Health Information Literacy WORKSHOP
H-WFU Program Instructional Session

<Presenter>
<Presenter Title>
What's Ahead

- Introduction
- What's the big deal?
- Health Messaging Activity
- Components of Health Literacy
- Health Information Sources & Demonstrations
- Recap & Questions
INTRODUCTIONS

WHO AM I?
<Redacted>

WHY AM I HERE?
<Redacted>
WHAT'S THE BIG DEAL?

What is Health Literacy (HL)?

PERSONAL HL:

the 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 HL:

the 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.
What's the big deal?

How does HIL impact our lives?

*US makes up 28% of the wellness market; China ranked 2nd at 7%!
HEALTH MESSAGE ACTIVITY

View
1) Choose a partner or small group
2) Watch video

Debrief
1) Determine the validity of the message
2) Take 1 - 2 steps to determine the validity of the message

Regroup
1) Discuss as large group
2) Share your thoughts / steps
ivenathealien:  
Cephaly Technology to Treat Migraines

youngeryoudoc:  
Starbucks habit unbelievably increases lifespan
HEALTH MESSAGE ACTIVITY

1. Things to consider while watching:
   - Does this video make you want to seek more info from the presenter?
   - What are the presenter’s intentions?
   - How long did it take to find information on the presenter / content?

2. ivanathealien: Cephaly Technology to Treat Migraines

   youngeryoudoc: Starbucks habit unbelievably increases lifespan
COMPONENTS OF HIL

PERSONAL HL:
the 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.
sufficient basic skills in reading, writing, and mathematics to be able to function effectively in everyday situations.

INCLUDES:
the ability to read and write (LITERACY), and
the ability to understand and work with numbers (NUMERACY)
more advanced cognitive & literacy skills which, together with social skills, can be used to:
• actively participate in everyday activities,
• extract & derive meaning from communication, AND
• to apply new information to changing circumstances.

CAN INCLUDE:

DIGITAL LITERACY: the ability to search, find, evaluate, compose clear information through typing, writing, tapping on digital platforms; requires a basic computer competencies
more advanced cognitive & social skills
• can be applied to critically analyze information
• use to exert greater control over life events

CAN INCLUDE:

SCIENCE LITERACY: knowledge and understanding of scientific concepts and processes required for personal decision making, participation in civic and cultural affairs, and economic productivity
WHAT YOU CAN DO NOW:

INVESTIGATE
How long have they practiced?
Where have they studied? What fellowships have they been apart of?
What research have they performed?

SCRUTINIZE
Is this available in other languages (even if I don't need it)?
Could a 5th or 6th grader read this?

QUESTION
Get comfortable ASKING questions
Get comfortable BEING ASKED questions
**PRE-SURVEY RESULTS**

**Health & Wellness Information**
- Healthcare Providers: 71%
- Mobile Apps: 71%
- Organizations: 57%
- Friends/Family/Colleagues: 50%
- Websites: 43%
- Social Media: 36%
- Databases: 14%

**Medical Information**
- Healthcare Providers: 79%
- Organizations: 64%
- Websites: 43%
- Friends/Family/Colleagues: 29%
- Other: 7%
- Databases: 7%
- Social Media: 7%
- Mobile Apps: 0%
REMINDERS:

INVESTIGATE
SCRUTINIZE
QUESTION

HEALTH LITERACY: "critical to empowerment"
REMINDERS:

HEALTH LITERACY: "critical to empowerment"

YOU GOT THIS!


WHAT ELSE?