



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Institute for Healthcare Advancement Announces 2016 Award Winners

La Habra, CA – 5/1/2015 – The Institute for Healthcare Advancement (IHA) is excited to announce its 2016 IHA Health Literacy Award winners. The awards aim to encourage, recognize and reward initiatives that make an impact on the practice of educating or empowering organizations to deliver clear messages that advance health literacy. IHA gives awards in three categories: innovative programs, published materials, and research. This year, IHA also bestowed two International Health Literacy awards.

In the area of innovative programs, there were two winners, Ira Combs of North Omaha Area Health for Health Literacy for Young People and Families, and Health Literacy Missouri for Clayton & Candra Got You Covered! For the award in the area of research, the selected winners were Laurie Myers and Amy Dubost from Merck and Juliette Faughnan from Sommer Consulting for their work on Health Literate Patient Labeling. The award of published materials went to Literacy for Every Adult Program at the Richmond Public Library for the Richmond Digital Health Literacy Project. Each recipient was honored with an award plaque at a luncheon during the 15th Annual Health Literacy Conference in Irvine, CA on May 5, 2016. , Some winners also received a \$500 award, complimentary conference tuition, airfare, and accommodations. (Note: Merck declined the compensation).

IHA awarded an International Health Literacy Award to Susan Reid, director of Health Literacy New Zealand Limited. Reid's 25 years of involvement in workplace adult literacy and numeracy led to her most recent project, A Framework for Health Literacy, and companion piece, The Health Literacy Review Guide and Resources, which demonstrate a multifaceted understanding of health literacy that helped shaped the New Zealand Framework for Health Literacy.

The second International Health Literacy Award went to Eve Wen-Jing Lee and Linda Neuhauser at UC Berkeley Health Research for Action and the Changzhou Family Planning Association for the Changzhou Migrant Workers Wellness Guide.

The Institute for Healthcare Advancement (IHA) is a nonprofit, 501 (c)(3) healthcare public charity, with the mission of empowering people to better health. IHA accomplishes its mission by hosting a national Annual Health Literacy Conference for healthcare professionals; publishing the easy to read, easy to use What To Do For Health book series; and providing health literacy communication solutions consulting services. Locally, IHA administers the La Habra Family Resource Center, and is a leader of Covered OC, a collaborative of agencies advocating for and enrolling consumers in healthcare coverage in Orange County, California. For more information about IHA's products and services, please visit www.iha4health.org.

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