



# Pictograms and Potency: A Review of Low-Literacy Drug Labelling for Community Malaria Management in Rural Liberia, 2008

Josephus Weah<sup>1,2</sup>, Abena Johnson<sup>3</sup>, Patience Kromah<sup>1,3</sup>, Samuel Gbollie<sup>4</sup>

<sup>1</sup> Department of Public Health, Stella Maris Polytechnic University

<sup>2</sup> Department of Internal Medicine, University of Liberia

<sup>3</sup> University of Liberia

<sup>4</sup> Stella Maris Polytechnic University

**Published:** 22 October 2008 | **Received:** 17 August 2008 | **Accepted:** 22 September 2008

**Correspondence:** [jweah@outlook.com](mailto:jweah@outlook.com)

**DOI:** [10.5281/zenodo.18529267](https://doi.org/10.5281/zenodo.18529267)

## Author notes

*Josephus Weah is affiliated with Department of Public Health, Stella Maris Polytechnic University and focuses on Medicine research in Africa.*

*Abena Johnson is affiliated with University of Liberia and focuses on Medicine research in Africa.*

*Patience Kromah is affiliated with Department of Public Health, Stella Maris Polytechnic University and focuses on Medicine research in Africa.*

*Samuel Gbollie is affiliated with Stella Maris Polytechnic University and focuses on Medicine research in Africa.*

## Abstract

In rural Liberia, low literacy rates present a persistent challenge to the correct dosing of antimalarial drugs by community caregivers. Text-based medication labels are often misunderstood, leading to incorrect administration and risks of under-dosing or toxicity. This review examines a book analysing a pictogram-based labelling intervention designed to address this issue in Bomi County. This review aims to critically assess the book's analysis of a low-literacy pictogram intervention for antimalarial drugs. Its objectives are to evaluate the book's presentation of the intervention's design, its field implementation, and its reported impact on caregiver comprehension and dosing accuracy in a resource-limited setting. The review employs a critical appraisal methodology. It evaluates the book's structure, the coherence of its arguments, and the robustness of the evidence presented from the field study. The assessment considers the clarity of the pictogram design process, the training methods for caregivers, and the techniques used to measure outcomes. The book provides a compelling case study, demonstrating that well-designed pictograms significantly improved dosing comprehension. A key finding is that caregivers using pictogram labels were substantially less likely to make dangerous dosing errors than those using text-only instructions. The book is noted for its practical focus but lacks an in-depth discussion of long-term sustainability. The book makes a valuable contribution to the literature on health communication in low-resource settings. It successfully argues that visually intuitive labelling is a crucial component for the safe community-based management of malaria and potentially other common illnesses. The review recommends the book for public health practitioners, programme designers, and policymakers working in similar contexts. It suggests that future work should expand on strategies for integrating such pictogram systems into national pharmaceutical

supply chains and caregiver training programmes. pictograms, health literacy, medication labelling, antimalarials, community case management, Liberia, public health communication. This review synthesises the book's key arguments and evidence, offering a critical evaluation of its contribution to practical strategies for improving drug safety in low-literacy communities.

**Keywords:** *malaria, health literacy, pictograms, drug labelling, community case management, Sub-Saharan Africa, Liberia*

## ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

**Email:** [info@parj.africa](mailto:info@parj.africa)

Request your copy of the full paper today!

## SUBMIT YOUR RESEARCH

**Are you a researcher in Africa? We welcome your submissions!**

Join our community of African scholars and share your groundbreaking work.

**Submit at:** [app.parj.africa](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge