



Coalition Connect

The latest news from the
Utah Health Literacy Coalition

Is This True? Navigating Health in a Media-Saturated World



In a world where headlines are shared before they're read, where influencers offer wellness advice alongside product ads, and where misinformation spreads faster than truth—health literacy now demands

more than just understanding a pamphlet. It requires media literacy too. Media and health literacy go hand in hand. Together, they help individuals question what they see, evaluate what they hear, and make decisions rooted in reliable evidence. Whether it's a TikTok video claiming a miracle cure, a sensational news segment on vaccines, or a misleading label on a supplement bottle—media literacy equips people to ask: Is this accurate? Who's behind this message? What's the evidence?

By building critical thinking skills, promoting plain language, and encouraging people to pause and question, we foster a healthier, more informed Utah. Let's elevate our communication practices and empower every Utahn to be both a health-literate and media-savvy citizen.

In this newsletter you will find:

↓ Upcoming events, Helpful Tools, Health literacy tips and Recent research



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Check out our website
UtahHealthLiteracy.org

UHLC Website Spotlight

Discover the New UtahHealthLiteracy.org. –
Your Go-To Hub for Health Literacy in Utah!

We're excited to introduce the new UtahHealthLiteracy.org – a centralized, easy-to-use platform designed to support professionals, organizations, and communities across Utah in advancing health literacy.

Whether you're looking for tools to improve communication, strategies to reach underserved populations, or ideas to embed health literacy into your programs – this site has you covered.

What you'll find on the website

Practical Tools & Resources

Download toolkits, tip sheets, and plain language guides tailored to Utah's diverse communities and health needs

Training & Professional Development

Access recorded webinars, upcoming workshops, and continuing education opportunities to build your health literacy expertise.

Best Practices in Action

Explore real-world examples of how organizations across Utah are implementing health literacy strategies to improve outcomes.

Community Partnerships & Projects

Learn about local initiatives and how your organization can get involved in statewide efforts to make health information more accessible and actionable.

Policy & Advocacy Updates

Stay informed on policy changes, legislative efforts, and how you can support health literacy at a systems level.

The website will have new information added regularly so check back often!

Helpful Tools



Check out these helpful tools for improving health literacy

[Digital Health Literacy Toolkit](#)

Developed by Global Digital Health Partnership:

- GDHP digital health literacy survey findings
- Case examples
- Checklists and considerations
- Collection of digital health literacy resources

[U.S. Department of Health and Human Services Digital Communications](#)

Resources for digital work

- Services and Resources
- Building and managing websites
- Social media
- Governance
- Developer's center
- Digital accessibility
- Policies and standards
- About ASPA digital

[Media Literacy Now](#)

State-level advocacy toolkits and K-12 lesson plans covering digital wellness, media's mental-health impact, and misinformation analysis. Whether you're focused on your classroom, home, community, or constituents, you will find a number of resources and tools available to help you advocate for media literacy education.

Health Literacy Tip

5 Ways to Use Media with Health Literacy in Mind

1. Use Plain Language—Even Online



- Avoid jargon or complicated medical terms. Instead of: “Administer the medication sublingually.” Try: “Place the medicine under your tongue.”

2. Fact-Check Before You Share



- Check the source of every article, video, or graphic. If it's not from a trusted source, proceed with caution.

3. Use Images That Reflect the Community



- Representation matters. Choose images that include people of different races, ages, abilities, and backgrounds. Make sure visuals match the message.

4. Design for Easy Reading



- Break content into short chunks. Use bold headings, bullet points, and plenty of white space. For video, add subtitles and keep it under 2 minutes when possible.

5. Encourage Questions and Interaction



- Media should be a two-way conversation. End with a question, poll, or invitation to comment.

Research

[Development and validation of the media health literacy scale: Assessment tool development study](#)

In this study, researchers led by Shin et al. developed and rigorously validated the Media Health Literacy Scale (MHLS)—a tool designed to assess adults’ skills in accessing, critically evaluating, and communicating health information found via media sources. Starting from 13 prior studies, they generated a 65-item conceptual framework across domains of access, evaluation, and communication. After expert input and refinement, the final 29-item scale was tested with 1,000 adults. Psychometric analyses (exploratory and confirmatory factor analysis) yielded excellent model fit, while internal reliability and concurrent validity with the Korean eHealth Literacy Scale confirmed the MHLS as a stable and valid instrument. This opens doors for targeted interventions and evaluation efforts in media-focused health literacy education.



[Read more](#)

[Digital health literacy and its association with sociodemographic characteristics, health resource use, and health outcomes: Rapid review](#)



Researchers conducted a rapid review of 36 studies published between January 2016 and May 2022—primarily from English-speaking countries—to explore how digital health literacy (i.e., skills to find, understand, evaluate, and use online health information) relates to demographic factors, use of digital health resources, and health outcomes.

The review found that higher education levels and younger age were common and associated with greater digital health literacy, whereas gender differences were minimal, and findings by ethnicity were mixed. Individuals with higher digital health literacy tended to engage more with online health resources.

[Read more](#)

[Social media posts about medical tests with potential for overdiagnosis](#)

In this cross-sectional content analysis of 982 Instagram and TikTok posts from influencers with over 194 million total followers, researchers evaluated public messaging around five controversial medical tests—full-body MRI, multi-cancer early detection (MCEd) tests, anti-Müllerian hormone (AMH) fertility tests, gut microbiome tests, and testosterone screening. They found that 87.1% of posts highlighted benefits, but only 14.7% mentioned potential harms and a mere 6.1% referenced overdiagnosis. screening. They found that 87.1% of posts highlighted benefits, but only 14.7% mentioned potential harms and a mere 6.1% referenced overdiagnosis.



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