



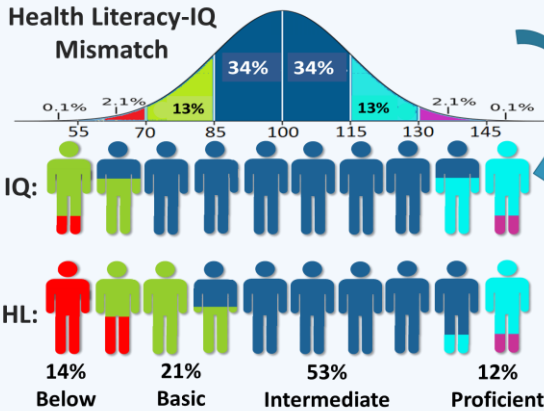
# Health Literacy as a Complex Construct



4 Areas of Intervention & Why It Matters - by Romina Marazzato Sparano, MAT, CT

## → Educate Health Literate Citizens

- National Health Education Standards in [K-12](#) – more continuity
- [Adult](#) education w/ colleges, media, & employers
- Bridging the gap b/ [IQ & HL](#) in general education



## Why HL Matters

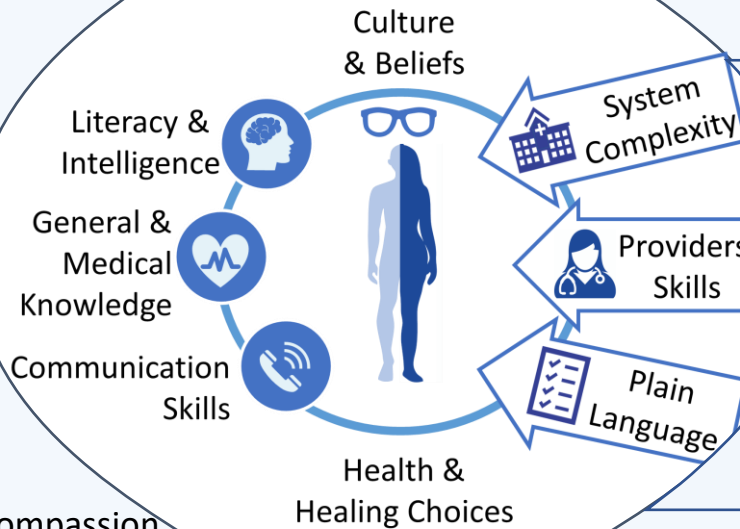
- We live in a knowledge economy
- Health Literacy is the gateway to science literacy
- World issues require science and compassion

BUT

- 30% of Americans [believe](#) astrology is science
- Juries [decide](#) based on scientific evidence
- 50% of major bills [need science](#) understanding
- Scientists do not reach one another as science gets buried in "[publish or perish](#)"



## Health Literacy



## → Improve Systems & Organizations

- Policy & Standards [Development](#): [WCAG](#) - Section [508](#) – Plain Wiring [Act](#) - [Lay](#) Summaries
- Federal & State Coordination
- Support & Design – e.g.: Process [Redesign](#)



Better UX by UK Design Council

## → Support Culturally Sensitive Professionals

- Nat'l Standards for Culturally and Linguistically Appropriate Services ([CLAS](#)) in Health and Health Care
- [Evidence-based](#) approach to cultural competence

## → Use Plain Language Principles

- **Relevance:** fit content to purpose
- **Textuality:** word ideas clearly
- **Adequacy:** adapt style to the audience
- **Accessibility:** apply structure & design
- **Actionability:** plan & test for usability

