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**HERSCHEL S. HOROWITZ CENTER
FOR HEALTH LITERACY**

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Health Literacy and Best Practices for Population Health

Anna Shao, MPH

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Overview of Today

- 30 minutes:
 - Defining health literacy
 - Best practices
 - Available tools
 - Horowitz Center's work
- 20 minutes: Discussion



Let's take stock



patient-centered care
equity
informed
sustainability
social determinants
population health

culture of health
healthy living



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But there's a **GAP**

Community-level
health literacy infrastructure



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What We Can Achieve

- More people engaged in prevention
- More patients & caregivers prepared to learn about & take care of their conditions
- Higher quality, safer & equitable care systems
- System-level changes for population health



Health literacy issues are often
invisible



Health Literacy Issues Too Often Off-Loaded on Most Vulnerable

- Lower education
- Lower income
- Older adults
- Racial and ethnic minorities
- Non-native speakers of English



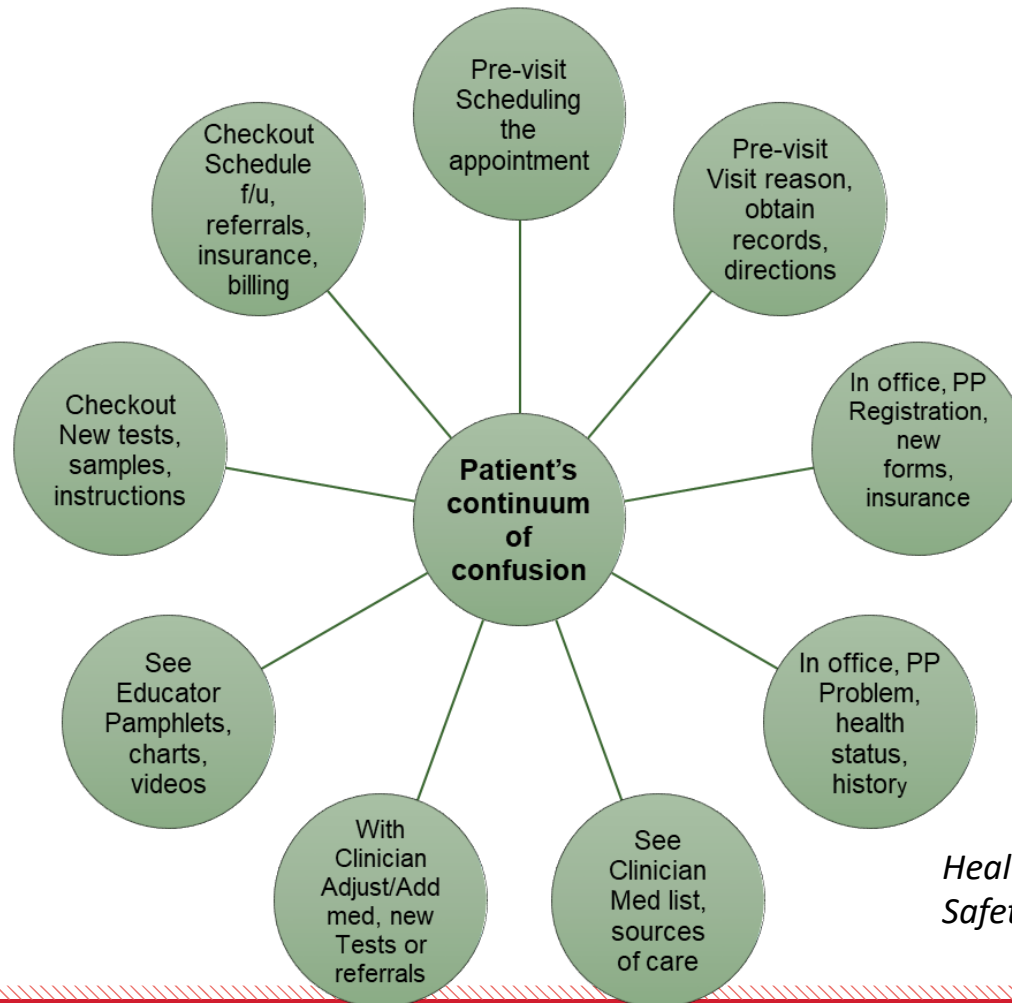
Why is health literacy a healthcare and public health problem?



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Confusion Accessing & Participating in Care Processes



Health Literacy and Patient Safety, AMA Foundation, 2007



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Marylanders Speak

- UMD students and campus visitors reflect on health literacy issues
- <https://sph.umd.edu/center/hchl/voices-health-literacy>



Healthy People 2030

- Health literacy occurs when a **society** provides accurate health information and services that **people** can easily find, understand, and use to inform their decisions and actions.

www.healthypeople.gov



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What to Do

- We take responsibility for making it easy for the public, patients, families, caregivers to understand and get what they need



Best Practices: Organization Level

- Assess programs for health literacy barriers
- Partner with local services to learn about community information needs
- Enact and enforce policies and practices



Best Practices: Day-to-Day

- Follow plain language and health literacy guidelines
 - Federal Plain Language Guidelines
 - Clear Communication Index
- Get feedback from your audience
 - Materials
 - Oral communication
 - Programs



Best Practice Tools – Organizations

- [HLE2 The Health Literacy Environment of Hospitals and Health Centers](#)
- [AHRQ Health Literacy Universal Precautions Toolkit](#)
- [Always Use Teach-back!](#)
- [Building Health Literate Organizations: A Guidebook to Achieving Organizational Change](#)



Best Practice Tools – Day-to-Day

- [Federal Plain Language Guidelines](#)
- [CDC Clear Communication Index](#)
- [CMS Toolkit for Making Written Material Clear and Effective](#)



Horowitz Center's Work

- 3 arms: research, education, service
- Health Literacy Maryland
 - LHIC visits
- PreventionLink
 - Diabetes and heart disease prevention
- HealthyMe/MiSalud
 - Smartphone app for disease prevention and health promotion



More Information

- Horowitz Center for Health Literacy:
www.healthliteracy.umd.edu
- Centers for Disease Control and Prevention (CDC) health literacy website:
www.cdc.gov/healthliteracy
- Federal plain language website:
www.plainlanguage.gov



Let's discuss!

Health literacy in Cecil County

