness, health literacy, cancer education, PEMAT-P, health information accessibility