

---

# Health Literacy Communications Strategies Workshop

## AUDIENCE

---

Healthcare providers, nurses, health care workers, public health department personnel, community partners

## PURPOSE

---

Prepare participants to be better prepared to use communication strategies that are easy for patients and their families/caregivers to understand and use. Health Literacy Communications Strategies Workshops will convene practicing nurses, health department staff and their community partners to learn and practice communication strategies for communicating with patients and clients in clear and health literate ways. The interactive workshop will include a mix of lecture, small group activities and role play. The Health Literacy Communications Strategies Workshops address a primary focus area of the Nebraska Association of Local Health Director's Outreach Partnership to Improve Health Literacy (OPIHL).

1. All communications and materials are health literate.
2. Health literate practices are implemented throughout the Public Health System.

## OBJECTIVES

---

1. Define health literacy
2. Associate literacy, health literacy, and health outcomes
3. Identify health literacy strategies for interacting with individual patients or clients (including "Plain Language", "Brown Bag Checks", "Teach Back", and "Ask Me 3")
4. Critique health literacy strategies used in mock patient interaction and/or role play.
5. Explain at least 5 principles of writing easy to read.
6. Know key components of usability testing
7. Identify literacy burdens placed on patients and clients served by their organizations
8. Match elements of an effective health literacy program or health literate environment to the 10 Attributes of Health Literate Organizations (Brach, et. al., 2013).
9. Locate at least 3 resources related to their particular health literacy interests and needs.

## PRESENTERS

---

Susan Bockrath, MPH, CHES and/or  
Susan Ferrone, MPA, BSN, RN

## FEE

---

A \$40 registration fee includes 3 nursing contact hours through Iowa Board of Nursing, Provider #6. No refunds.