The How and Why of Health Literacy

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2019 ProLiteracy Conference
FL, OK and WI are members of the Council of State Organizations (CSO)

Supported in part by ProLiteracy

Meet quarterly
Why Health Literacy?

Which of the following is the single strongest predictor of an individual’s health status?
Health literacy of U.S. Adults

(NAAL, 2003)
Why Health Literacy?

Low health literacy increases US health care costs up to $236 billion annually.*
The triple threat to effective health communication

- Language difference
- Cultural difference
- Low health literacy

Why Health Literacy?

Health Access
Health Equity
Social Determinants of Health
Cultural Consciousness
“As evidenced by pre- and post-tests, all participants felt they learned new information. In addition to acquiring content knowledge of the subject matter, students received opportunities to read the materials, participate in group discussions, formulate and ask critical questions, and apply information to their daily lives.”

“Students got exposure to and practice with numeracy and measurements, identifying dosages and interpreting instructions on how much and how often to take a medicine by reading the label closely.”
Contextualized Curriculum
Anyone?

In what areas?
Workforce – Career Pathways?
Civics? Computer skills?

How does this benefit the learner?
Health Literacy & Capacity Building

- offer broader range of services
- contextualize learning
- evaluate measurable project outcomes
- Help health orgs
- New revenue
Health Literacy & Partnerships

Hospitals, Insurance Companies, Healthcare organizations need to better communicate with patients and consumers. **Literacy Agencies can help!**

They also have foundations and resources to reinvest in the community.
Health Literacy & Partnerships

- Literacy agencies have a unique ability to provide real-life user testing from adult learners

- Co-creation
"The process of co-creating our explanation of benefits (EOB) with the help, guidance and support from Wisconsin Health Literacy was invaluable.

Working with community members opened our eyes to areas that we could improve on—pulling us out of our day-to-day health insurance mindsets and ultimately allowing us to produce an EOB that is easier to understand and use for everyone."
Reaching Diverse Populations

Target beneficiaries and partners have included:

- At-risk Expectant Moms
- Seniors
- Refugees and Immigrants
- Justice-Involved Individuals
- Alzheimer’s and Early Dementia Care Givers
- Librarians
Health Literacy Resources
Free to Download:
Health Online: Finding Information You Can Trust
Thank you!

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Health Literacy
How and Why
The Oklahoma Story

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Why Libraries?

Health Happens In Libraries

73% of people who visited public libraries in America went looking for answers about their health.

—Pew Research Study, 2015—
What Public Libraries May Offer

- **non-threatening** environment
- computers and **access to online information**
- print and other health and wellness resources
- **programming** (for children, teens, and adults)
- **awareness**—websites, *Facebook*, blogs, flyers, bookmarks, displays
- **space for programs**
- **possible access to funds**
- **community network**
Step class
Thomas-Wilhite Memorial Library
Perkins
Learn About Stroke Prevention

Presented by John Lieber, RN, BSN
& Creek County Literacy Program

What causes a stroke

How to recognize the signs of a stroke

What you can do to reduce your risk of a stroke

Thursday, November 1 - 5:30pm

Workshop Location:
Creek County Literacy Program
15 N Poplar St | Sapulpa, OK 74066 | creekliteracy.org

For more information or to register for this free workshop, call 918-234-9667

Stroke Prevention class hosted by Creek County Literacy Program
Flu Prevention class hosted by Opportunities Industrialization Center
Collaborations Are Key

- Institute of Museum and Library Services
- National Network of Libraries of Medicine
- Oklahoma Cooperative Extension Service
- Oklahoma Healthy Aging Initiative

Plus more than 230 local organizations, businesses, and healthcare providers
For more information on libraries’ roles in health literacy please visit www.webjunction.org/explore-topics/ehealth.html