

HEALTH LITERACY AWARENESS MONTH

2023-2024 Tennessee 4-H Healthy Living Ambassadors

OVERVIEW

According to NIH.gov, Health Literacy can be defined 4 ways:

- emphasize people's ability to use health information rather than just understand it.
- focus on the ability to make "well-informed" decisions rather than "appropriate" ones.
- incorporate a public health perspective.
- acknowledge that organizations have a responsibility to address health literacy.

TWO TYPES OF HEALTH LITERACY

- Personal Health Literacy is 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 Health Literacy is 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.



TIPS & RESOURCES

Consider these tips and resources as you plan your health outreach efforts for any audience.

- Use common, everyday language.
- Use active voice, instead of passive voice.
- Model jargon-free language. Give audiences model language for them to use.
- Get feedback on your Health Literacy skills.