The Health Literacy & Plain Language
Resource Guide

Health Literacy Innovations

AmeriHealth MERCY

AHIP Solutions Partner

Health Literacy Innovations

Improving Health Communication One Word at a Time ™

**The Health Literacy & Plain Language Resource Guide
Created by Health Literacy Innovations**

AmeriHealth
MERCY

The AmeriHealth Mercy Family of Companies

Publication funds provided by the AmeriHealth Mercy Family of Companies

Health Literacy
Innovations

Health Literacy Innovations grants the rights to download or distribute this *Health Literacy & Plain Language Resource Guide* (Resource Guide) without permission from the author as a full PDF format. No part of this Resource Guide may be reproduced in any other form without written permission from the publisher.

The Resource Guide publishers do not endorse any particular product, article, tool, guide, or any source provided. The information included in the Guide does not represent the opinions of the authors, supporters, clients, or members.

The Resource Guide authors made every attempt to provide accurate information and descriptions of the sources listed in this publication. However, neither publisher nor authors assumes responsibility for any errors or omissions contained in the description of the resources listed in this guide (including the accuracy of any web links) or in the information contained in such descriptions or in the materials that may be accessed through any links. References to corporations, their services or products are provided "as is" without warranties of any kind, either expressed or implied, and the inclusion of reference to any organization in this Resource Guide shall not be construed as an endorsement of such organization or of any services or products that may be available from such organizations. The publisher and authors of this Resource Guide do not operate or control in any way any information, products or services available from any of the resources listed in this guide. Authors and publisher shall not in any event be liable for any errors, indirect or consequential damages of any kind, or any theory of liability, arising out of, or in connection with the use, communication or transmission of this information.

ISBN 9780615266589

Foreword

Health Literacy and Health Insurance Plans

With broad initiatives in health literacy, cultural competency, and disparities in health, the community of health insurance plans understands that individuals are engaged, and, as a result, healthier, when the information and instructions they receive are clear and easy for consumers to use.
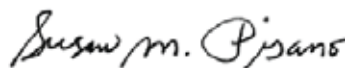
Today, close to half the population is affected by chronic conditions that require patients to play a role in their health and health care every day. So, consumer engagement isn't an option or a fad or an add-on. Consumer engagement is an imperative.

In our community, our strategies and approaches rely on an engaged population. This is fundamental to the goal of helping those with chronic disease to lead healthy, full, productive lives.

An engaged population is also the foundation for our community's efforts in the area of prevention. For these efforts to succeed, individuals must make lifestyle choices that promote health status. Often denigrated, today there is a broad understanding that prevention is really our only long-term hope for making inroads in the health of the population.

And that population is diverse, which speaks to the need for health literacy to be integrated with efforts to promote cultural competency, and reduce the disparities in health and care that affect minority populations in our country.

It is a new day in health care, one in which it is understood that achieving the broad goals requires stakeholders to work together, and in concert, and that the important efforts cannot succeed if stakeholders try to do it alone. Our community is strongly committed to collaborating with other stakeholders to make clear health communication the norm throughout the system.

Susan M. Pisano

Susan Pisano
Vice President of Communications
America's Health Insurance Plans

Table of Contents

Introduction

Health Literacy Resource Section

Introduction

About Health Literacy

According to the Institute of Medicine, health literacy refers to a person's ability to obtain, process, and understand basic health information and services so he or she can make appropriate health decisions.

People who understand health care information—medication directions, physicians' guidance, package inserts, instructions provided over nurse advice lines, and Web sites—are healthier. But patients who do not understand—and cannot act on—medical information and instructions, may face devastating effects on their health and well-being: poor control of chronic diseases, more hospitalizations and longer lengths of stay, improperly taken medications, and so on.

An estimated 90 million American adults suffer from "low health literacy," 40 million of whom read below a fifth grade level. Stress, fatigue, and fear can make health literacy a challenge.

However, there is a growing awareness of the problem. The health care community and other stakeholders are beginning to address the challenge of clear health communication head-on. The first step is to help health care providers understand health literacy and its effects on outcomes and costs.

To help, Health Literacy Innovations, a social entrepreneurship company that creates tools to enhance health literacy, with support from the AmeriHealth Mercy Family of Companies, has introduced the nation's first comprehensive health literacy resource guide, the *Health Literacy & Plain Language Resource Guide.*

As a national resource, this guide will help health care professionals understand health literacy and take advantage of the growing number of resources now available.

We think this guide will make a significant contribution to improving the health of the nation's health care consumers.

Health Literacy Innovations

&

The AmeriHealth Mercy Family of Companies

A Word from the Author:

Health Literacy Innovations is proud to author and distribute the *Health Literacy & Plain Language Resource Guide*, the next obvious step in health literacy awareness. As an important tool, we trust this guide will help educate the health care industry about health literacy as a dangerous and growing public health issue, and one, that if left unmanaged, will continue to affect health outcomes, costs, and most importantly, consumer health.

We believe that by sharing a wealth of knowledge, research, and collaboration, we are taking a key step in helping the nation's consumers better read, understand and act on their health care information.

We can think of no better investment.

Aracely Rosales

Aracely Rosales
Chief Health Literacy Content Expert and Multilingual Director of Health Literacy Innovations
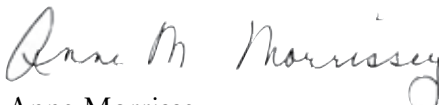
A Word from the Supporter:

The AmeriHealth Mercy Family of Companies is proud to support the *Health Literacy and Plain Language Resource Guide*. Like Health Literacy Innovations, we strongly support efforts to help health care professionals and their patients better understand each other and form more effective relationships.

We serve people across the nation in publicly-funded health care programs, so we see firsthand the effects of health illiteracy. It is not just a communication problem, it is a public health problem. Millions of people across the country are not getting the health advice and care they need because they cannot understand the information and instructions they receive.

Because of the importance of the information in this guide, we are pleased to work with Health Literacy Innovations to support its free distribution. We want as many people as possible to read about its benefits. I hope that you find it as useful as we have.

Sincerely,

Anne M Morrissey

Anne Morrissey
Chief Operating Officer
The AmeriHealth Mercy Family of Companies

About Health Literacy Innovations

Health Literacy Innovations, a social entrepreneurship company headquartered in Bethesda, Md., creates innovative tools to enhance health literacy. Its flagship tool is the Health Literacy Advisor (HLA), the nation's first interactive health literacy software.

As an innovation in health literacy, the HLA streamlines the review process by combining six different electronic readability indices to assess document grade level (the reading level) and a powerful search-and-replace function to offer users plain language alternatives for word choices that compromise clarity.

The HLA also scans and highlights hard to read and understand words by type of word (health and/ or non-health) and flags long sentences. It is the only software product on the market that scrubs a document—ignores phone numbers, URLs, headings, and bullets—before it calculates readability, giving users an accurate readability score.

The HLA users who achieve a 6th grade reading level or lower are dutifully rewarded by receiving a "Reads Easy" stamp within their document for a job well done.

Health Literacy Innovations believes if it can empower communicators to create, produce, print, display, share, and advertise clear health information, it can help improve health care outcomes one word at a time. For more information visit www.HealthLiteracyInnovations.com or call 301-230-4966.

About the AmeriHealth Mercy Family of Companies

The AmeriHealth Mercy Family of Companies is a mission-driven organization dedicated to ensuring the management and delivery of quality health care to low-income populations covered by publicly funded programs, including Medicaid, Medicare, and State Children's Health Insurance Programs. With more than 20 years of experience exclusively serving these populations, AmeriHealth Mercy and its affiliates comprise the largest family of Medicaid service companies in the United States, touching the lives of more than 6.5 million members nationwide.

AmeriHealth Mercy's mission is to help people get care, stay well, and build healthy communities, with a special concern for those who are poor. It is committed to developing and implementing innovative approaches to improve the health status of the members and communities it serves.
For more information, go to www.amerihealthmercy.com.

About Plain Language

Writing in "plain language" simply means presenting information that is clear, to the point, and directed to the target audience. This is also a good strategy to improve health literacy. This section offers plain language initiatives, links to Web pages (which include plain language resources and tools), and other information on simplifying language.

The Center for Plain Language
A plain language Web site containing the collaborative efforts of academia, government, and private sector research for the education and use of plain language.
* http://www.centerforplainlanguage.org/
* Source: The Center for Plain Language

"Department of Children and Families – Plain Language Guide"
A book of tips and guidelines on how to write clear language. It includes a copy of the State of Florida Office of the Governor Executive Order Number 07-01 on plain language.
* http://www.dcf.state.fl.us/plainlanguage/docs/dcf_plainlanguage_guide.pdf
* Source: Department of Children and Families State of Florida

Easy-to-Read Guidelines for Clear and Effective Communication
Nine specific health literacy guidelines created by the New York City government to help communicators write in plain language.
* http://www.nyc.gov/html/oath/pdf/Easy-to-Read%20NYC.pdf
* Source: Government of New York City

EPA Plain Language Initiative
A Web site of plain language resources and tools related to the environment.
* http://www.epa.gov/plainlanguage/
* Source: Environmental Protection Agency

Florida Government's Plain Language Initiative
The state of Florida's plain language initiative, which requires the translation of government information into plain language.
* http://www.flgov.com/pl_home
* Source: State of Florida Governor Charlie Crist

NIH Plain Language Initiative
An NIH initiative, which requires the use of plain language in government-produced documents written for the public.
* http://execsec.od.nih.gov/plainlang/intro.html
* Source: National Institutes of Health

The Plain Language Association International
An international plain language Web site of plain language articles, writing tutorials, Web links, news, networking opportunities, professional support, e-mail discussion groups and an annual international conference.
* http://www.plainlanguagenetwork.org
* Source: The Plain Language Association International

"Plain Language: A Strategic Response to the Health Literacy Challenge"
An article about using plain language to improve health communication for organizations addressing health literacy.
* http://www.ncbi.nlm.nih.gov/pubmed/17363939
* Source: *PubMed*

Plain Language and Culture (PLC)
An organization, which provides leadership, advocacy, services training, and develops plain language and health literacy educational materials, as well as translation services for organizations which serve diverse audiences.
* http://www.plculture.org
* Source: Plain Language and Culture (PLC)

Plain English Plus
A group of people formed to raise awareness about plain English around the world.
* http://www.plainlanguagenetwork.org/Organizations/pep.html

Plain English Campaign
A United Kingdom resource about plain language and the plain language mark.
* http://www.plainenglish.co.uk/guides.htm
* Source: Plain English Campaign

PlainLanguage.gov
The "official" plain language resource Web site developed by the Plain Language Action and Information Network (PLAIN).
* http://www.plainlanguage.gov
* Source: PlainLanguage.gov

Plain Language Tools
The National Archives resource on plain language tools.
* http://www.archives.gov/federal-register/write/plain-language/
* Source: The U.S. National Archives and Records Administration

Plain Language in Government Communications Act of 2008

A plain language law enacted by Congress.

- http://www.opencongress.org/bill/110-h3548/show
- Source: Thomas Jefferson Library of Congress

Plain Language Principles and Thesaurus for Making HIPAA Privacy Notices More Readable

Guidelines to make HIPAA privacy notices clear.

- ftp://ftp.hrsa.gov/hrsa/hipaaplainlang.pdf
- Source: HRSA

Plain Language

Wikipedia's definition of plain language.

- http://en.wikipedia.org/wiki/Plain_language
- Source: Wikipedia

"Plain Language: A Handbook for Writers in the U.S. Federal Government"

A plain language handbook for federal government writers.

- http://www.lauchmangroup.com/PDFfiles/PLHandbook.PDF
- Source: Lauchman Group

Plain English at Work

A guide created by the Australian Dept. of Education to help organizations develop plain language, English documents.

- http://www.dest.gov.au/archive/publications/plain_en/homepage.htm
- Source: Australia's Department of Education, Training and Youth Affairs

Just Literacy

Resources for the adult educator about health literacy, health information, and health literacy in curricula. This section also offers key reports associating adult literacy and education with health literacy.

"First Look at the Literacy of America's Adults in the 21st Century"

The 2003 National Assessment of Adult Literacy (NAAL), a measure of English literacy in American adults. Results are reported in terms of scaled score averages and literacy levels on three literacy scales: prose, document, and quantitative.

- http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2006470
- Source: National Center for Education Statistics, US Department of Education

America's Literacy Directory

A national database of literacy programs available.

- http://www.literacydirectory.org
- Source: America's Literacy Directory

CASAS (Comprehensive Adult Student Assessment System) – Adult Literacy Estimates

An online resource of literacy of adults results by location (i.e. state, county), and census data, education, ethnicity, employment, etc.

- https://www.casas.org/lit/litcode/Search.cfm
- Source: Portland State University, 1996 and CASAS

Canada – National Adult Literacy Database

A health literacy resource Web site available in English and French.

- http://www.nald.ca
- Source: National Adult Literacy Database, Canada

"Empowerment Health Education in Adult Literacy: A Guide for Public Health and Adult Literacy Practitioners, Policy Makers and Funders"

Results from a two-year research project that explored avenues for health education and promotion with low literacy audiences and the relationship between the two. The reports includes a review of problems around health education for low literacy groups, design and action plans to address these problems and lessons learned.

- http://www.nifl.gov/nifl/fellowship/reports/hohn/HOHN.HTM#org
- Source: National Institute for Literacy Archived Content

Eating Well, Living Well

A curriculum for adult educators to teach nutrition and wellness to English for Speakers of Other Languages (ESOL) adult students.

- http://www.sdcoe.net/eatingwell/
- Source: USDA's Food Stamp Program, California Department of Public Health's Network for a Healthy California

Health Literacy and Adult ESOL

A Web-based training designed to help adult English language educators teach their students how to take care of their health and improve their health literacy.

- http://www.floridatechnet.org/inservice/esol2/home.html
- Source: Florida Technet

"Health Literacy: Issues with Implications for Adult Education"

An article about health literacy and its relevance to the adult educational field.

- http://www.pde.state.pa.us/able/lib/able/fieldnotes03/fn03healthlit.pdf
- Source: Pennsylvania Department of Education

Health Literacy Resources Guide

A reference guide for Adult Basic Education (ABE) and English as a second language (ESL) teachers. It includes a number of lesson plans and links to information such as local community resources and contacts for health literacy initiatives.

- http://www.calpro-online.org/o_guides/healthli/1.asp
- Source: California Adult Literacy Professionals Development Project

Learning a Living First Results of the Adult Literacy and Life (ALL) Skills Survey

A report that reveals the first results of the adult literacy report including literacy skills assessed in the International Literacy Study (IALS) and recommendations for educators, health and other professionals and industries.

- http://www.statcan.ca/english/freepub/89-603-XIE/2005001/pdf/89-603-XWE-part1.pdf
- Source: Canada National Statistics Agency

"Literacy Needs of Non-native Speakers of English Task Force Report"
A report, which defines the non-English speaking population, their educational (including health literacy) needs to access services.

• http://www.greaterhartfordreads.org/publications/Non-native_Speakers_of_English_Report.pdf
• Source: The Greater Hartford Literacy Council

literacy.org
An online literacy resource for research and development on literacy worldwide.

• http://www.literacyonline.org/
• Source: Literacy.org

National Center for the Study of Adult Learning and Literacy (NCSALL)
Best practices, programs, resources, and research for organizations that serve adults with limited literacy and English language skills.

• http://www.ncsall.net/?id=1
• Source: National Center for the Study of Adult Learning and Literacy

ProLiteracy Worldwide & ProLiteracy America
A non-profit membership organization for both adult educators and learners with literacy resources and information abroad and in the U.S.

• http://www.proliteracy.org/NetCommunity/Page.aspx?pid=191&srcid=-2
• Source: ProLiteracy Worldwide/ProLiteracy America

Reach Higher, America
Recommendations on how to increase the capacity and readiness for better post secondary education and job training.

• http://www.nationalcommissiononadultliteracy.org/
• Source: National Commission on Adult Literacy

Introducing Health Literacy

Reports and articles from research studies and conference proceedings that examine the problem of low health literacy, its importance, and its relation to literacy. This section also includes best practices and recommendations to implement health literacy initiatives and programs.

Adequate Literacy and Health Literacy: Prerequisites for Informed Health Care Decision Making

An AARP issue brief on health literacy.

- http://assets.aarp.org/rgcenter/health/ib70_literacy.pdf
- Source: AARP

American Medical Association (AMA) – Health Literacy: Help Your Patients Understand

The AMA Foundation Web site, which focuses on using health literacy to help physicians improve communication with their patients.

- http://www.ama-assn.org/ama/pub/category/8115.html
- Source: AMA Foundation

"Focus on Basics" – Health & Literacy Partnerships Volume 9, Issue B • September 2008

Focus on Basics is a publication of the U.S. division of World Education. Inc. This issue of Focus on Basics presents health and literacy and partnerships, written by a team of editors including a doctor, a medical librarian, a professor of adult education, and a literacy specialist.

- http://www.ncsall.net/fileadmin/resources/fob/2008/fob_9b.pdf
- Source: National Center for the Study of Adult Learning and Literacy

Health Literacy Fact Sheets

A series of nine fact sheets created for those who are designing patient education materials for consumers with low health literacy skills.

- http://www.chcs.org/publications3960/publications_show.htm?doc_id=291711
- Source: Centers for Health Care Strategies

"Health Literacy: Responding to the Need for Help"

A report about health literacy and its consequences. It also describes programs, techniques and guidelines for program administrators or coordinators to follow when establishing health literacy programs.

- http://ihcrp.georgetown.edu/agingsociety/pdfs/CMEReport1.pdf
- Source: Center for Medicare Education

"Health Literacy: A Prescription to End Confusion"

A well-known research report that defines health literacy, the scope of the problem, and obstacles as well as recommendations to enhance health literacy in U.S.

- http://newton.nap.edu/openbook/0309091179/html/
- Source: Institute of Medicine

Report Brief:

- http://www.iom.edu/?id=18905&redirect=0
- Source: National Academies Press

Health Literacy Resources – Columbia University School of Nursing

A health literacy Web site, which includes assessment tools and written materials guidelines.

- http://www.nursing.columbia.edu/informatics/HealthLitRes/overview.html
- Source: Columbia University School of Nursing

"Healthy People 2010 Objectives"

The Healthy People 2010 Objectives report that focuses on health communication.

- http://www.healthypeople.gov/document/html/volume1/11healthcom.htm#_Toc490471352
- Source: Healthy People 2010 Guidelines

Health Literacy Discussion List

A listserv for health professionals and professionals in other fields such as adult basic education, literacy and research who are interested to learn more about health literacy and its resources.

- To register: http://www.nifl.gov/mailman/listinfo/healthliteracy
- To post: healthliteracy@nifl.gov
- Source: National Institute for Literacy – NIFL

"Information Literacy and Consumer Health White Paper"

A paper highlighting important issues on consumer health information including health literacy.

- http://www.nclis.gov/libinter/infolitconf&meet/papers/grant-fullpaper.pdf
- Source: U.S. National Commission on Libraries and Information Science

"Inadequate Functional Health Literacy Among Patients at Two Public Hospitals"

An article describing the ability of patients to complete basic reading and numeracy tasks as required to function adequately in a health care setting.

- http://www.citeulike.org/user/gareth/article/2713363
- Source: CiteULike online bibliography manager

"Just What Did the Doctor Order? Addressing Low Health Literacy in North Carolina"

A comprehensive report highlighting the problem of low health literacy and best practices.

- http://www.nciom.org/projects/health_literacy/HealthLiteracyReport.pdf
- Source: The North Carolina Institute of Medicine

"Literacy and Health In America"

A report which sheds light on the relationship between literacy and health using data from large-scale surveys of adult literacy — the National Adult Literacy Survey (NALS) and the International Adult Literacy Survey (IALS. It includes detailed information about respondents' demographic and socioeconomic characteristics, as well as their health status, literacy practices, and civic participation to create the Health Activities Literacy Scale (HALS).

- http://www.ets.org/Media/Research/pdf/PICHEATH.pdf
- Source: Education Testing Services (ETS)

"Literacy and Health Outcomes Report Summary"

An Agency of Healthcare Research and Quality (AHRQ) publication about evidence and assessment of health literacy outcome studies published between 1980 and 2003.

- http://www.ahrq.gov/clinic/epcsums/litsum.htm
- Source: Agency for Healthcare Research and Quality Publications

"Low Health Literacy: Implications for National Health Policy"

A comprehensive report describing the financial impact of health literacy — outcomes, costs, policy implications, and recommendations.

- http://npsf.org/askme3/pdfs/Case_Report_10_07.pdf
- Source: National Patient Safety Foundation

"Navigating Health – the Role of Health Literacy"

A "Call-to-Action" for policymakers to make health literacy a component in health policy and research efforts in Europe.

- http://www.ilcuk.org.uk/files/pdf_pdf_3.pdf
- International Longevity Centre – UK

"Patients' Shame and Attitudes Toward Discussing the Results of Literacy Screening"

An article describing how patients feel about having their literacy level measured and documented in medical records.

- http://www.gwu.edu/~cih/journal/JHClink/v12n8_wolf.pdf
- Source: Journal of Health Communication/The George Washington University

"Promoting Health Literacy"

A review of literature in health literacy.

- http://www.jamia.org/cgi/content/short/12/2/152
- Source: *American Medical Informatics Association* (JAMIA)

"Surgeon General's Workshop on Improving Health Literacy"

Proceedings of the Surgeon General's 2006 Health Literacy Conference.

- http://www.surgeongeneral.gov/topics/healthliteracy/pdf/proceedings120607.pdf
- Source: National Institutes of Health

"The Health Literacy of America's Adults"

Results from the 2003 National Assessment of Adult Literacy, which describes the impact of health literacy in the U.S.

- http://nces.ed.gov/naal/health.asp
- Source: National Center for Education Statistics (NCES)

The Joint Commission's Health Literacy Report: "What Did the Doctor Say?: Improving Health Literacy to Protect Patient Safety"

Standards from the Joint Commission that affect patient safety through the improvement of patient/provider communications.

- http://www.jointcommission.org/NR/rdonlyres/D5248B2E-E7E6-4121-8874-99C7B4888301/0/improving_health_literacy.pdf
- Source: Joint Commission

"The Prevalence of Limited Health Literacy"

A literature review about health literacy, its importance, prevalence, and its association with education, ethnicity and age.

- http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1490053
- Source: PubMed Central – Journal of General Internal Medicine

"The Health Literacy Environment of Hospitals and Health Centers Partners for Action: Making Your Healthcare Facility Literacy Friendly"

A comprehensive guide of tools to analyze health literacy and health care access.

- http://www.ncsall.net/fileadmin/resources/teach/environ_title.pdf
- Source: Health Literacy Studies Harvard School of Public Health and the National Center for the Study of Adult Learning and Literacy

Health Literacy Resource Section

Action Plans, Guides, and Toolkits

A collection of tools to help professionals improve materials targeted to people with low literacy skills.

AMA Foundation Health Literacy Kit
The AMA Foundation's primary tool for informing physicians, health care professionals, and patient advocates about health literacy.
- http://www.ama-assn.org/ama/pub/category/9913.html
- Source: AMA Foundation

"A Guide to Easy-to-Read Health Education Materials and Web Sites for Families"
A publication for educators and practitioners who work with parents with limited literacy skills. It includes ideas on how to introduce health in literacy programs and contains easy-to-read health information online.
- http://www.pharmacist.com/AM/Template.cfm?Section=Family_Health_Literacy_Guide
- Source: World Education in collaboration with the National Institute for Literacy

"Accessible Health Information Technology (IT) for Populations with Limited Literacy: A Guide for Developers and Purchasers of Health IT"
A resource guide for adults on with limited literacy, which includes standards, checklists, strategies, and other resources.
- http://healthit.ahrq.gov/portal/server.pt/gateway/PTARGS_0_3882_803031_0_0_18/LiteracyGuide.pdf
- Source: Agency for Healthcare Research and Quality Publications

"A Practical Guide to Informed Consent: With Tools for Providing Simple and Effective Informed Consent in Everyday Clinical Practice"
A publication to help the development of the informed consent in the clinical practice (not in the research setting). It includes a literature review on the impact of health literacy on the informed consent process and a toolkit on how to improve informed consent forms.
- www.consentform.templehealth.org
- Source: Temple University Health System, Fox Chase Cancer Center and Hablamos Juntos with a grant from Robert Wood Johnson Foundation

"Beyond the Brochure: Alternative Approaches to Effective Health Communication"
A booklet to help health educators create and provide education to limited literacy audiences without relying on the printed word. It also includes information on adapting, developing, and testing materials.
- http://www.cdc.gov/cancer/nbccedp/bccpdfs/amcbeyon.pdf
- Source: Centers for Disease Control

"Clear and Simple"
An outline of a process to develop cancer-related publications for people with limited literacy skills.
- http://www.nci.nih.gov/cancerinformation/clearandsimple
- Source: National Institutes of Health, National Cancer Institute

Clear and to the Point: Guidelines for Using Plain Language
Guidelines to develop materials in plain language.
- http://execsec.od.nih.gov/plainlang/guidelines/index.html
- Source: National Institutes of Health, the Plain Language Initiative

Creating Patient Education Materials
A Web site with a comprehensive list and links of resources to develop health materials including cross-cultural materials and translations resources.
- http://www.lib.umn.edu/libdata/page.phtml?page_id=839
- Source: University of Minnesota

"Developing Patient/Family Education Print Material – Capital Health, Canada"
A guide to develop educational print materials.
- http://www.cdha.nshealth.ca/patientinformation/developingPFEdMaterial.pdf
- Source: Capital Health, Nova Scotia, Canada

Developing Easy-to-Read Health Education Materials
A guide and power point introducing health literacy and materials development process.
- http://www.breasthealthga.org/Education_Program/health_literacy/KJFMLiteracy%20Slides.pdf
- To download the power point presentation:
- Source: Breast Health Connection of Georgia

"Expanding the Reach and Impact of Consumer e-Health Tools"
A report of requirements to develop e-health benefits through technology.
- http://www.health.gov/communication/ehealth/ehealthTools/summary.htm
- Source: Office of Disease Prevention and Health Promotion
- U.S. Department of Health and Human Services

"Hispanics/Latinas: Developing Effective Cancer Education Print Materials"

A guide by the Susan G. Komen for the Cure to help organizations produce appropriate cancer education print materials for Latinas. Easy to read materials for consumers are also available at the Web site.

- http://ww5.komen.org/uploadedFiles/Content_Binaries/Hispanic.pdf
- Source: Susan G. Komen for the Cure

Guidelines for Written Materials Providers Tool Kit

A guide to develop written health information for patients.

- http://www.rihlp.org/resources/index.cfm?id=24
- Source: Rhode Island Health Literacy Project

Guidelines for Developing Easy-to-Read Health Education Materials

State health department guidelines to develop easy-to-read health education materials.

- http://www3.doh.wa.gov/here/howto/images/easy2.html
- Source: Washington State Department of Health

"Health Literacy Public Health Forums: Partners for Action"

A guide written by health literacy experts to help health department professionals and personnel to conduct health literacy awareness forums.

- http://www.ncsall.net/index.php?id=899
- National Center for the Study of Adult Learning and Literacy (NCSALL)

"Help Patients Understand"

A tool kit to help clinicians understand the issue of health literacy, its implications as well as strategies and recommendations to improve communication with patients.

- http://www.ama-assn.org/ama/pub/category/9913.html
- Source: American Medical Association

Helping Older Adults Search for Health Information Online: A Toolkit for Trainers

Easy-to-use training materials for providers who want to help older adults find online health information.

- http://nihseniorhealth.gov/toolkit/toolkit.html
- Source: National Institute on Aging, National Library of Medicine and National Institutes of Health

How to Write Easy-to-Read Health Materials

A Web site for health care professionals on how to write easy-to-read health information.

- http://www.nlm.nih.gov/medlineplus/etr.html
- Source: National Library of Medicine and the National Institutes of Health

Making Your Web Site Senior Friendly

A checklist to develop accessible Web sites for seniors.

- http://www.nlm.nih.gov/pubs/checklist.pdf
- Source: National Institutes of Aging- National Library of Medicine

"Pfizer Principles for Clear Health Communication, 2nd Edition"

A comprehensive guide featuring principles to develop easy-to-read and understand patient educational materials.

- http://www.pfizerhealthliteracy.com/pdf/PfizerPrinciples.pdf
- Source: Pfizer Clear Health Communications

Quick Guide to Health Literacy

A guide for health care and public health government employees, grantees, contractors, and community partners, which contains a basic overview of key health literacy concepts, techniques to improve health literacy through communication, navigation techniques, knowledge building, advocacy, best practices, and other strategies to address an organization's health literacy.

- http://www.health.gov/communication/literacy/quickguide
- Source: Office of Disease Prevention and Health Promotion Health Communication Activities

Quick Guide to Health Literacy and Older Adults

A guide on how to communicate with older adults about health and aging issues.

- http://www.health.gov/communication/literacy/olderadults/
- Source: Office of Disease Prevention and Health Promotion

"Southern Institute on Children and Families Health Literacy Style Manual"

A health literacy style manual for applications, charts, notices and other print materials.

- http://coveringkidsandfamilies.org/resources/docs/stylemanual.pdf
- Source: Robert Wood Johnson Foundation National Program Office, Covering Kids and Families

Sample Action Plan to Improve Health Literacy

An action plan used for national, state, county, and community health organizations committed to improving health literacy. The sample plan includes both action steps and specific measurable objectives for evaluation.

- http://www.health.gov/communication/literacy/sampleplan.htm
- Source: Office of Disease Prevention and Health Promotion Health Communication Activities

"Scientific and Technical Information Simply Put"

A guide to develop easy-to-read scientific health information for the consumer.

- http://www.cdc.gov/od/oc/simpput.pdf
- Source: Centers for Disease Control

The Ohio State University Clear Health Communication Program

A series of Web page articles for health care professionals about the importance of health literacy, writing techniques, and other useful tools.

- http://medicine.osu.edu/ahec/8478.cfm
- Source: The Ohio State University College of Medicine

Tools for Evaluating Written and Audiovisual Nutrition Education Materials

Sample guides and evaluation forms to help nutrition educators, public health nutritionists and others select educational materials that best meet the needs of target audiences.

- http://www.extension.iastate.edu/Publications/SP119.pdf
- Source: Iowa State University Extension and the Iowa Department of Public Health

Virginia Adult Education Health Literacy Toolkit

A toolkit/resource to help adult education instructors and administrators better understand the problem of health literacy as it affects their learners.

- http://www.aelWeb.vcu.edu/publications/healthlit/
- Source: The Virginia Adult Learning Resource Center

Web Content Standards Guide Recommended Policies and Guidelines for Federal Public Web Sites

Specific guidelines for writing Web content.

- http://www.cio.gov/documents/ICGI/ICGI-June9report.pdf
- Source: PlainLanguage.gov

"Writing User-Friendly Documents"

A Plain English Network (PEN) guide for writers and reviewers of government documents.

- http://www.icao.int/fsix/_Library%5CPlain%20language%20guidance.pdf
- http://www.mosaica.org/resources/Writing%20User-Friendly%20Documents%20.pdf
- Source: Several National Archives

"Writing Easy-to-Read Materials"

A guide to help organizations develop easy-to-read resources for Medicare patients.

- http://www.ihconline.org/toolkits/HealthLiteracy/WritingEasyToReadMaterials.pdf
- Source: Center for Medicare Education

Working with Your Older Patient: A Clinician's Handbook

A guide for physicians and health care professionals to improve communication skills for older patients and their families.

- http://www.nia.nih.gov/NR/rdonlyres/99913D0D-2676-43C3-B238-77A0D9A011B7/0/CliniciansHandbook.pdf
- Source: National Institutes of Aging – NIH, US DHHS

Assessment Tools

A sample of tools to measure patients' health literacy (a controversial issue), the levels of materials' readability and suitability, as well as tools to help organizations measure their capacity to address health literacy.

Health Literacy Advisor (HLA)

As an innovation in health literacy, the Health Literacy Advisor (HLA) streamlines the review process by combining six different electronic readability indices to assess document grade level (the reading level) and a powerful search-and-replace function to offer users plain language alternatives for word choices that compromise clarity. The HLA also scans and highlights hard-to-read and understand words by type of word (health and/or non-health) and flags long sentences. It is the only software product on the market that scrubs a document—ignores phone numbers, URLs, headings, and bullets—before it calculates readability, giving users an accurate readability score. The HLA also dutifully rewards writers for achieving a 6th grade reading level by inserting a "Reads Easy" stamp within their document for a job well done.

- http://www.HealthLiteracyInnovations.com
- Source: Health Literacy Innovations

"Is Our Pharmacy Meeting Patients' Needs? A Pharmacy Health Literacy Assessment Tool User's Guide"

An assessment tool for outpatient pharmacies of large, urban, public hospitals that primarily serve a minority population with a high incidence of chronic disease and limited health literacy skills.

- http://www.ahrq.gov/qual/pharmlit/pharmlit.pdf
- Source: Agency for Healthcare Research and Quality Publications

Literacy and Health Literacy Tests

Two tables describing available health literacy tests.

- http://www.medscape.com/content/2002/00/43/20/432047/432047_tab.html#Table%202. SourceL
- Source: *Medscape*- [Pharmacotherapy 22(3):282-302, 2002. © 2002 Pharmacotherapy Publications]

"Rapid Estimate of Adult Literacy in Medicine (REALM)"

A screening instrument to assess an adult patient's ability to read common medical words and lay terms for body parts and illnesses.

- http://www.medicalhome.alabama.gov/applications/documentlibrary/2.1.5.3%20PtEd_REALM_Instr.pdf
- Source: Medical Foundation of Alabama

"Test of Functional Health Literacy in Adults (TOFHLA)"

A tool to measure functional health literacy by using health-related materials such as prescription bottle labels and appointment slips.

- http://www.peppercornbooks.com/catalog/product_info.php?products_id=2514
- Source: Peppercorn Books and Press

"The Newest Vital Sign: A New Health Literacy Assessment Tool for Health Care Providers"

A bilingual (English and Spanish) screening tool to identify patients at risk for low health literacy. Test result gives providers information to use in their communications practices to improve health outcomes.

- http://www.pfizerhealthliteracy.com/physicians-providers/newest-vital-sign.html
- Source: Pfizer Clear Health Communications Initiative

"The Prevalence Calculator"

A tool that offers a rough estimate of the percentage of patients that might have limited health literacy—have difficulty understanding doctor's instructions and other information—in provider's practices.

- http://www.pfizerhealthliteracy.com/physicians-providers/prevalence-calculator.html
- Source: Pfizer Clear Health Communications Initiative

"The Suitability Assessment of Materials (SAM)"

A tool to assess how appropriate health care information can be presented in written, visual and audio materials.

- http://www.hsph.harvard.edu/healthliteracy/doak4.pdf
- Source: Teaching Patients with Low Literacy Skills, Second Edition available at Harvard School of Public Health-Health Literacy Studies (HLS)

"The Health Literacy Environment Review"

A health literacy audit which rates the internal environment of hospitals and health centers by: ease of navigation, print communication, oral exchange, technology ad policies and protocols.

- http://www.ncsall.net/fileadmin/resources/teach/environ_review.pdf
- Source: National Center for the Study of Adult Learning and Literacy (NCSALL)

National Survey of Medicaid Guidelines for Health Literacy

A survey of the state's (Medicaid) health literacy reading level requirements for printed health materials.

- http://www.healthliteracyinnovations.com/information/HLI_Medicaid_Survey.pdf
- Source: Health Literacy Innovations

Communication Standards

To improve health literacy, policy, and procedures, guidelines need to be set and implemented across the health care industry. This section presents several resources for health communications.

Achieving Health Literacy National Health Education Standards

Standards that describe the knowledge and skills essential for health literacy, including what students should know and be able to do in health education by the end of the 4th, 8th, and 11th grade.

- http://www.healthy-america.org/healthLiteracy.php
- Source: Joint Committee on National Health Education Standards

"National Standards on Culturally and Linguistically Appropriate Services (CLAS) from the Office of Minority Health"

A Web site that describes 14 health care standards for cultural and linguistically appropriate services. (Communication standards are #4 through #7)

- http://www.omhrc.gov/templates/browse.aspx?lvl=2&lvlID=15
- Source: DHHS Office of Minority Health

A National Survey of Medicaid Guidelines for Health Literacy

A survey which reveals the state's health literacy standards for Medicaid recipients.

- http://www.healthliteracyinnovations.com/information/HLI_Medicaid_Survey.pdf
- Source: Health Literacy Innovations

The Joint Commission's Health Literacy Efforts

The Joint Commission's Web site portion on patient-centered communications.

- http://www.jointcommission.org/PublicPolicy/facts_health_literacy.htm
- Source: Joint Commission

Prevention: A Blueprint for Action – Action Steps for HHS/Health Literacy

An example of policy changes to be implemented for health literacy.

- http://aspe.hhs.gov/health/blueprint/action.shtml#literacy
- Source: HHS Office of Health Policy

Initiatives and Programs

This section highlights some of the many programs and initiatives to improve health literacy or the clarity of health information for the consumer.

Ask Me 3 Campaign

A coalition of organizations working to promote health literacy. The Web site includes health literacy resources for the health care provider, the patient, organizations, and the media.

- http://www.npsf.org/askme3/
- Sponsor: National Patient Safety Foundation

Baby Basics Program

A health literacy awareness and support program for professionals serving low-income pregnant women at health centers and at community prenatal programs which includes the use of the Baby Basics book, a pregnancy guide in English, Spanish and Chinese.

- http://www.whattoexpect.org/baby_basics
- Source: The What to Expect Foundation

Canadian Public Health Association – Health Literacy

A Web site of the Canadian Public Health Association, which offers facts, tools, strategies and resources related to health literacy and plain language. Its publications include: Easy Does It! (a training packet), Working with Low-literacy Seniors, Creating Plain Language Forms for Seniors, and What the Health! (health curricula).

- http://www.nlhp.cpha.ca/
- Source: Canadian Public Health Association (CPHA)

California Health Literacy Initiative

A California-based organization that provides health literacy resources for educators, health providers, and consumers.

- http://cahealthliteracy.org/index.html
- Source: California Health Literacy Initiative

Cultural Competence and Health Literacy Tools

A Web site of tool kits, glossaries, and a newsletter to improve cultural competency and health literacy.

- http://www.ccah-alliance.org/otherresources.html
- Central Coast Alliance for Health

Healthy Relationships: A Guide to Forming Partnerships Between Health Care Providers and Adult Education Programs.

A guide that outlines strategies and lessons learned for creating literacy health care partnerships and successful partnership models.

- http://lacnyc.org/resources/healthlit/Health.pdf
- Source: Literacy Assistance Center

Health Literacy Month

An organization which promotes October as the health literacy month.

- http://www.healthliteracy.com/hl_month.asp
- Source: Health Literacy Month

Institute for Healthcare Advancement – Health Literacy

A not-for-profit foundation whose mission is to empower people to better health. Its programs include community clinics, outreach and social services, a book series ("What to Do for Health"), and an annual conference on health literacy.

- http://www.iha4health.org/index.cfm/MenuItemID/191.htm
- Source: Institute for Healthcare Advancement-Health Literacy

Kansas City Health Literacy Initiative

Components of the Kansas Health Department's Health Literacy Initiative.

- http://www.kcmo.org/health.nsf/Web/healthliteracy
- Source: Kansas City, MO.

NYC Health Literacy Initiative

A New York City based non-profit organization supporting and promoting literacy services.

- http://lacnyc.org/profdev/healthlit/
- Source: Literacy Assistance Center

Partnership for Clear Health Communication

A national, non-profit coalition of organizations working to build awareness and advance solutions to improve health literacy and to positively impact health outcomes. The Web site includes health literacy resources and membership information.

- http://www.npsf.org/pchc
- Source: National Patient Safety Foundation

Project SHINE

A health literacy initiative funded by MetLife Foundation to promote healthy aging and improve access to health care for older immigrants and refugees.

- http://www.projectshine.org/projects
- Source: A coalition of several institutions and the MetLife Foundation

Town Hall Meeting on Improving Health Literacy
A Vision for a Health-Literate Missouri
A summary report of a programs and meeting held to highlight issues and challenges to improving health literacy in Missouri and throughout the Midwest.

• http://www.health.gov/communication/literacy/TownHall/mo.htm
• Source: Office of Disease Prevention and Health Promotion U.S. Department of Health and Human Services

The Pfizer Health Literacy Initiative
A multi-faceted, multi-disciplinary effort (grants, conferences, partnerships) designed to improve patient health outcomes through helping individuals to better understand health care information.

• http://www.pfizerpublichealth.com/healthliteracy/overview.aspx
• Source: Pfizer Public Health & Policy Group

Wellness Information Zone
A Humana Foundation and Libraries for the Future project which includes the development of library and non-profit based health information centers and specialized training for librarians. The project includes Health Information Guides (librarians and volunteers), Health Information Centers (in some libraries and community organizations), and the www.wellzone.org Web site for health information in everyday language.

• http://www.wellzone.org/
• Source: Humana Foundation in collaboration with Libraries for the Future

Government Resources

Health literacy resources created by states and/or the federal government.

AHRQ Health Literacy Program Brief

The Agency for Healthcare Research and Quality's initiatives, programs, and research to improve health literacy.

- http://www.ahrq.gov/research/healthlit.htm
- Source: The Agency for Healthcare Research and Quality (AHRQ)

Council of State Government Health Literacy Tool Kit

Executive summary for the state official guide to health literacy.

- http://www.csg.org/pubs/Documents/ToolKit03HealthLiteracy.pdf
- Source: Council of State Governments (CSG)

HRSA – Health Literacy

Health Resources and Services Administration (HRSA) health literacy Web page.

- http://www.hrsa.gov/healthliteracy/
- Source: Health Resources and Services Administration

Improving Patient Safety Through Informed Consent for Patients with Limited Health Literacy

A report of the success and barriers of four hospitals when trying to meet the requirement for an effective informed consent process.

- http://psnet.ahrq.gov/resource.aspx?resourceID=2685
- Source: Agency for HealthCare Research and Quality

Integrating Literacy, Culture, and Language to Improve Health Care Quality for Diverse Populations

A report highlighting the need to integrate health literacy techniques with culturally competent communication practices, and the roles of clinicians and organization leaders and managers to successfully overcome barriers related to literacy, language, and culture.

- Summary of the report and how to obtain the full report can be found at: http://www.ahrq.gov/RESEARCH/oct07/1007RA6.htm
- Source: Agency for Healthcare Research and Quality

Plain & Simple: A Health Literacy Project for Iowa

An example of a partnership between the Department of Public Health, the Association of Local Public Health Agencies and the Public Health Association, which includes a one-page summary of health literacy definitions.

- http://www.idph.state.ia.us/health_literacy/common/pdf/definitions.pdf
- Source: Iowa department of public health

State Official's Guide to Health Literacy

A report featuring states' efforts on health literacy, including academic research and private-sector initiatives.

- http://www.csg.org/pubs/Documents/SOG02HealthLiteracy.pdf
- Source: Council of State Governments (CSG)

A Collection of Health Literacy Curricula

A collection of health literacy curricula, gleaned from the National Institute for Literacy and Health and Literacy listserv. Includes information on university and medical school courses, professional training programs, and adult basic education program courses. Submissions are accepted on an ongoing basis.

- http://www.advancinghealthliteracy.com/curricula.html
- Source: Advancing Health Literacy

Research and Bibliographies

Selected articles, magazines and reports, which highlight the new and emerging field of research in health literacy.

Cancer Culture & Literacy – Cancer Control Journal Issue (Vol 12, Nov. 2005)

Journal articles about health literacy, cancer, and culture.

- http://www.moffittcancercenter.com/moffittapps/ccj/v10s5/toc.htm
- Source: Moffit Cancer Center

Current Bibliographies in Medicine – Health Literacy

A discussion of health literacy research which includes a bibliography series.

- http://www.nlm.nih.gov/archive//20061214/pubs/cbm/hliteracy.html
- Source: National Libraries of Medicine

Development of an Easy-to-Use Spanish Health Literacy Assessment Tool

A brief on the development of the "Short Assessment of Health Literacy for Spanish-Speaking Adults—SAHLSA" a health literacy assessment tool similar to the REALM.

- http://www.ahrq.gov/research/healthlit.htm#tools
- http://www.academyhealth.org/2004/ppt/lee.ppt (To download a PowerPoint)
- Source: Agency for Healthcare Research and Quality (AHRQ)

Health Literacy Practices in Primary Care Settings: Examples from the Field

A 2005 study of clinics, clinic staff, and clinicians who collaborated with patients to create a health literacy practice.

- http://psnet.ahrq.gov/resource.aspx?resourceID=6768
- Source: Agency for Healthcare Research and Quality

Health Literacy Studies (HLS)

Harvard School of Public Health's Web site on health literacy. Topics include of health literacy overview, literature, research and policy, developed materials and curricula.

- http://www.hsph.harvard.edu/healthliteracy/index.html
- Source: Harvard School of Public Health

Health Literacy Special Collection

A collection of information on health literacy produced by World Education, an organization which provides training and technical assistance in non-formal education.

- http://healthliteracy.worlded.org
- Source: World Education

Health Literacy Program Brief

A Web site, which supports research to improve health literacy and includes research findings and research in progress.

- http://www.ahrq.gov/research/healthlit.htm
- Source: Agency for Healthcare Research and Quality

Health Literacy: An Update of Medical and Health Literature

Chapter Six, Volume 7 of the book "Review of Adult Learning and Literacy," which reviews the history of the field of health literacy and lists national reports on research about text materials, non-text materials, health outcomes and health literacy on other related disciplines—public health, oral health, mental health, nursing, and pharmacology.

- http://www.ncsall.net/?id=1183
- Source: National Center for the Study of Adult Learning and Literacy (NCSALL)

Health Literacy and Cultural Competency Resources

A variety of reports, articles and other resources related to health literacy and cultural competency.

- http://www.ahrq.gov/browse/hlitix.htm#Overview
- Source: Agency for Healthcare Research and Quality

Literacy Harvest Fall 2004: Health Literacy

An online literacy journal, which focuses on health literacy needs, resources, and projects across the country.

- http://www.lacnyc.org/resources/publications/harvest/HarvestFall04.pdf
- Source: Literacy Assistance Center

MLA Health Information Literacy Research Project

A research project evaluating hospital-based health care provider and administrator awareness and understanding of health information literacy; includes the development and testing of a multi-format curriculum to be given to providers by hospital librarians.

- http://www.mlanet.org/resources/healthlit/hil_project_overview.html
- Source: Medical Library Association (MLA)

Pilot Study Low Literacy, High Risk: The Hidden Challenge Facing Health Care in California

A pilot study of how literacy impacts the health care experiences of California's low literate adult patients.

- http://cahealthliteracy.org/pdffiles/allfourpageshealthlitreport.pdf
- Source: California Health Literacy Initiative

Quality Matters: Health Literacy

A Web-based newsletter featuring newly published articles on health literacy.

- http://www.commonwealthfund.org/publications/publications_show.htm?doc_id=424780#issue
- Source: The Common Wealth Fund

Roundtable on Health Literacy

Results from a series of meetings from the IOM round table on Health Literacy.

- http://www.iom.edu/CMS/3793/31487.aspx
- Source: Institutes of Medicine National Academy of Sciences

Special Issue on Health Literacy – Volume 31 Supplement 1, September/October 2007

A special collection of articles dedicated to health literacy research published by the American Journal of Health Behavior.

- http://www.ajhb.org/ISSUES/2007/31-s1.htm
- Source: American Journal of Health Behavior™ and the American Academy of Health Behavior

The Role of Health Literacy in Patient – Physician Communication

A review of existing research on health literacy and its impact on patient-physician communication.

- http://www.stfm.org/fmhub/fm2002/may02/cwsp3.pdf
- Source: Society of Teachers of Family Medicine

Understanding Health Literacy and its Barriers

A bibliography with 651 citations about health literacy and its barriers.

- http://www.nlm.nih.gov/pubs/cbm/healthliteracybarriers.html
- Source: U.S. National Library of Medicine

Welcome to the Adult Literacy Education (ALE) Wiki – The Health Literacy Area

A Wiki page featuring news, research, discussions, programs, resources, announcements, and events on health literacy.

- http://wiki.literacytent.org/index.php/Health_Literacy
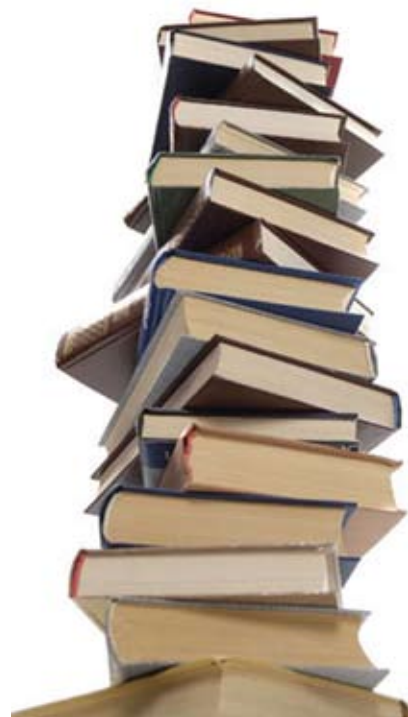- Source: A Wiki Site

PRISM Readability Toolkit

A resource which provides guidelines to researchers on how to develop study materials for the participant with low literacy skills.

- http://www.centerforhealthstudies.org/capabilities/readability/ghchs_readability_toolkit.pdf
- Source: Group Health Center for Health Studies

NIH Research in Health Literacy

Research underway supported by NIH.
- http://www.nih.gov/icd/od/ocpl/resources/healthliteracyresearch.htm
- Source: National Health Institutes

Software Tools, Books, and Videos

Selected resources—tools, books, and videos—on health literacy, plain language and readability.

SOFTWARE TOOLS

Health Literacy Advisor (HLA):

As an innovation in health literacy, the Health Literacy Advisor (HLA) streamlines the review process by combining six different electronic readability indices to assess document grade level (the reading level) and a powerful search-and-replace function to offer users plain language alternatives for word choices that compromise clarity. The HLA also scans and highlights hard-to-read and understand words by type of word (health and/or non-health) and flags long sentences. It is the only software product on the market that scrubs a document—ignores phone numbers, URLs, headings, and bullets—before it calculates readability, giving users an accurate readability score. The HLA also dutifully rewards writers for achieving a 6th grade reading level by inserting a "Reads Easy" stamp within their document for a job well done.

- http://www.HealthLiteracyInnovations.com
- Source: Health Literacy Innovations

BOOKS

Health Literacy Books:

"Advancing Health Literacy: A Framework for Understanding and Action"
Author(s): Christina Zarcadoolas, Andrew Pleasant, David S. Greer
ISBN 10: 9780787984335. 2006

"Health Literacy: A Prescription to End Confusion"
Author(s): Committee on Health Literacy (Author),
Lynn Nielsen-Bohlman (Editor), Allison M. Panzer (Editor),
David A. Kindig (Editor)
National Academy of Sciences.
ISBN:0309091179

"Health Literacy From A To Z: Practical Ways to Communicate Your Health"
Author(s): Helen Osborne
ISBN 0673745502. 2004

"Health Literacy in Primary Care: A Clinician's Guide"
Author(s): Gloria G. Mayer and Michael Villaire
ISBN:0826102298. 2007

"Health Literacy Educational Kit 2003"
Author(s): American Medical Association
ISBN: 1-57947-502-7. 2003

"Helping Patients Understand Risks"
Author(s): John Paling, PhD
ISBN: 0964223678

"Understanding Health Literacy: Implications for Medicine and Public Health"
Author(s): Joanne G. Schwartzberg
American Medical Association
ISBN 0579476309. 2004

"Making Health Communication Programs Work"
Author(s): Office of Cancer Communications-National Cancer Institute (NCI).
http://www.cancer.gov/PDF/41f04dd8-495a-4444-a258-1334b1d864f7/Pink_Book.pdf

"Writing and Designing Print Materials for Beneficiaries: A Guide for State Medicaid Agencies"
Author(s): Jeanne McGee
Department of Health and Human Services, Health Care Financing Administration. Center for Medicaid and State Operations.
Publication Number 10145.

"Making Written Material Clear and Effective"
Author(s): Jeanne McGee
Department of Health and Human Services, Health Care Financing Administration. Centers for Medicare & Medicaid Services (CMS)

"Teaching Patients with Low Literacy Skills"
Author(s): Cecelia C. Doak, Len G. Doak and Jane H. Root
http://www.hsph.harvard.edu/healthliteracy/doak.html
ISBN: 0-397-55161-4. 1996

Plain Language Books:

"Good Medicine for Seniors: Guidelines for Plain Language and Good Design in Prescription Medication"
Author(s): Canadian Public Health Association,
http://www.nlhp.cpha.ca/Labels/seniors/english/GoodMed-E.pdf
ISBN: 1-894324-23-4. 2002

"Plain Language and the Document Revolution"
Author(s): Carol M. Baldwin
ISBN-13: 978-0966635829. 1999

"The Penguin Guide to Plain English"
Author(s): Harry Blamires
ISBN-10: 0140514309. 2000

"The Quick Reference Plain English Guide"
Author(s): Martin Cutts
ISBN-13: 978-0198662433

**"Write Tight: How to Keep Your Prose Sharp, Focused
and Concise"**
Author(s): William Brohaugh
ISBN-13: 978-1882926886. 2002

Readability Books:

"Readability: Its Past, Present, and Future"
Author(s): Beverley L. Zakaluk (Author), S. Jay Samuels (Editor)
ISBN-13: 978-0872077959

VIDEOS

Health Literacy Videos:

**Low Health Literacy: You Can't Tell by Looking and
Health Literacy and Patient Safety: Help Patients
Understand**
Two videos featuring a series of individuals who are unable to
read, understand, and act on health care information. Both videos
provide techniques and specific steps for physicians and their
staff on helping patients with limited health literacy.

• http://www.ama-assn.org/ama/pub/category/8035.html
• Source: American Medical Association

In Plain Language
A video for medical and public health professionals who are
interested in learning about adult literacy in the U.S. and implications
for medicine and for public health.

• http://www.hsph.harvard.edu/healthliteracy/index.html
• Source: Harvard School of Public Health-Health Literacy Studies

ACP Foundation Health Literacy Video
A 6 ½ minute online video which highlights the problem of low
health literacy by showing interviews with actual patients and
their physicians.

• http://www.foundation.acponline.org/hl/hlvideo.htm
• American College of Physicians Foundation

Training

Various training opportunities.

AMA Health Literacy Train-the-Trainer Program

The AMA Foundation Train-the-Trainer Program on how to conduct health literacy programs, including training curricula, materials and modules developed by Foundation.

- http://www.ama-assn.org/ama/pub/category/15141.html
- Source: American Medical Association Foundation

El Paso Community College/Community Education Program Health Literacy Curriculum

A curriculum to teach health literacy to students attending classes at community colleges.

- http://healthliteracy.worlded.org/docs/elpaso/index.htm
- Source: El Paso Collaborative-Health Literacy

Health Literacy & Culture

Training for health professional on health literacy targeting diverse groups. The training offers CME credits.

- http://cpheo.sph.umn.edu/mclph/healthlit/

Also available as online training:

- https://cpheo1.sph.umn.edu/healthlit/
- Source: University of Minnesota School of Public Health

Health Literacy and Plain Language Training

Training and presentations on health literacy, customized plain language materials development, advance readability with text simplification as well as the development of an institutional health literacy agenda, action plan or priorities to improve health literacy.

- http://www.HealthLiteracyInnovations.com
- Source: Health Literacy Innovations

"Health Literacy Study Circle – Skills for Disease Prevention and Screening Training Materials: Facilitation Tips and Facilitator's Guide"

A Web site with lesson plans and guides to plan and facilitate the study circles+. Participants examine health tasks, identify related skills, teach sample lessons with their students, develop their own lessons, and plan how to use their existing expertise to incorporate health literacy skills into their programs and classrooms. Called a "study circle+" (plus) to highlight this variation in structure and purpose.

- http://www.ncsall.net/?id=25
- Source: National Center for the Study of Adult Learning and Literacy (NCSALL)

Health Literacy: Empowerment for Better Health

A course at Rutgers University designed for undergraduate and graduate students to help them learn about health literacy.

- http://aesop.rutgers.edu/~healthlit/
- Source: Rutgers University

Health Literacy Institute

The Health Literacy Institute created for non-profits, government agencies, educational institutions, and health systems to help their staffs learn plain language skills, create print health materials, and improve e-health and verbal communication.

- http://www.healthliteracyinstitute.net/index.html
- Source: Center for Health Policy Planning & Research University of New England

"Development and Implementation of a Health Literacy Training Program for Medical Residents"

An article on the development and implementation of a health literacy training program for medical residents.

- http://www.med-ed-online.org/pdf/T0000097.pdf
- Source: *Med-Ed-Online*

Medical Home – Health Literacy Training

Online health literacy training with CME credits for physicians in Alabama.

- http://www.medicalhome.alabama.gov/default.aspx?ID=1815
- Source: Medical Foundation of Alabama

The New York – New Jersey Public Health Training Center (NYNJ PHTC)

Health literacy training including strategies for creating public health messages. It also offers continuing education credits.

- http://www.nynj-phtc.org/phLit/Home/phlit-default.cfm
- Sources: New York New Jersey Public Health Training Center

OSU Health Literacy Course

An Ohio State University (OSU) College of Medicine course about low health literacy, including populations at-risk, research, tools, and techniques for writing in plain language.

- http://medicine.osu.edu/ahec/8699.cfm
- Source: The Ohio State University-College of Medicine

PH210 Health Literacy: Can the Public Be Healthy with It?

A Mount Sinai School of Medicine course for medical and MPH students on health literacy.

- http://www.mountsinai.org/img/vgn_lnk/Regular%20Content/File/Degrees%20and%20Programs/MPH%20Program/curriculum_guide_2007-2008.pdf
- Source: Mount Sinai School of Medicine

PlainTrain, the Plain Language Online Training Program

A free online training to clear writing and materials development.

- http://www.Web.net/~plain/PlainTrain/index.html
- Source: Web Networks

Putting Health Literacy into Practice: A Pediatric Approach

A Web site with a series of presentations from a 2007 American Academy of Pediatric conference which includes health literacy awareness, its impact, and techniques for providers.

- http://www.aap.org/commpeds/resources/teleconf_healthliteracy.html
- Source: American Academy of Pediatrics

Strategies to Improve Communication between Pharmacy Staff and Patients

A training program for pharmacy staff introducing the problem of low health literacy, its implications and techniques to improve communication with patients who may have limited health literacy skills.

- http://www.ahrq.gov/qual/pharmlit/pharmtrain.htm
- Source: Agency for Healthcare Research and Quality (AHRQ)

The Health Literacy Resource Center

The California Health Literacy Initiative's Resource Center, which offers health literacy training for literacy practitioners, health care and adult literacy professionals.

- http://cahealthliteracy.org/
- Source: California Health Literacy Initiative

Unified Health Communication 101: Addressing Health Literacy, Cultural Competency, and Limited English Proficiency

An online course for public health professionals to communicate better with patients with poor English skills and limited health literacy.

- http://www.hrsa.gov/healthliteracy/training.htm
- Source: Health Resources and Service Administration (HRSA)

Unique Focus

Health literacy resources with a special focus, such as consumer information, graphics and illustrations, funding sources, HIV/AIDS, diabetes, cancer, and more.

SOME EXAMPLES OF EASY-TO-READ CONSUMER HEALTH INFORMATION

Adult Learning Activities — Health
A Web site about health with easy-to-read information, in a story format.

- http://www.cdlponline.org/index.cfm?fuseaction=stories&topicID=5
- Source: California Distant Learning Project

"AAP – Plain Language Pediatric Patient Education: Handouts for Common Pediatric Topics"
A series of 25 plain language handouts for parents and their childrens' providers, with a focus on the importance of improving patient communication, readability of materials, and readability guidelines. Also available in Spanish.

- https://www.nfaap.org/netforum/eWeb/dynamicpage.aspx?site=nf.aap.org&Webcode=aapbks_productdetail&key=b26c2f09-26d3-4ba0-84b4-850d5785a9e4
- Source: American Academy of Family Pediatrics

Advanced Directives Form
A simplified and illustrated advance directive form in English, Spanish, Chinese, and Vietnamese.

- www.iha4health.org
- Source: IHA Institute for Healthcare Advancement

Be smart. Be well.
A Web site with health information and resources to help the public be safe and healthy. It features videos of real people telling their stories about their health problems and how they became proactive to live healthier lives.

- www.besmartbewell.com
- Source: BlueCross BlueShield (of Illinois, New Mexico, Oklahoma and Texas)

"Culture, Health and Literacy: A Guide to Health Education Materials for Adults with Limited English Literacy Skills"
A comprehensive guide of resources and materials for health professionals and adult educators working with diverse populations.

- http://healthliteracy.worlded.org/docs/culture/index.html
- Source: World Education and World Education and the National Institute for Literacy

EthnoMed
A Web site with patient educational materials in multiple languages and health topics.

- http://ethnomed.org
- Source: EthnoMed

FDA Quick Information for Your Health
Some easy-to-read health brochures in English and Spanish.

- http://www.fda.gov/opacom/lowlit/7lowlit.html
- Source: U.S. Food and Drug Administration

Healthy Roads Media
A Web site of health education materials in many topics and several languages and formats.

- http://www.healthyroadsmedia.org/
- Source: Healthy Roads Media

Health Information Translations
Health information materials in multiple languages in PDF format.

- http://www.healthinfotranslations.com/
- Source: Health Information Translations

"Help Your Child Take Control Over Asthma"
Two easy-to-read booklets on asthma control.

- http://www.epa.gov/iaq/schools/pdfs/publications/ll_asthma_brochure.pdf
- http://www.epa.gov/iaq/schools/pdfs/publications/ll_asthma_brochure_sp.pdf
- Source: Environmental Protection Agency

"Getting Connected: African-Americans Living Beyond Breast Cancer" and "We Celebrate Tomorrow: Latinas Living Beyond Breast Cancer"
Two easy-to-read patient and provider guides African Americans and Latino women and their families affected by breast cancer.
- http://www.kintera.org/site/apps/ka/ec/catalog.asp?c=afLFJOOyHsE&b=1198725&en=7eJBIIPlE8KDKLNwEaICKQMyHfLFJQMuHcLIIYPEKsF&CategoryID=102093
- Source: Living Beyond Breast Cancer

Maternal/Child Easy-to-Read Materials
Easy-to-read publications on maternity planning, maternity care, and baby care.

- http://www.marchofdimes.com/professionals/2222_2269.asp
- Source: March of Dimes Foundation

Latino Cardiovascular Health

Eight bilingual easy-to-read brochures on cardiovascular health.

- http://www.nhlbi.nih.gov/health/prof/heart/latino/lat_8pub.htm
- http://www.nhlbi.nih.gov/health/public/heart/other/sp_package.htm
- Source: U.S. Department of Health and Human Services

"Making the Choice – Deciding What to Do About Early Stage Prostate Cancer"

A prostate cancer intervention that includes information on the Web, printed booklets in English, Spanish and Arabic, audio books and pamphlets.

- http://www.prostatecancerdecision.org
- Source: The Michigan Cancer Consortium (MCC)

"Understanding Memory Loss & Understanding Alzheimer's Disease"

Two free booklets designed to help people with limited literacy skills learn about Alzheimer's disease and memory loss.

- http://www.nia.nih.gov/Alzheimers/Publications/UnderstandingMemoryLoss/
- http://www.nia.nih.gov/Alzheimers/Publications/UnderstandingAD/
- Source: National Institute on Aging (NIA)

DIABETES AND HEALTH LITERACY

"Association of Health Literacy with Diabetes Outcomes"

An article examining the link between health literacy and diabetes outcomes among patients with type 2 diabetes.

- http://jama.ama-assn.org/cgi/content/abstract/288/4/475
- Source: *JAMA*

American College of Physicians Foundation (ACPF) Diabetes Guide: How We Did It and Why It Works

A review of the ACPF strategy "Living with Diabetes" to support diabetes self-management among patients with limited health literacy.

- http://www.foundation.acponline.org/hl/diabguide.htm
- Source: American College of Physicians Foundation

Learning About Diabetes

A non-profit organization providing easy-to-read information about diabetes.

- http://www.learningaboutdiabetes.org
- Source: Learning About Diabetes

"What I Need to Know About Diabetes"

Easy-to-read materials in English and Spanish about diabetes prevention and management.

- http://diabetes.niddk.nih.gov/dm/ez.asp
- Source: National Institute of Diabetes & Digestive & Kidney

"Better Diabetes Care for Patients with Low Health Literacy"

A report describing the work of the project Improving Diabetes Efforts Across Language and Literacy (IDEALL).

- http://www.commonwealthfund.org/innovations/innovations_show.htm?doc_id=228393
- Source: The Commonwealth Fund, The California Endowment, and the Agency for Healthcare Quality and Research.

DISPARITY AND HEALTH LITERACY

"White House Conference on Aging (WHCoA) Mini – Conference on Health Literacy and Health Disparities"

Proceedings of a 2005 conference on health literacy and health disparities among elders, including information on what we know about the improvement of health communications among elders with limited literacy skills and limited English proficiency (LEP).

- http://www.ama-assn.org/ama1/pub/upload/mm/433/mini_conf.pdf
- Source: American Medical Association (AMA)

HEALTH LITERACY FUNDING

AHRQ Funding Opportunities

Health literacy 2009 government funding opportunities Understanding and Promoting Health Literacy (R01).

- http://grants.nih.gov/grants/guide/pa-files/PAR-07-020.html
- http://grants.nih.gov/grants/guide/pa-files/PAR-07-019.html
- http://grants.nih.gov/grants/guide/pa-files/PAR-07-018.html
- Source: Agency for Healthcare Research and Quality (AHRQ) and National Institutes of Health (NIH)

Health Literacy State Grant Awards Program

The American Academy of Family Physician Foundation Health Literacy State Grant Awards Program to support collaborative projects that address health literacy at the state and local level. Five awards of $10,000 each will be offered in 2009.

- http://www.aafpfoundation.org/x821.xml
- Source: American Academy of Family Physicians

Pfizer Clear Health Communication Grants

1. Fellowships in Clear Health Communication — Two grants given annually to postdoctoral candidates committed to advancing health literacy and clear health communication.
2. Pfizer Visiting Professorships in Clear Health Communication – Awarded organizations have the opportunity to bring a health literacy expert to provide lectures and workshops on health literacy.

- http://www.pfizerpublichealth.com/healthliteracy/tools.aspx
- Source: Pfizer Public Health & Policy Group

HEALTH LITERACY AND BENEFITS

"The $73 billion hidden problem of the health care industry – Your employees may be functionally literate, but are they health literate?"

- http://ebn.benefitnews.com/asset/article/585591/73-billion-hidden-problem-health-care.html?pg

HEALTH LITERACY AND ASTHMA

"Inadequate Literacy Is a Barrier to Asthma Knowledge and Self-Care"

An article describing the importance of literacy proficiency for asthma management and self care.

- http://www.chestjournal.org/cgi/content/abstract/114/4/1008
- Source: American College of Chest Physicians

HEALTH LITERACY IN CONGRESS

National Health Literacy Act of 2007 S. 2424

A bill introduced by Sen. Norm Coleman to ensure that all Americans have basic health literacy skills.

- http://www.opencongress.org/bill/110-s2424/show
- Source: Open Congress

Rx: Health Care FYI #36: "Improving Health Literacy"

Congressman Tim Murphy's notice "Rx: Health Care FYI #36," sent to Congress and the medical community, informing them about health literacy, its implications and recommendations for improvement.

- http://murphy.house.gov/UploadedFiles/HealthCareFYI_36.pdf
- Source: Congressman Tim Murphy

HEALTH LITERACY AND HEALTH INSURANCE

America's Health Insurance Plans (AHIP) – Health Literacy

A page in AHIP's website about health literacy resources.

- http://www.ahip.org/content/default.aspx?bc=39|341|22050
- Source: American's Health Insurance Plans (AHIP)

"Achieving Family Health Literacy: The Case for Insuring Children"

A report linking health literacy with the use and access to health care insurance for children.

- http://www.gwumc.edu/sphhs/departments/healthpolicy/chsrp/downloads/health_literacy_062207.pdf
- Source: The George Washington University School of Public Health and Health Services, Department of Health Policy

Articles:

"Most Insured U.S. Workers Don't Understand Basic Consumer Health Plan Language"

- http://www.abtassociates.com/Page.cfm?PageID=40615

"First Communicate: Health Literacy in Practice"

- http://www.ahiphiwire.org/LearningCenter/Feature.aspx?doc_id=209712&utm_source=10/16/2008&utmmedium=email&utm_campaign=newsletter

"Crystal-Clear Communication"
- http://www.ahip.org/content/default.aspx?bc=31|130|136|22737|22740

"Health Literacy: An Emerging Public Health Issue with A Big Impact on Business"

- http://www.agma.org/AM/Template.cfm?Section=Home&TEMPLATE=/CM/ContentDisplay.cfm&CONTENTID=3503

"A New Level of Understanding"

- http://www.ahip.org/content/default.aspx?bc=31|130|136|18284|18285

HEALTH LITERACY AND HIV/AIDS

"Addressing Health Literacy in HIV Care and Treatment: A Collection of Case Studies"

A collection of case studies that address health literacy as it relates to HIV care and treatment.

- http://www.aids-ed.org/aidsetc?page=etres-display&resource=etres-139
- Sources: AETC Cultural Competence and Multicultural Care Workgroup

"Relationship between HIV Prevention and Health Literacy: A Critical Literature Review"

Research studies on HIV and its relationship with health literacy, which also identifies available methods of assessing consumer literacy level and discusses best practice models.

- http://apha.confex.com/apha/134am/techprogram/paper_135763.htm
- Source: APHA Scientific Session and Event Listing

HEALTH LITERACY AND THE INTERNET

"Internet Usage by Low-Literacy Adults Seeking Health Information: An Observational Analysis"

An article highlighting how low literacy adults access and evaluate health information on the Internet.

- http://www.jmir.org/2004/3/e25/
- Source: *Journal of Medical Internet Research*

Exchange – Better Communication Means Better Health – Literacy

A Web site of information and resources about health communication. It also provides multi-lingual health materials.

- http://www.health-exchange.net/literacy.html
- Source: Exchange partnership in Minnesota

HEALTH LITERACY IN THE NEWS

"Bill Aims to Improve Health Literacy"

- http://www.ama-assn.org/amednews/2008/01/21/gvsc0121.htm

"Low 'Health Literacy' Increases Patients' Chance of Death"

- http://www.usatoday.com/news/health/2007-07-23-health-literacy_N.htm

"Health Literacy Network News"

- http://www.hlnnews.blogspot.com/

Doctors Often Overestimate Patients' Health Literacy Clients misunderstand written screening tools, but 'talking' computer program helped

- http://health.usnews.com/articles/health/healthday/2008/10/17/doctors-often-overestimate-patients-health-literacy.html

"Low Health Literacy Hits Physicians Where it Hurts"

- http://www.hcplive.com/pfnlive/on-call-today/Low_Health_Literacy_Hits_Physicians

"Health Literacy Tool Helps Industry Make Health Information More Accessible"

- http://insurancenewsnet.com/article.asp?a=top_lh&neid=200701011700.114_c67300099b5b3020

"Doctors Often Overestimate Patients' Health Literacy"

- http://www.medicinenet.com/script/main/art.asp?articlekey=93500

"Health Literacy and Oral Health"

- http://www.ada.org/prof/resources/pubs/adanews/adanewsarticle.asp?articleid=3313

"Health Literacy Software Enhances Employee Engagement"

- http://ebn.benefitnews.com/asset/article/554921/health-literacy-software-enhances-employee-engagement.html

"Software Simplifies Drug Labels"

- http://drugtopics.modernmedicine.com/drugtopics/article/articleDetail.jsp?id=394834

"New test quickly assesses literacy"

- http://www.ama-assn.org/amednews/2006/01/16/hlsb0116.htm

"Are patients more at ease when you use familiar words?"

- http://www.ama-assn.org/amednews/2005/01/17/hlsa0117.htm

"Kidney Disease Patients With Poor Health Literacy Are Less Likely To Receive Kidney Transplants"

- http://www.medicalnewstoday.com/articles/131713.php

MEDICATION LABELS

"Standardizing Medication Labels: Confusing Patients Less, Workshop Summary (2008)"

A summary from the Roundtable on Health Literacy and the Board on Population Health and Public Health Practice.

- http://www.nap.edu/openbook.php?record_id=12077&utm_source=Network&utm_medium=Widgetv2&utm_content=v2&utm_campaign=Widget
- Source: National Academy of Press

MEDICARE AND HEALTH LITERACY

"Health Literacy Among Medicare Enrollees in a Managed Care Organization"

An article about elder patients in managed care organizations that may have limited ability to read and comprehend medical information.

- http://jama.ama-assn.org/cgi/content/abstract/281/6/545
- Source: *JAMA*

READABILITY AND THE UNDERSTANDING HEALTH INFORMATION

"Readability: Its Past, Present, and Future"

A detailed article about the history of readability and readability tools.

- http://eric.ed.gov:80/ERICWebPortal/custom/portlets/recordDetails/detailmini.jsp?_nfpb=true&_&ERICExtSearch_SearchValue_0=ED292058&ERICExtSearch_SearchType_0=no&accno=ED292058
- Source: ERIC

"The Gap Between Patient Reading Comprehension and the Readability of Patient Education Materials"

A study of patients tested for reading comprehension and patient education materials, which showed that the average reading comprehension of patients was 6th grade, but most materials required a reading level of 11th to 14th grade.

- http://www.ncbi.nlm.nih.gov/pubmed/2230677
- Source: *Pub Med* U.S. National Library of Medicine and the National Institutes of Health

"Readability of Pediatric Patient Education Materials"
An article about the reading level of pediatric materials.
- http://cpj.sagepub.com/cgi/content/abstract/34/2/96
- Source: SAGE Journal

"Readability of Patient Education Materials and Dosing Instructions"
A health literacy review on the discrepancy between patient literacy levels and readability and comprehension of written materials documented in several studies.
- http://www.medscape.com/viewarticle/432047_6
- Source: *Medscape*

"American Academy of Family Physicians Patient Education Materials: Can Patients Read Them?"
An article about patient education materials written at a level that is too high for patients and how family physicians should provide patients educational materials written at an appropriate reading level.
- http://www.stfm.org/fmhub/fm2004/September/Lorraine571.pdf
- Source: Society of Teachers of Family Medicine

PHYSICIANS AND HEALTH LITERACY

"Health Literacy: The Gap Between Physicians and Patients"
An article about health literacy and why this issue should be addressed by physicians.
- http://www.aafp.org/afp/20050801/463.html
- Source: Journal of the American Academy of Family Physicians

ILLUSTRATIONS AND SYMBOLS

Sources of free or public domain illustrations, photographs and clip art (some may have copyright restrictions.)

Center for Diseases Control: Public Health Image Library (PHIL)
- http://phil.cdc.gov/phil/home.asp

National Cancer Institute – Visuals Online
- http://visualsonline.cancer.gov/
- http://www.loc.gov/library/libarch-digital.html
- http://www.flickr.com/photos/Library_of_Congress

Take Charge of Your Diabetes Illustrations
- http://www.cdc.gov/diabetes/pubs/gallery.htm

NEI-Photos, Images, and Videos Catalog
- http://www.nei.nih.gov/index.asp

United States Pharmacopeia (USP) Pictograms
- http://www.usp.org/audiences/consumers/pictograms/

U.S. Census Bureau
- http://www.census.gov/pubinfo/www/broadcast/photos/

U.S. Government Photos and Graphics
- http://www.usa.gov/Topics/Graphics.shtml

Uncle Sams Photos – Government Photo Galleries
- http://www.unclesamsphotos.com/

Wikipedia
- http://en.wikipedia.org/wiki/Public_domain_image_resources

Health Literacy and Fotonovelas:
Research articles about the usability of "fotonovelas" for health literacy improvement.
"Fotonovelas: A health literacy tool for educating latino older adults about dementia."
- http://cat.inist.fr/?aModele=afficheN&cpsidt=18357805

"The Participatory Process: Producing Photo-literature."
- http://www.hsph.harvard.edu/healthliteracy/photonovel/cain.pdf

"Within the eyes of the people: using a photonovel as a consciousness-raising health literacy tool with ESL-speaking immigrant women."
- http://journal.cpha.ca/index.php/cjph/article/view/882/882

The Role of Pictures in Improving Health Communication: A Review of Research on Attention, Comprehension, Recall, and Adherence
An assessment on the effects of pictures on health communications.
- http://healthliteracy.worlded.org/doaks_houts_article.pdf
- Source: World Education

Universal Symbols in Health Care
A project funded by the Robert Wood Johnson Foundation featuring tools to help visitors navigate health facilities.
- http://www.hablamosjuntos.org/signage/symbols/default.using_symbols.asp
- Source: Hablamos Juntos (We speak together)

WOMEN AND HEALTH LITERACY

National Women's Health Report: Women & Health Literacy/October 2004
A report including a description of the health literacy problem and its effects on women and the health care system.
- http://www.healthywomen.org/Documents/NationalWomensHealthReport.October2004.pdf
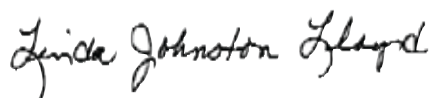- Source: National Women Health Resource Center

Afterword

The Health Literacy and Plain Language Resource Guide provides strategies and tools for those who work in health care, health communication, health education, and other professions, such as adult literacy programs.

Having this comprehensive and rich resource guide at our fingertips enables us to select a strategy to meet the challenges in improving access to health care, understanding health information and services, and helping clients and patients to make appropriate decisions about their health or a loved one's health status.

The authors of this Guide recognized the need to provide easy access to finding the tools, training, and strategies appropriate to the needs of many different professionals.

We are fortunate to have the *Health Literacy and Plain Language Resource Guide*. The use of the interventions in the Guide will provide the opportunity to demonstrate successful health literacy interventions, implement policy changes and inform others how culture, language and literacy intersect to achieve quality health care for all.

Linda Johnston Lloyd

Linda Johnston Lloyd
*Former Health Resources and
Services Administration (HRSA)
Health Literacy Coordinator*

The Health Literacy Advisor (HLA)

As a new industry concept, the Health Literacy Advisor (HLA) is the nation's first interactive health literacy software tool to help communicators create clear health communication.

The HLA streamlines the review process by offering users a database of more than 10,000 interchangeable terms. This cutting edge software tool:

- Scores documents for their readability. It is the only software product on the market that scrubs a document—ignores phone numbers, URLs, headings, and bullets—before it calculates readability giving users
a true readability score. It uses the following automated readability indices:

  - Fry Readability Grade
  - Automated Readability Index (ARI)
  - Gunning-Fog Index
  - SMOG Index (Simple Measure Of Gobbledygook)
  - The new Flesch-Kincaid Readability Grade
  - Flesch Reading Ease

- Scans documents by type of word—health, non-health, or both—for words with multi-syllables, and for long sentences with more than 15 words.

- Searches documents to find difficult terms that clog comprehension or reduce health literacy.

- Suggests plain language definitions and words to replace difficult-to-understand terms (health and non-health).

- Rewards users for achieving the industry readability gold standard —the 6th grade reading level or lower.

READSEASY™

Good work! This document reads at grade 6 or lower.
HLA_Sample.doc checked by Health Literacy Advisor on 5/9/2008 at 5:17:57
Fry-based Grade Level: 6

For more information about the HLA call: 301-230-4966

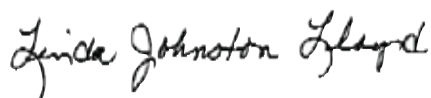**www.HealthLiteracyInnovations.com**

Afterword

The Health Literacy and Plain Language Resource Guide provides strategies and tools for those who work in health care, health communication, health education, and other professions, such as adult literacy programs.

Having this comprehensive and rich resource guide at our fingertips enables us to select a strategy to meet the challenges in improving access to health care, understanding health information and services, and helping clients and patients to make appropriate decisions about their health or a loved one's health status.

The authors of this Guide recognized the need to provide easy access to finding the tools, training, and strategies appropriate to the needs of many different professionals.

We are fortunate to have the *Health Literacy and Plain Language Resource Guide*. The use of the interventions in the Guide will provide the opportunity to demonstrate successful health literacy interventions, implement policy changes and inform others how culture, language and literacy intersect to achieve quality health care for all.

Linda Johnston Lloyd

Linda Johnston Lloyd
Former Health Resources and
Services Administration (HRSA)
Health Literacy Coordinator