



Outreach Partnership to Improve HEALTH LITERACY

// When 90% of people have a “problem,” then it’s likely the problem isn’t with the people but with the system or product they are trying to use. . . it is vital for public health professionals to understand and address the gap between the health information and services they provide and people’s skills to do something beneficial for their health... //

Health Literacy Training for Health Professionals. Centers for Disease Control and Prevention.

What is Health Literacy?

Health Literacy is the collection of skills needed to communicate about health care. Both health care providers and consumers need Health Literacy skills. These skills help providers to clearly inform consumers about health-related choices, and help consumers to make sense of and participate in those choices.

9 in 10 adults have trouble making sense of written health information at one time or another. Limited health literacy is linked to many negative health outcomes for adults of all races, ages, and economic statuses.

Health literacy impacts:

- ✓ Use of preventive services
- ✓ Self-management of disease
- ✓ Length and frequency of hospital stays, readmissions, and emergency room visits
- ✓ Appropriate use of medication
- ✓ Costs of health care
- ✓ Response in public health emergencies

OPIHL’s goals directly address health literacy in the Public Health System and help Nebraska’s health departments and health care providers meet accreditation standards.



What is OPIHL?

The Outreach Partnership to Improve Health Literacy (OPIHL) provides health literacy training, resources, and technical assistance to local health departments and their partners, statewide.

Contact Us

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What is NALHD Doing to Improve Health Literacy across Nebraska?



Health Literacy Workshops

NALHD's OPIHL Staff provides on-site training in health literacy. Currently OPIHL offers Health Literacy Writers and Health Literate Communication Workshops to organizations across Nebraska.

// We now effectively use health literate best practices to engage community members in giving us feedback about our health education materials, which has improved what we're trying to do as a health department. //



Health Literacy Resources

NALHD maintains an open-access library of resources, tools, webinars and best-practices related to verbal communication, writing, design, and organizational health literacy.

// I had no idea that "Twice a Day" was a difficult concept for some people. This information has changed how we talk to patients. //



Health Literacy Champions

NALHD awards Health Literacy Champion designations based upon Health Literacy Check-ups and Action Plans.

// Now when writing a press release or preparing a brochure, I use the Health Literacy Advisor Software or the Quick Checklist for Plain Language. //

National Recognition

NALHD has received national attention for its Health Literacy work. The OPIHL project was featured in a 2014 roundtable and report released by the Institute of Medicine, titled *Implications of Health Literacy for Public Health – Workshop Summary*.



Public Health

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