



21st Annual

Health Literacy Conference

VIRTUAL • May 10-12, 2022

*Strengthening Our Health Literacy Efforts:
Insights, Rejuvenation, and Innovation*

OnDemand Sessions

Icons and Plain Language in Written Home Care Instruction

Many healthcare facilities are using an after-visit summary or computer-generated home care packet for patients when they discharge. These packets can be lengthy, use less than friendly language and can be hard to navigate. Patients need to fully understand what they need to do when they get home to have the best possible outcomes. The use of icons as headers on written instructions can help group bits of information for easy reference. Plain language helps assure that information is easy to understand. The use of Pictorial Information Leaflets (PILs) helps patients successfully navigate a potentially complicated regimen of medications.

Objectives

- Identify best practice written instruction
- Identify visual concepts that can help patients once they're at home
- Build on a current structure and dovetail the use into other treatment areas

Using Media to Improve Mental Health Literacy in the Asian American Community

CHATogether is a mental health initiative from the Yale School of Medicine that aims to foster communication among Asian American families. To promote mental health literacy, our group focuses on addressing intergenerational, cultural, and linguistic barriers using various creative media, such as using skits, graphic arts, and emotion flashcards. Through examining the work that CHATogether has done, we hope to raise awareness about the barriers to mental health literacy and creative strategies to overcome them and discuss exciting future directions.

Objectives

- After attending this session, attendees will be able to understand cultural and linguistic intergenerational discrepancies and how they can give rise to stress or conflict in Asian American families.
- After attending this session, attendees will be able to understand the scope of how creative media can be utilized to improve mental health literacy, learning from video skits and art.
- Attendees will learn about current CHATogether projects that promote health literacy through multiple community engagements, from researchers and clinicians to Asian American communities.

Supportive Housing Resident Engagement in Wellness Programming

The Total Wellness Program provides health and wellness services to residents in four transitional supportive housing residences in New York City. Residents are formerly homeless adults with diagnoses of serious mental illnesses in addition to complex interrelated health and substance use disorders. The program aims to improve health literacy and health outcomes through the provision of medication management, health education and nutrition and fitness groups. Additionally the program strives to reduce reliance on emergency medical services by connecting residents with primary, specialty, behavioral health and urgent care services.

Objectives

- Better understand the barriers to engagement of formerly homeless individuals with mental illness in wellness programming.
- Adopt strategies for redirecting frequent users of Emergency Departments to preventive health care systems.
- Develop outcome measures relevant to their program goals.

Exploring the role of health literacy in addressing health inequalities in Liberia, West Africa.

Using data from 3 years of field research and interviews from Liberia the session will explore the role of health literacy in addressing various health concerns. Participants can expect an engaging exploration of cultural, systematic, and political factors that currently influence Liberian health. Additionally, there will be discussion about how communities with shared experiences advance health literacy and address the factors that cause health inequalities.

Objectives

- Better understand the role of cultural influences on health literacy.
- Better understand the impact of systematic factors on health literacy and health outcomes.
- Explore new approaches to addressing health inequalities in their communities.

Personal and Organizational Health Literacy: Let's Evolve and Shift Narratives

This on-demand session will explore the problem of poor health literacy as well as various ways to improve both personal and organizational health literacy for patients and healthcare providers and organizations, respectively. Attendees will have the opportunity to learn about how individuals and healthcare organizations can gain tools to close communication gaps within healthcare settings in an effort to advance health equity for people with marginalized identities.

Objectives

- Discuss definitions for personal and organizational health literacy
- Understand how communication gaps within healthcare contribute to poor health literacy and health outcomes for marginalized communities
- Refer to sources of data and research that address health literacy and its link to health equity

One Recipe At A Time: How An Innovative Teaching Kitchen Can Create Positive Health Outcomes

A teaching kitchen, focusing on culinary nutrition is one approach to improving quality of life through informed health literacy, create increased healthy life expectancies and reduce health care costs. This is a tangible learning environment where participants of all ages are given education in basic cooking techniques, self-care topics, proper nutrition, physical activity and motivational interviewing. A teaching kitchen program accessible for youth and adult populations; provides the outlet for persons to improve, delay and prevent diet-related diseases.

Objectives

- After attending this session, attendees will be able to apply culinary and nutrition education into a health care delivery system.
- After attending this session, attendees will be able to use culinary strategies with market bought items to create cost friendly, balanced nutritious meals.
- After attending this session, attendees will be able to see how culinary nutrition can improve chronic disease rates and associated outcome measures.

Facilitating participant-centered online qualitative health research during the COVID-19 pandemic

The COVID-19 pandemic presented obstacles for conducting health promotion related research. Participant-centered online qualitative research methods and sampling were developed to reach priority populations while adhering to social distancing guidelines. Strategies included inclusive, participatory wording, clear informed consent, open-ended, non-leading questions, user-friendly layout, strategic social media recruitment, and participatory opportunities for respondents. While collecting data during COVID-19 was challenging, this innovative research approach produced meaningful responses from a significant number of participants. This process was both low-cost and efficient, which is beneficial for health promotion research and could also be used to conduct needs assessments in digitally literate populations.

Objectives

- Identify how to design, conduct, and analyze online qualitative health research.
- Recognize how to use inclusive, participatory wording in online research and questionnaire design.
- Apply a participant-centered approach to online qualitative health research for their work.

Health Literacy Considerations in NCCN Guidelines for Patients®

The National Comprehensive Cancer Network® (NCCN®) is an alliance of leading cancer centers devoted to patient care, research, and education. Its core resource, NCCN Clinical Practice Guidelines in Oncology® are decision tools created by experts from across NCCN Member Institutions to determine the best way to treat a patient, depending on their diagnosis, disease stage, and other factors, such as age. NCCN Guidelines for Patients® is the patient-friendly version of these guidelines. They explain the same options for cancer care, but are written in plain language using health literacy and numeracy principles, and American with Disabilities' Act (ADA) design principles.

Objectives

- Identify how NCCN Guidelines for Patient applies health literacy, numeracy, and ADA design principles
- Reflect on challenges and considerations for writing patient education
- Identify health literate, cancer-related resources

Communication, Education, and Vaccination: Health Literacy and Vaccine Confidence

We will describe the design and development of a bi-lingual, comprehensive, integrated communication program, following best practices of health literacy, to increase vaccine confidence, accessibility, and uptake for the community, service area, and RCBH's patient population. We will focus on addressing the obstacles that people have told us interfere with getting vaccinated, including myths and misunderstandings about Covid-19 vaccination. Since many of the community members get their information from TV, radio and social media, we designed video, broadcast, and social messages. These materials are centralized on a YouTube channel, and we built an informational website, in both English and Spanish, with social media messages that drive community members to that website and YouTube channel.

Objectives

- Identify the major myths that cause vaccine hesitancy in the Border population
- Outline the positive effects that the communication campaign had on vaccine confidence and uptake.
- Discuss the factors that can positively and negatively affect health care decisions.

Health Literacy 101
