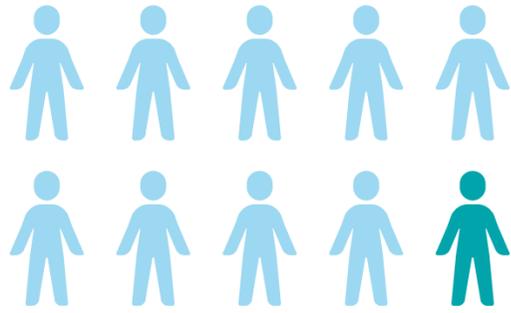


Health Literacy



9 out of 10 adults struggle to understand unfamiliar or complex health information

Improved health literacy means:



Better health outcomes



Reduced costs

Common Learning Styles

Every person learns differently

Visual



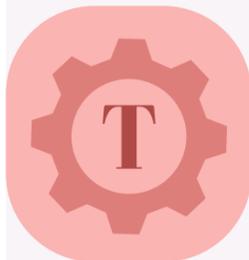
Posters
Images
Infographics
Diagrams
Graphs
Videos

Auditory



Conversation
Podcasts
Lectures
Audiobooks
Storytelling
Music

Reading



Reports
Manuals
Written Instructions
Books
Pamphlets

Kinesthetic



Practicing
Role Playing
Trial & Error
Modeling
Creating

Appealing to patients' unique mix of learning preferences may **improve retention** and **adherence to health information**.

Using **multimodal formats** that appeal to multiple learning styles has been shown to improve learning.

Universal Approaches

Strategies to promote literacy and accessibility for all learners.

Use Plain Language

Avoid medical jargon. Spell out acronyms. Use plain language tools to assess reading level of materials.

Consider Culture

Provide information in the patient's language. Be responsive to diverse cultural health practices and beliefs.

Engage Questions

Ask open ended questions. Allow self-directed patients to self-identify learning needs when possible.

Offer Variety and Choice

Provide information in a variety of modes, and in formats that patients can take home with them.

Prioritize Need-to-Know

Patients overestimate what they can retain, especially when stressed. Keep messaging short and concise.

Teach-Back Method

Ask clients or caregivers to **explain health information or instructions back to you** in their own words to **validate that you have explained things clearly** and that **clients understand**.



Beyond Understanding

Per Healthy People 2030, the goal of patient education is for clients to **use information to make well-informed decisions about their own health**.

This includes information about **systems, organizations** and **insurance**.

See the full PDF for references and resources

Health Literacy

References and Resources

Learning Styles

[VARK Learn Limited](#)

Plain Language Resources

[Plain Language Summary Tool](#)

[Hemingway Proofreader](#)

[CDC Communication Index](#)

Universal Design for Learning

[CAST UDL Guidelines](#)

Teach-Back Method

[Quick Start Guide](#)

U.S. DHHS Healthy People 2030

[Health Literacy Information](#)

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