

Appendix 1. Semiotic Elements Found in over 50% of Pictograms (part 1 of 3)

Pictogram Category	No. of Pictograms	Semiotic Elements
Take with water	14	<i>Pictogram specific elements:</i> A side profile face is seen with an open mouth including the forehead, nose, chin, and neck, a glass of water is tilted toward the mouth, pills and capsules are in the pictograms, the pictogram is in black and white <i>Supporting elements:</i> Black and white, shape (square, square around entire pictogram) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Internet
Take with food	13	<i>Pictogram specific elements:</i> Utensils (knife, fork, spoon, plate), food <i>Supporting elements:</i> Black and white, shape (circle) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Publication
Take on and empty stomach	5	<i>Pictogram specific elements:</i> A stomach is outlined with the word “empty” on the stomach, the pictogram is in colour with a rectangle around the pictogram <i>Supporting elements:</i> Colour (black and white), shape (rectangle around pictogram) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Publication
Do not take with alcohol	15	<i>Pictogram specific elements:</i> Martini and/or wine and/or beer glasses are shown with a slash through them; the pictogram is in black and white with a square or circle around the entire picture <i>Supporting elements:</i> Black and white, shape (circle) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Publication
Keep in refrigerator	10	<i>Pictogram specific elements:</i> Refrigerator, one door on top of the other, 3D refrigerator, open refrigerator door, open door of refrigerator has shelves with food items such as juice, fruit and jars shown, one of the two doors closed, medication container with label <i>Supporting elements:</i> Black and white <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Organization
Shake before use	11	<i>Pictogram specific elements:</i> A medication bottle for liquids is shown vertically with a label, a hand is holding the bottle with four fingers and a thumb seen, there are lines outside the bottle indicating movement, colour is on the pictogram <i>Supporting elements:</i> None <i>Written elements:</i> Written instructions, inside pictogram, written instructions take up significant space and of similar size to pictogram <i>Best-rated pictogram source:</i> Internet
Keep out of reach of children	14	<i>Pictogram specific elements:</i> A profile of a toddler in diapers, a medication container (pill bottle and/or medicine cabinet), child trying to gain access to medication <i>Supporting elements:</i> Black and white, shape (circle, circle around entire pictogram) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Internet
Do not take when pregnant	14	<i>Pictogram specific elements:</i> A dark, filled-in silhouette of a naked pregnant woman with one arm visible, a slash through the pregnant woman, the pictogram in black and white, a rectangle around the entire pictogram <i>Supporting elements:</i> Black and white, shape (rectangle around entire pictogram) <i>Written elements:</i> Written instructions, text inside pictogram, written instructions take up significant space and of similar size to pictogram <i>Best-rated pictogram source:</i> Publication

continued on page E5

Supplementary material for Korenevsky A, Vaillancourt R, Pouliot A, Revol M, Steed E, Besançon L, et al. How many words does a picture really tell? Cross-sectional descriptive study of pictogram evaluation by youth. *Can J Hosp Pharm.* 2013;66(4):219-26.

Appendix 1. Semiotic Elements Found in over 50% of Pictograms (part 2 of 3)

Pictogram Category	No. of Pictograms	Semiotic Elements
Do not take when breastfeeding	6	<i>Pictogram specific elements:</i> A 3D profile of a woman breastfeeding is shown with no hair, no clothes and holding a baby at her breast; there is a cross over medication seen as pills/tablets <i>Supporting elements:</i> Black and white, shape (square) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Organization
Take 1 tablet	5	<i>Pictogram specific elements:</i> A side profile face with the forehead, nose, eye, mouth and chin are shown, there is one oversized tablet, an arrow sits between the tablet and mouth, black and white pictogram, a square around the entire pictogram <i>Supporting elements:</i> Colour (black and white), shape (square around entire pictogram) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Organization
Take 2 tablets	5	<i>Pictogram specific elements:</i> A partial side profile face including the eyes/nose/open mouth/chin/lips, 2 tablets, an arrow between the tablets and the mouth, black and white pictogram, a square around the entire pictogram <i>Supporting elements:</i> Black and white, shape (square around entire pictogram) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Organization
Ear drops	14	<i>Pictogram specific elements:</i> One ear is shown, the ear is part of the face/head, one drop of medication between the medication bottle and the ear <i>Supporting elements:</i> Black and white, shape (square, square around entire pictogram) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Organization
Eye drops	13	<i>Pictogram specific elements:</i> One eye shown with a pupil, one side of the face is shown with the eyebrow and nose, an ophthalmic medication bottle is present, one drop is coming out of the medication bottle, the patient pulls down the eye with one hand <i>Supporting elements:</i> Black and white <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Organization
For rectal use only	7	<i>Pictogram specific elements:</i> 3D representation of a naked body between the waist and knees with an arrow pointing at the anus <i>Supporting elements:</i> Black and white <i>Written elements:</i> Written instructions in black and white <i>Best-rated pictogram source:</i> Publication
For topical use only	6	<i>Pictogram specific elements:</i> A tube full of cream, cream coming out of the tube, a hand with arrows showing direction of rubbing, cream visible on the skin, black and white with a circle around the pictogram <i>Supporting elements:</i> Black and white <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Internet
Take in the morning	9	<i>Pictogram specific elements:</i> Horizon with a partial sun, sun has triangular rays <i>Supporting elements:</i> Black and white, shape (square around entire pictogram) <i>Written elements:</i> Written instructions <i>Best-rated pictogram source:</i> Internet

continued on page E6

Appendix 1. Semiotic Elements Found in over 50% of Pictograms (part 3 of 3)

Pictogram Category	No. of Pictograms	Semiotic Elements
Take at night	15	<i>Pictogram specific elements:</i> Star and moon crescent, bed, bed with pillows <i>Supporting elements:</i> Black and white, shape (square) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Organization
Take 3 times daily	8	<i>Pictogram specific elements:</i> A face with an open mouth, medication (pill and/or capsule visible), using hand to place in mouth, 3 separate sections indicating 3 times of the day (sun rising, the sun fully visible, and no sun with crescent moon), the 3 sections should be merged with one pill per part <i>Supporting elements:</i> Black and white, shape (square, rectangle) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Organization
Inhale using an inhaler device	5	<i>Pictogram specific elements:</i> A side profile face is shown with the nose, eyes, mouth, chin neck and ear visible; an inhaler is present in the mouth, the hand is holding the inhaler in a pinching position, black and white pictogram <i>Supporting elements:</i> Shape (square around entire pictogram) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Organization
Use an inhaler with spacer device	5	<i>Pictogram specific elements:</i> A side profile head up to the shoulder is shown with an open mouth, the inhaler and spacer (Aerochamber style) are shown, the spacer attaches to the mouth only and is between the inhaler and the mouth, the hand is in the pinching motion on the inhaler with spacer <i>Supporting elements:</i> Black and white, shape (no surrounding shape) <i>Written elements:</i> None <i>Best-rated pictogram source:</i> Internet
Do not drive when taking this medication	10	<i>Pictogram specific elements:</i> A sedan is presented in side profile with a cross or circle-cross through it, there is a face with an open mouth with tablets in a hand in front of the mouth, the pictogram is in black and white with a square around all <i>Supporting elements:</i> Black and white, shape (circle) <i>Written elements:</i> Written instructions <i>Best-rated pictogram source:</i> Organization