



Coalition Connect

The latest news from the
Utah Health Literacy Coalition

Get ready! October is health literacy month.

October is Health Literacy Month!



HEALTH LITERACY MONTH
Building Awareness Through Action

Coming Soon!

Mark your calendars and start your action plan for how you can help build awareness about health literacy.

2024 October						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

#healthliteracymonth

healthliteracymonth.org

Building health literacy awareness through action!

Enhance and broaden the mission of health literacy. Health Literacy Month, established in 1999 by Helen Osborne and now led by the Institute for Healthcare Advancement (IHA), encourages you to take action in promoting health literacy awareness.

Together, we can bridge the gap between our organizations and those who require healthcare or services. Improved health literacy helps us overcome obstacles that could lead to harm. By working together to advance health literacy, we can create a more equitable world where everyone has access to high-quality care and can achieve better health outcomes.

[watch HERE](#)

Institute for Healthcare Advancement

In this newsletter you will find:



Upcoming events, Coalition Updates, Helpful Tools, Health literacy tips, Recent research & Member spotlight. Keep Reading!



[Follow us on LinkedIn](#)

UHLIC website coming soon!
UtahHealthLiteracy.org

Upcoming Events

Utah Health Literacy Coalition Learning sessions



Sept 10th: 2-3:00 pm Making the case for HL within your organization

Oct: Health Literacy Month

Nov 26th: 2:00-5:00 Annual convening

Arizona's Annual Health Literacy Conference 2024



Virtual - September 19, 2024
8am - 3:30pm (MTS)
Arizona's 5th Annual Health Literacy
Conference 2024

Date: Sept 19 **Time:** 8:00 AM-3:30 PM

Location: Virtual Conference

Attendees will learn how to use health literacy best practices and system-level strategies for the most vulnerable groups.

[REGISTER NOW](#)

Afro Utah Festival



Date: Sept 21 **Time:** 12:00 - 9:00 PM

Location: Salt Lake City Public Library, 210 E 400 S SLC

AFRO UTAH Festival is a free cultural event that allows Black, African, and black immigrants to share their culture, pride, and heritage.

[REGISTER NOW](#)

HHS Webinar: Language Access Day

Date: Oct 3 **Time:** 10:00 - 11:00 am **Location:** Webinar

Join the U.S. Department of Health and Human Services for a webinar celebrating the release of Division-Specific Language Access Plans, showcasing their commitment to equitable, culturally competent health care and human services



[REGISTER NOW](#)

Health Literacy in Action Conference (HiLA)

Health Literacy in Action **Date:** Oct 8 **Time:** Not yet posted **Location:** Virtual Conference
Co-sponsored by IHA and the Horowitz Center for Health Literacy, the event shares practice and policy ideas to advance health literacy and equity.

[REGISTER NOW](#)

Public Health Policy Day on the Hill



Date: Oct 15 **Time:** 8:30 AM- 4:00 PM

Location: Utah State Rotunda, 350 State Street SLC

The event brings together health professionals, advocates, and community members to discuss important health issues and to learn how to better advocate for positive change

[REGISTER NOW](#)

Utah Health Literacy Coalition Updates

Workgroups



ADVOCACY AND POLICY

- Sent the Health Literacy Month proclamation to Gov. Cox. Awaiting his possible signature.
- Will be attending the Public Health Policy Day on the Hill; email Amber Lee Hall if you want to join other members of the coalition at the event Amber.Hall@hsc.utah.edu



NETWORKING

- Overseeing Health Literacy Month activities for the coalition. If you would like to help, please reach out to Ayan Nor, ANor@saltlakecounty.gov



TRAINING & RESOURCES

- Creating and gathering content for the UHLC website, including training, toolkits, and samples
- If you can help with website efforts, reach out to Joelle Fierro, JFierro@utah.gov, or Anni McKinnon, AMckinnon@saltlakecounty.gov

Share your thoughts

Watch this video from the Institute for Healthcare Advancement (IHA) to hear from others about their “Aha!” moment, realizing the impact of health literacy.



<https://www.youtube.com/watch?v=Ijn7yKYBGis&t=154s>

What was your Health Literacy “Aha!” moment?

Share it with us. We will compile these to share on the UHLC website or on our LinkedIn.

<https://forms.gle/AmSKcoLusY2EFwf27>

Health Literacy "Aha!" moment

[Sign in to Google](#) to save your progress. [Learn more](#)

What was your health literacy "Aha!" moment? The experience where you understood the importance of health literacy and its effect on others.

Your answer

Name

Helpful Tools



Check out these helpful tools for improving health literacy

[IHA Health Literacy Month Toolkit](#)

The Institute of Healthcare Advancement (IHA) shares tools to help you take action during Health Literacy Month. Use these resources on your digital and social media channels to build awareness of health literacy and encourage others to act.



[Montana State Library Health Literacy Month Toolkit](#)

Libraries can help patrons learn about health literacy and why it is important during Health Literacy Month. This toolkit from Montana State Library provides interested libraries with many ideas and resources to create Health Literacy Month programming fit their community needs.



[Health Literacy Month Handbook](#)

A handbook developed by the founder of Health Literacy Month, Helen Osborne, M.Ed., to help you plan a successful health literacy month.

Health Literacy Tip

5 tips to raise Health Literacy Month awareness

[Institute for Healthcare Advancement](#)

[Read more here](#)



1. **Announce plans:** Share your Health Literacy Month plans in newsletters or emails. Encourage staff and departments to participate.



2. **Distribute flyers.** Promote activities with flyers and posters in your organization and community, especially for events like health fairs.



3. **Engage community leaders:** Work with community leaders to reach key populations and amplify your efforts.



4. **Use Social Media:** Post content about Health Literacy Month on your social media and website. Use the IHA HL Month Toolkit for sample graphics, videos, and posts. Use the hashtag **#healthliteracymonth**.



5. **Start Early:** Begin planning and outreach as early as possible.

Research

[The value of health awareness days, weeks and months: A systematic review](#)

Health awareness campaigns are popular and widespread, with over 300 occurring globally each year, yet their effectiveness in improving health outcomes needs to be determined. Research suggests that while these campaigns can increase knowledge and online discussions, few lead to tangible health benefits. This systematic review analyzed quantitative studies on the potential value and effectiveness of health awareness days, weeks and months. [Read more](#)



[Health Awareness Days: Sufficient Evidence to Support the Craze?](#)



Health awareness campaigns are very common, with almost 200 listed on the US National Health Observances calendar and many related bills in Congress. However, these campaigns often aren't properly evaluated and might not consider how bigger factors, like the environment or access to resources, affect health. Without careful review, health awareness days could give the wrong idea that poor health results from bad choices, rather than larger issues. This analysis provides suggestions on how to make these campaigns more effective.

[Read more](#)

[Impact of Breast Cancer Awareness Month on Public Interest in the United States between 2012 and 2021: A Google Trends Analysis](#)

This study used Google Trends data to measure public awareness of breast, lung, and prostate cancers during their respective awareness months from 2012 to 2021. The findings show that Breast Cancer Awareness Month (BCAM) significantly increased public awareness of breast cancer, while Lung Cancer and Prostate Cancer Awareness Months had no impact on awareness of their respective cancers. BCAM may serve as a successful model for other health awareness campaigns. [Read more](#)



Member Spotlight

Amber Lee Hall, MBA, BS, CHIS II

Sr. Operations Project Manager for
Patient Education

University of Utah Health



Why did you join the Utah Health Literacy Coalition? I wanted to network with other individuals who are passionate about health literacy in our state and learn from those who have been working in this field for years. I loved seeing all the progress that was being made in the community and I wanted to help where and how I could.

Briefly explain some health literacy projects you have worked on this year. With my position at the University of Utah, I am working to improve and grow patient education and health literacy projects throughout the University health system, including the University of Utah's Main Hospital, Huntsman Mental Health Institute, and Nelson Rehabilitation Hospital. I also, on occasion, have the privilege of working with Jeff Yancy and his team at Huntsman Cancer Institute and Jane Sims and her team at Intermountain Health to create patient education for both of our medical centers.

With my position here at UHLC as policy and advocacy led, I am working on a proclamation for Governor Cox to acknowledge October as Utah's Health Literacy Month. I also have the privilege of working on the advocacy unit at the Utah Public Health Association, and I hope this is the first of many steps to help create state-wide laws or guidelines requiring all patient-facing medical information to be written in plain language.

What is your favorite part of being part of the Utah Health Literacy Coalition? I love the passion that everyone working in public health and advocacy has to improve outcomes for others. Everyone's drive to think outside the box and solve the issues that affect everyone is encouraging and empowering. Keep it up!!