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**Improving Awareness of Emotional Wellness Among Rural Arkansans**  
Development and Implementation of a Health Literacy Based Intervention

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**Objectives**

- Describe the plain language writing development of a community mental health promotion program
- List successful principles for community dissemination of health education programming
- Recognize the *How to M.O.V.E. toward Emotional Wellness* guide as an easy-to-use resource that is effective for populations at risk for low health literacy.

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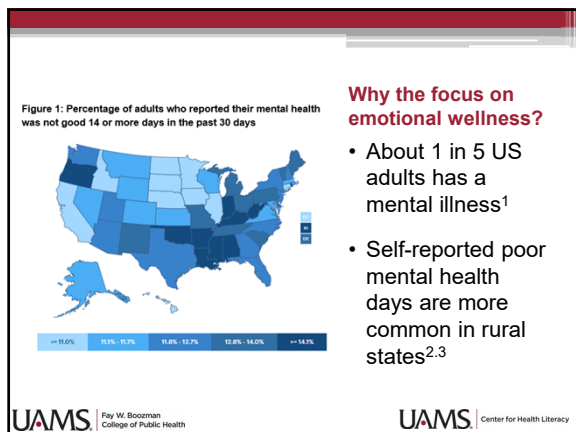
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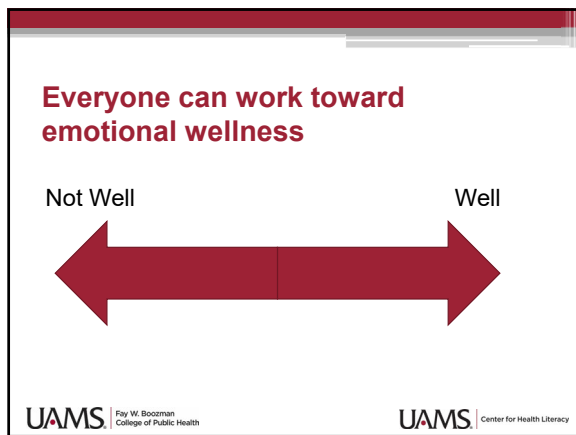
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**Methods:**  
**Development of materials**

- Engaged subject matter experts to help select and prioritize content
- Health literacy team used plain language writing techniques to create:
  - Participant booklet
  - Facilitator guide
- Solicit user feedback through focus groups

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**Methods:**  
**Field testing**

- Conducted in urban and rural areas of Arkansas
- Included Black and African American community members
- Inclusive of individuals at risk for limited health literacy skills
- Used published stoplight method to evaluate prototypes<sup>3</sup>



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**Methods:**  
**Community dissemination**

- “Train the trainer” model
- Community trainers (N=10)
  - Led group learning sessions
  - Administered pre- and post-class questionnaires
- Another 76 community partners request materials that reached 6,741 people

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 **How to M.O.V.E. toward Emotional Wellness!**



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**How to M.O.V.E. toward Emotional Wellness**  
**The acronym stands for:**

Mark any changes in behavior or activity  
Own your emotional wellness  
Visit a professional  
Expect to keep working towards your emotional wellness

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10

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**M.O.V.E.**  
**Mark any changes in behavior or activity.**

We all have changes in our lives. But some changes can be a sign that your emotional life is not as healthy as it should be. Common changes that may mean you need to take action are listed below. Mark any of these changes you are having. You might need to take action if these changes:

- Start suddenly (out of the blue)
- Last more than 2 weeks
- Make your life harder than usual

**Behavior and Activity Changes Checklist**

<p><b>Eating changes</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Eating more or less than usual</li> <li><input type="checkbox"/> Gaining weight without trying</li> <li><input type="checkbox"/> Losing weight without trying</li> <li><input type="checkbox"/> Losing interest in eating</li> <li><input type="checkbox"/> Throwing up on purpose</li> </ul> <p><b>Changes in energy levels</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Not enough energy to make it through your day</li> <li><input type="checkbox"/> Too much energy; you cannot sit still</li> </ul> <p><b>Changes in your sleep</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Sleeping less than usual</li> <li><input type="checkbox"/> Sleeping more than usual</li> <li><input type="checkbox"/> Feeling tired all the time</li> </ul>	<p><b>Mood changes</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Feeling sad more often than usual</li> <li><input type="checkbox"/> Feeling very angry</li> <li><input type="checkbox"/> Worrying a lot</li> <li><input type="checkbox"/> Being afraid more often than usual</li> <li><input type="checkbox"/> An upset stomach (butterflies, "nerves," or nausea) that will not go away</li> <li><input type="checkbox"/> Swinging from very good moods to very bad moods</li> </ul> <p><b>Other changes</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Being confused often</li> <li><input type="checkbox"/> Avoiding family or friends</li> <li><input type="checkbox"/> Having a hard time focusing</li> <li><input type="checkbox"/> Seeing or hearing things that are not there</li> </ul>
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Example page from How to M.O.V.E. toward Emotional Wellness!

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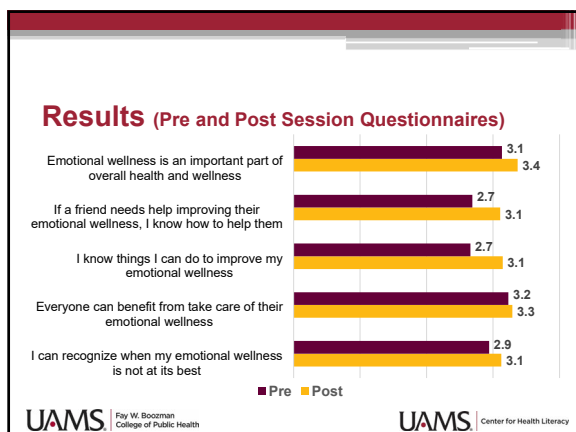
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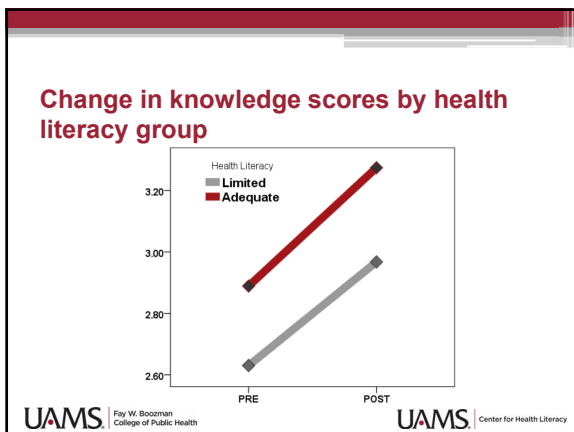
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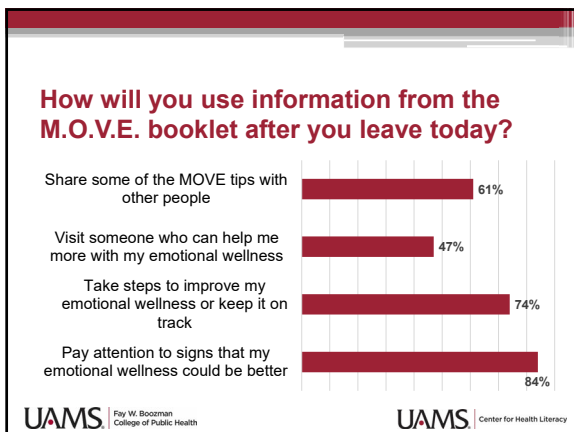
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### Conclusion

- There is a great need for education on mental and emotional wellness
  - Current pandemic has increased this need significantly
  - Stigma keeps people from seeking mental health treatment (opposed to physical health)
  - Ongoing need for print materials

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### Successful Implementation

- Engaging subject matter experts
- Health literacy trained plain language writers and editors
- Engaging community members in the development of the materials



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### Next Steps

- Conducting field testing with Spanish speaking community members
- Adapting the M.O.V.E guide into web-based digital module in Spanish
- Evaluating class setting versus online self-study against differences in health literacy status



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### Resources

1. Mental health by the numbers. National Alliance on Mental Illness. Updated September 2019. Accessed September 10, 2020. <https://www.nami.org/mhstats>
2. Overall Ranking 2020. Mental Health America, Inc. Updated 2020. Accessed September 10, 2020. <https://www.mhanational.org/issues/ranking-states>
3. Barriers to Mental Health Treatment in Rural Areas. Rural Health Information Hub. Updated 2020. Accessed September 17, 2020. <https://www.ruralhealthinfo.org/toolkits/mental-health/1/barriers>
4. Hadden, K. Stoplight method: A Qualitative Approach for Health Literacy Research. *J of Health Literacy Research & Practice*. 2017; 1(2), e18-e22. Doi: 10.3928/24748307-20170328-02

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Visit: <a href="http://healthliteracy.uams.edu">healthliteracy.uams.edu</a>	 @UAMS_CHL	<b>Jennifer M. Gan, MBA</b>
	 UAMS Center for Health Literacy	Research manager &
Email us: <a href="mailto:healthliteracy@uams.edu">healthliteracy@uams.edu</a>	 @UAMSCenterforHealthLiteracy	Research Instructor
	 @UAMS_CHL	501.686.6264 <a href="mailto:Jgan@uams.edu">Jgan@uams.edu</a>

**Check out the How to M.O.V.E. toward Emotional Wellness! Guide:**  
<https://healthliteracy.uams.edu/for-healthcare-professionals/patient-engagement-resources/how-to-m-o-v-e-toward-emotional-wellness/>

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