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Health Information Hub

Health Literacy Advances Health Equity

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Health Literacy is Multi-faceted

- **Personal health literacy: degree to which individuals**

- Find
- Understand
- Use
- Decide for self and others

- **Organizational health literacy: degree to which organizations enable individuals**

- Find
- Understand
- Use
- Decide for self and others





Health literacy



trust



information equity



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3 Key Health Literacy Elements

Who is the info for?

What do they need to do with it?

How can you maximize accessibility?



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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.
- 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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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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Communication Equity

- Which challenges & barriers do different groups face in accessing & using information & services for health?
- Internet, wifi & device access
- Info seeking skills
- Info processing & appraising skills
- Access to
 - others with relevant expertise
 - relevant sources
 - plain language materials
 - materials in their primary language



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



Current Projects

Year 2 - More capacity building and implementation!



Annual Convening

- Opportunity to connect and share experiences with health literacy advocates in MD
- Our 2025 convenings just passed but stay tuned for next year!



Health Literacy for CHWs



The screenshot shows the course page for 'Health Literacy for CHWs'. At the top left is the University of Maryland logo. Below it is the text 'SCHOOL OF PUBLIC HEALTH' and 'ROWITZ CENTER FOR HEALTH LITERACY'. To the right, the course title 'Health Literacy for CHWs' is displayed, followed by 'Self-paced' and a blue button that says '\$10 Enroll'. Below the course title is a 'Series Overview' section with a list of six modules. The fourth module, 'Module 4: Verbal Communication', is highlighted with a red bullet point. At the bottom left of the screenshot is the 'Course Description' section, which is partially cut off.

Health Literacy for CHWs
Self-paced
\$10 Enroll

Series Overview

- Module 1: Health Literacy for Community Health Workers
- Module 2: Health Literacy in Community Outreach
- Module 3: Plain Language
- **Module 4: Verbal Communication**
- Module 5: Finding, Evaluating, and Sharing Information
- Module 6: A Cultural Approach to Health Literacy in the Community

Course Description:
The Health Literacy for Community Health Workers (CHWs) course introduces you to health literacy and how you can help you build health literacy knowledge and skills to help community members understand...



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Good Questions for Good Health

Good Questions for Good Health



The Maryland Consumer Health Information Hub offers free workshops to help adults confidently communicate with healthcare providers.

About the Workshop



Helps people practice asking doctors important questions



Uses simple, easy-to-follow materials from the CDC



Includes group activities and roleplaying for real-life practice



Helps community members understand why questions are important for your health

Bring This Opportunity to Your Community!

If your organization is interested, we would love to bring this workshop to you. Sessions can be tailored to your community's needs.

Contact us at healthliteracy@umd.edu to learn more or schedule a session.

Volantes Buenas Preguntas para una buena salud



El Centro de información de salud del consumidor de Maryland y Wellness Center de la Escuela de Bachillerato de Wheaton lo invitan a un taller **gratuito** para ayudarlo a sentirse **más seguro al hablar con proveedores de atención médica.**

En esta sesión interactiva, usted:



Aprenderá frases clave para las visitas médicas.



Descubra porqué las preguntas son importantes para su salud.



Mejorará la comunicación mediante actividades grupales y juegos de rol



Practicará cómo prepararse para una cita

Detalles del taller:

- **Ubicación:** Wellness Center Wheaton High School
o 12401 Dalewood Dr, Silver Spring, MD 20906
 - **Fecha y hora:** Miércoles, 23 de Abril, 2025 desde 1 pm - 2:30 pm
 - **Costo:** ¡GRATIS!
- Esta sesión será en **Español**, pero está diseñada para adultos estudiantes de inglés. Para más información o adaptaciones especiales, contacte con **Mirna Díaz** a mdiaz@identity-youth.org.

Contact us
healthliteracy@umd.edu
to schedule a workshop
for your community!



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Be Involved

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



What if We Always Began with Health Literacy Best Practices

- Be simple, yet complete
- Work from a communication goal, main message, and call to action
- Know key knowledge, attitudinal, and behavioral facts about the intended audience/public
- Always use plain language/plain numeracy



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Thank you!



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Discuss with your team

- What are the barriers preventing your target population from accessing or using your services? Why do you think they exist? What don't people understand?
- 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?

