



MARYLAND CONSUMER  
**Health Information Hub**

# How to implement plain language and language access in your community

Amanda Vu  
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# Maryland Law HB1082

- Maryland Law HB1082 requires State Agencies and Local Health Departments to use plain language in public communications about health, health insurance, safety, and social services be in plain language. It also requires information to be in languages your constituents use.
- Designates the Horowitz Center for Health Literacy as the Hub.



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# Health Literacy, defined

## Personal

degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others

## Organizational

degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others



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# What is plain language?

Plain language is communication that...

- Your audience understands the **first time** they hear, see, or read it
- Enables your audience to
  - Find what they need
  - Understand what they find
  - Use what they find to meet their needs



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# Hub's work and resources

- **Training and educational sessions**
  - Monthly webinars
  - Annual convenings
- **Templates and model language**
  - Maryland Plain Language Checklist
  - Web Content Review Tool
  - Health Literacy Criteria for Media Campaigns
  - Health Literacy Criteria for Grants and Contracts
- **Workshops and Technical Assistance**



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# Hub Partners

- State and local government agencies
- Hospitals and health systems
- Organizations - non-profit and community-based including those that serve their diverse neighbors
- Educators
- Elected officials



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# Be involved

- Maryland Consumer Health Information Hub [website](#)
- Join our email [list](#)
- Contact us: [healthliteracy@umd.edu](mailto:healthliteracy@umd.edu)



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# Discussion

- What type of support do you need for plain language and language access implementation?
- How do you collect information about and feedback from the audiences you develop health information for?



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# Join us for in-person meetings

## College Park

March 12, 2025

10:00 am – 3:30 pm

University of Maryland College Park

## Cambridge

March 26, 2025

10:00 am – 3:30 pm

Eastern Shore Hospital Center

<https://sph.umd.edu/research-impact/research-centers/horowitz-center-health-literacy>



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**Thank you!**



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