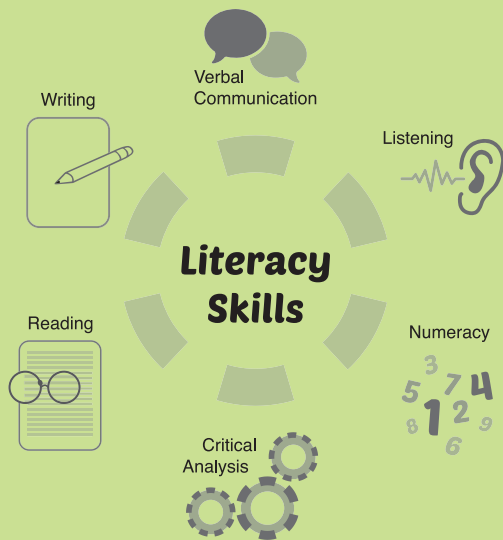


Be Informed

What is the strongest predictor of health status?

Literacy skills!

Literacy is a combination of 6 skills:



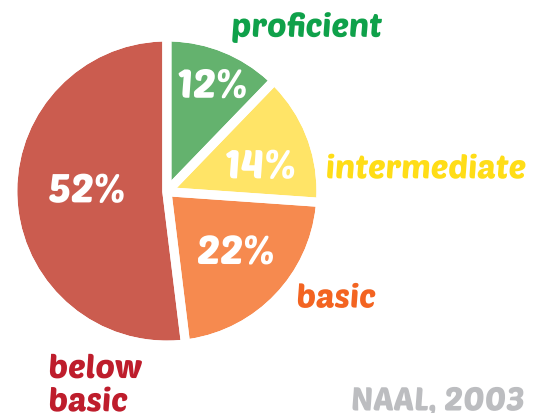
Who is most likely to be **impacted** by low health literacy levels in the U.S.?

- Those with low educational attainment
- Low income families and individuals
- Individuals with chronic health conditions or compromised health
- Non-native English speakers
- People with mental illness
- Incarcerated individuals
- Rural families
- Older adults

What is Health Literacy?

Health Literacy is the degree to which individuals have the capacity to **obtain, process, and understand** basic information and services needed to make appropriate decisions regarding their health.

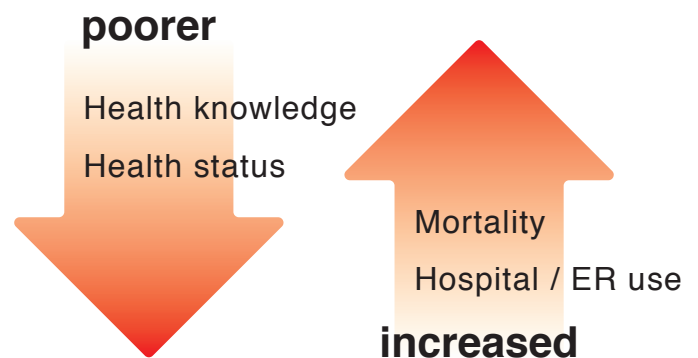
- The Institute of Medicine 2004



NAAL, 2003

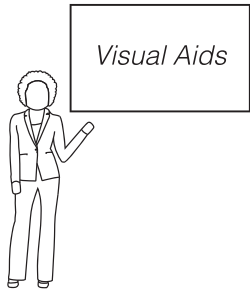
Only 12% of US adults are proficient in health literacy.

Low health literacy **results** in:



How should I **present** information?

- Only give information that fits their question or need at that time. (**2-3 topics**)
- Use explanations in **everyday language**.
- Provide **visual aids** to support context and information.
- Create a **safe space**. No silly questions.
- Have consumers **repeat back** what they understood.



How do you know if someone has low literacy skills?

You don't.

There is no way to tell, individuals with low literacy skills typically have developed many strategies to hide their lack of literacy.

Note: If someone is not asking any questions, it is possible that they do not understand.

How can I confirm that a **participant understood**?

- Use the **Teach-Back Method**.

Tell participants that the information is difficult and that you want to make sure they got it right so they can see some personal benefits. Ask them to explain some things back to you, using their own words. For example:

“I want to make sure that I explained everything clearly, so you can use lessons from *Cancer Clear & Simple* in your everyday life.”

- How will you describe what cancer is to a family member or friend?
- What are some questions that you want to ask your doctor about cancer screenings?
- How can you create a *Cancer Clear & Simple* SMART Goal?

