



Health Literacy



patients with low
HEALTH LITERACY...



Are more likely to visit an
EMERGENCY ROOM



Have more
HOSPITAL STAYS



Are less likely to follow
TREATMENT PLANS



Have higher
MORTALITY RATES

www.cdc.gov/phpr



Health Literacy/Materials

Care to CHEER - materials + videos
· Needs to be branded

Understanding terminology (systolic/diastolic)
· visuals
how related to stroke/heart

Large Print NEEDED

Eng/Spa

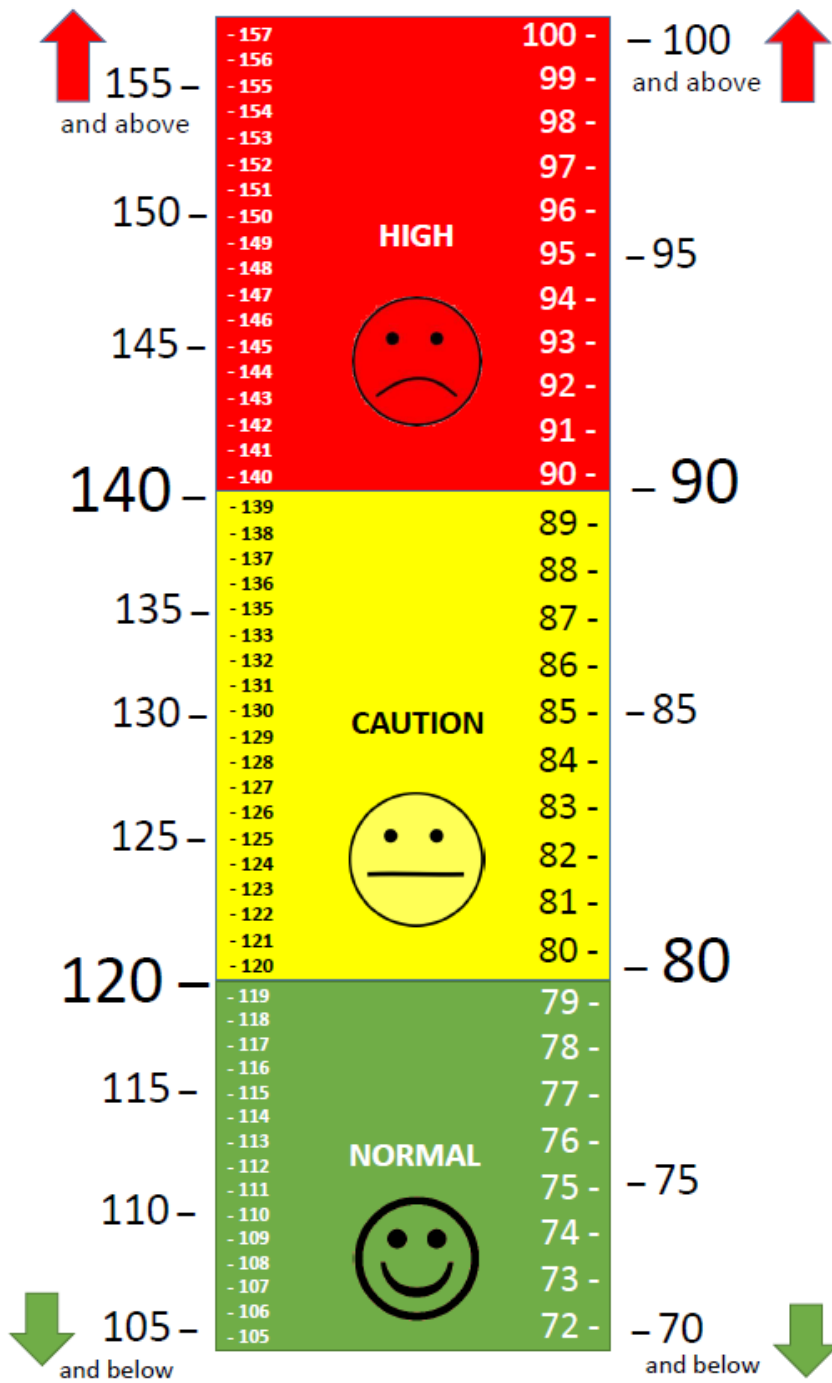
↓
more pictorial

Medication Adherence

Incorporate universal design across materials
(hitting the different ways ppl access info)

More educational materials

- stress mgmt
- nutrition labels/pkg'd foods
- serving sizes/portions
- comorbidities + diet
- understanding amt of sodium



Health Literacy Sub Group Recommendations

- Create communication Request Form (Google Doc) between members to provide opportunities to recruit assistance for events or other programming efforts
- Concerns for CARE Resources:
 - < > symbols used; suggestion to instead incorporate up and down pointing arrows
 - Change numbers listed as 119/79 to avoid confusion of 120/80 written twice on two levels
- Group consensus to support emoticons on all materials
- Other cultures, individuals with low literacy may not recognize color scheme
 - Add “speak Spanish” under the quit line or consider Spanish versions

Next Steps

1) Pictorial Resource Development for Knowing Your Numbers

- Open Dyslexic – free fonts
- Incorporate graphics

2) All encompassing Large Print options

- ☺
- ↓ ↑ instead of < > symbols
- Graphics

3) English to Spanish Resources

