

Community Grounded Development of Health Literacy Materials

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Agenda

- I. Introduction
- II. Health Literacy Cards
- III. Community-based approach
- IV. Breakout Rooms: What are the key questions for developing materials with community participation?
- v. Group presentations
- VI. Wrap up and questions

The trouble with always trying to preserve the health of the body is that it is so difficult to do without destroying the health of the mind.

Gilbert K Chesterton

Say Ah! Mission

Founded in 2007 to help people gain the skills needed to manage their health and health care, we:

- **Educate and empower patients and consumers via skills-based health literacy trainings, curricula and materials**
- **Train professionals in health literacy best practices**
- **Provide plain language and accessible design services**
- **Partner with health and community service professionals to improve the health literacy of their clients, patients and consumers**
- **Advocate on behalf of the nearly 90% of Americans who struggle to understand health information and services**

Rooted in the Community

“What you need to know and do to be as well as you can be,” Janet Ohene-Frempong



Educated more than 13,000 patients, caregivers and consumers at over 60 host sites, from Head Start to Hospice

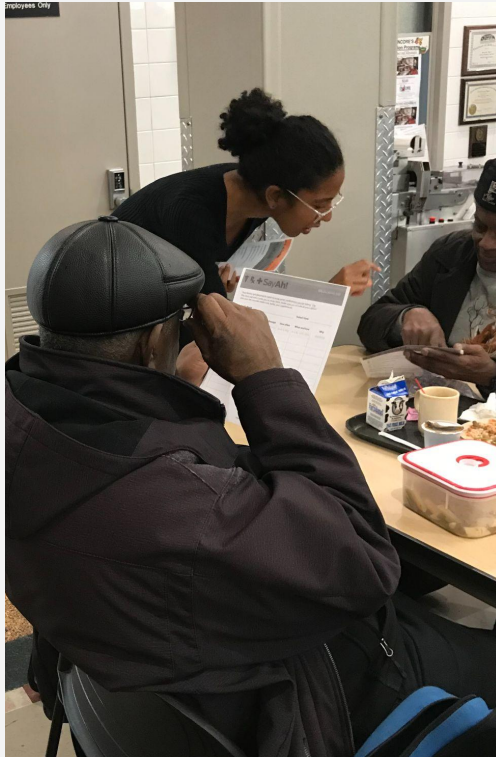
Trained more than 2,500 frontline professionals in health literacy best practices.



Community-based Programs

Workshops, Curricula & Materials

- *Patient 101*
- *Health Advocacy Academy*
- *ER 101*
- *Take Pride in Your Health*
- *Medication Safety*
- *Telling Your Health Story*





Health Advocacy Academy

Join us for an *interactive webinar* to learn how to get the health care you need and *advocate* for the health care system you want!

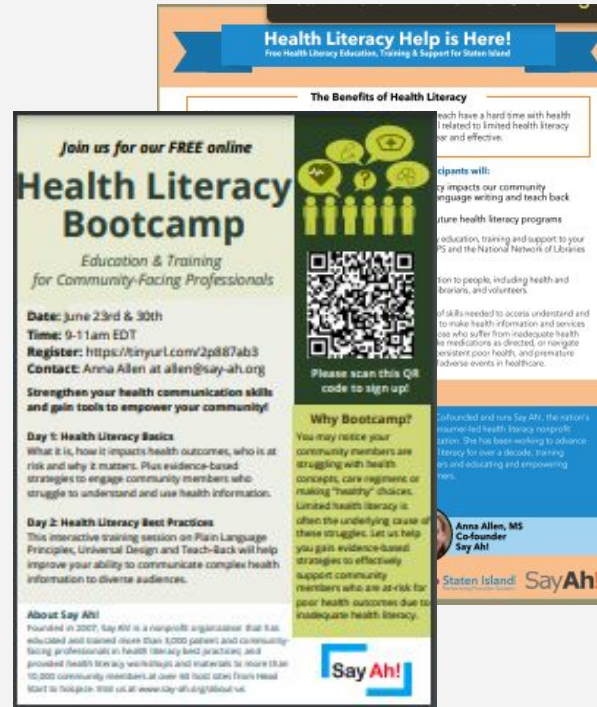
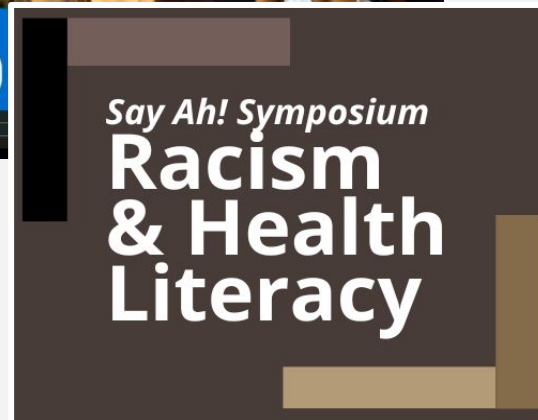
Join Us!
 Tuesday, April 13th
 1 pm - 2:30 pm EDT

Presented by Say Ah! and We The Patients NY with National Patient Advocate Foundation





Professional Development *Community-informed Training & Support*



Kay Cards

Christine Kay in 2015.



She was a driving force behind The New York Times's post-9/11 series *Portraits of Grief*. “If it’s shown us one thing,” she said of that project, “it is that nobody’s life was ordinary, that everybody is unique in their own way.”

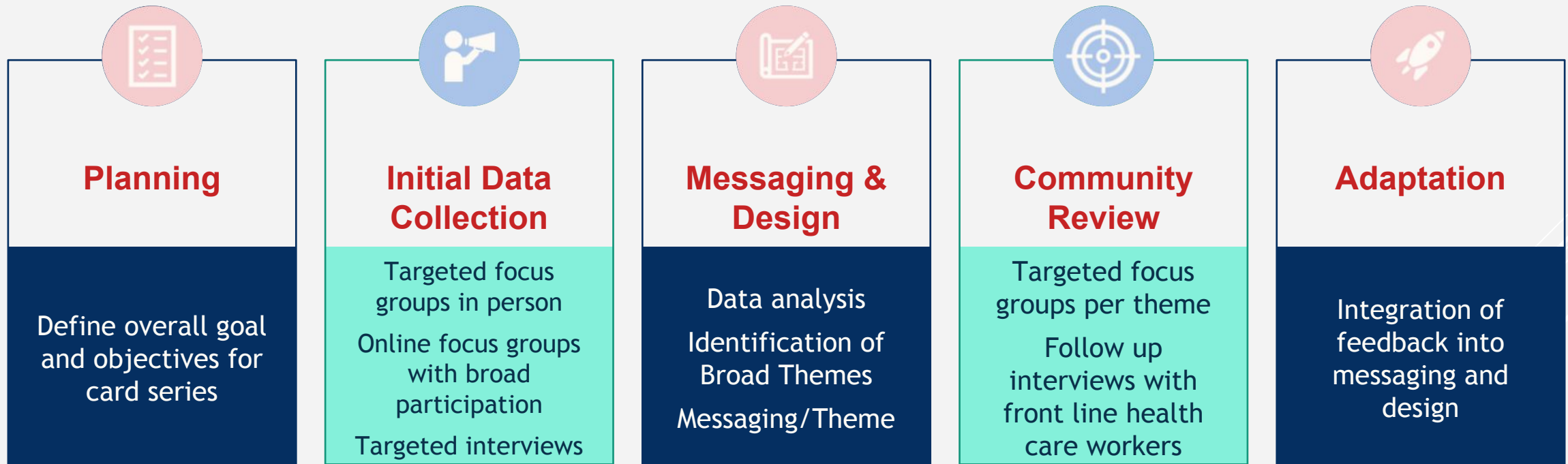
Community-Based Research Approach

Traditional Research	Community-based <i>Participatory</i> Research
Researcher defines problem	Community identifies problem or collaborates with researcher to identify the problem
Research ON community	Research WITH community as full partner
People as subjects	People as participants and collaborators
Community organizations may assist	Community organizations partner with researchers
Researchers gain skills and knowledge	Researcher and community work together to help build community capacity
Researchers control process, resources, and data interpretation	Researcher and community share control equally
Researchers own data and control use and dissemination	Data are shared, researchers and community decide how they will be used and disseminated

Community-Based Research

- Acknowledges the community as the primary unit of identity.
- Enhances and builds on the existing strengths of the community.
- Fosters collaborative relationships between the academic institution and community partners throughout the entire research process.
- Knowledge gained through the partnership is translated into specific action.

Community-based approach for Product Development



Launch

BREAKOUT GROUPS

- Form groups of 5 people, and identify a note-taker/presenter
- Review community-based approach
- Identify target community
- Identify community leaders / representatives / spokespeople
- Choose venue for data collection
- Identify 6 key questions to ask through identified venue
- Prepare to present back to full group
- You will have 10 minutes

Presentations

Each group will have 3 minutes to summarize:

- Target Community
- Key spokespeople
- Format for data collection
- Key questions and why

Comments, Questions and Reflections.

Thank You!

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