

One Goal of Civic Literacy:

Teaching Media Literacy
to Promote Health Equity

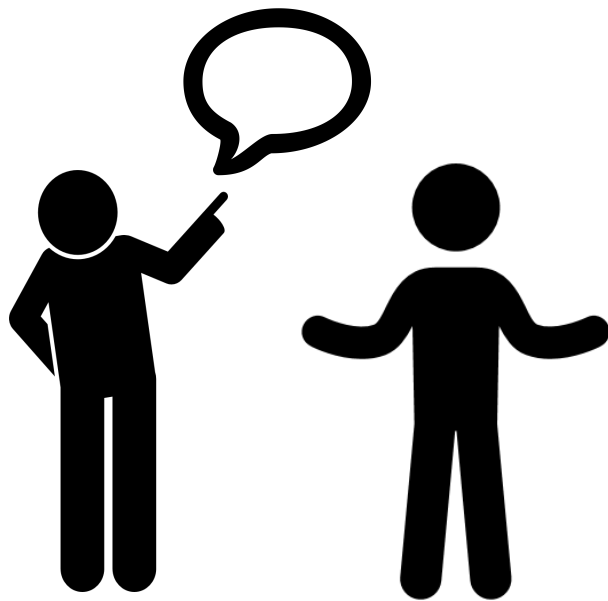
Janet Ohene-Frempong & Sarah McGrew

Civic Literacy? Health Equity?

This is *Health Literacy Month*, so what about health literacy?
What's the connection here?



Let me explain.

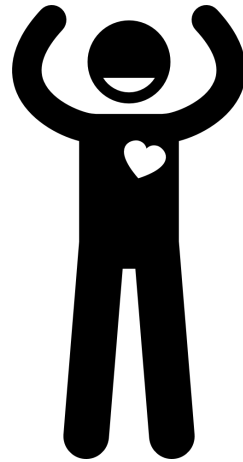


Health Literacy

It's essentially about your ability to figure out what's needed for you, and others, to stay alive and as well as possible.



Alive



Well
(as well as possible)

“Health Literacy”

Many good definitions have been offered over the years

Table 1 Definitions of health literacy

From: [Health literacy and public health: A systematic review and integration of definitions and models](#)

1	WHO (1998)	"The cognitive and social skills which determine the motivation and ability of individuals to gain access to understand and use information in ways which promote and maintain good health" [31]
2	American Medical Association's (1999)	"The constellation of skills, including the ability to perform basic reading and numeral tasks required to function in the healthcare environment" [12]
3	Nutbeam (2000)	"The personal, cognitive and social skills which determine the ability of individuals to gain access to, understand, and use information to promote and maintain good health" [36]
4	Institute of Medicine (2004)	"The individuals' capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions" [8]
5	Kickbusch, Wait & Maag (2005)	"The ability to make sound health decision(s) in the context of everyday life--at home, in the community, at the workplace, the healthcare system, the market place and the political arena. It is a critical empowerment strategy to increase people's control over their health, their ability to seek out information and their ability to take responsibility" [37]
6	Zarcadoolas, Pleasant & Greer (2003, 2005, 2006)	"The wide range of skills, and competencies that people develop to seek out, comprehend, evaluate and use health information and concepts to make informed choices, reduce health risks and increase quality of life" [34, 38, 39]
7	Paasche-Orlow & Wolf (2006)	"An individual's possession of requisite skills for making health-related decisions, which means that health literacy must always be examined in the context of the specific tasks that need to be accomplished. The importance of a contextual appreciation of health literacy must be underscored" [40]
8	EU (2007)	"The ability to read, filter and understand health information in order to form sound judgments" [30]
9	Pavlekovic (2008)	"The capacity to obtain, interpret and understand basic health information and services and the competence to use such information to enhance health" [41]
10	Rootman & Gordon-Elliobety (2008)	"The ability to access, understand, evaluate and communicate information as a way to promote, maintain and improve health in a variety of settings across the life course" [42]
11	Ishikawa & Yano (2008)	"The knowledge, skills and abilities that pertain to interactions with the healthcare system" [14]
12	Mancuso (2008)	"A process that evolves over one's lifetime and encompasses the attributes of capacity, comprehension, and communication. The attributes of health literacy are integrated within and preceded by the skills, strategies, and abilities embedded within the competencies needed to attain health literacy" [43]
13	Australian Bureau of Statistics (2008)	"The knowledge and skills required to understand and use information relating to health issues such as drugs and alcohol, disease prevention and treatment, safety and accident prevention, first aid, emergencies, and staying healthy" [44]
14	Yost et al. (2009)	"The degree to which individuals have the capacity to read and comprehend health-related print material, identify and interpret information presented in graphical format (charts, graphs and tables), and perform arithmetic operations in order to make appropriate health and care decisions" [45]
15	Adams et al. (2009)	"The ability to understand and interpret the meaning of health information in written, spoken or digital form and how this motivates people to embrace or disregard actions relating to health" [22]
16	Adkins et al. (2009)	"The ability to derive meaning from different forms of communication by using a variety of skills to accomplish health-related objectives" [46]
17	Freedman et al. (2009)	"The degree to which individuals and groups can obtain process, understand, evaluate, and act upon information needed to make public health decisions that benefit the community" [35]

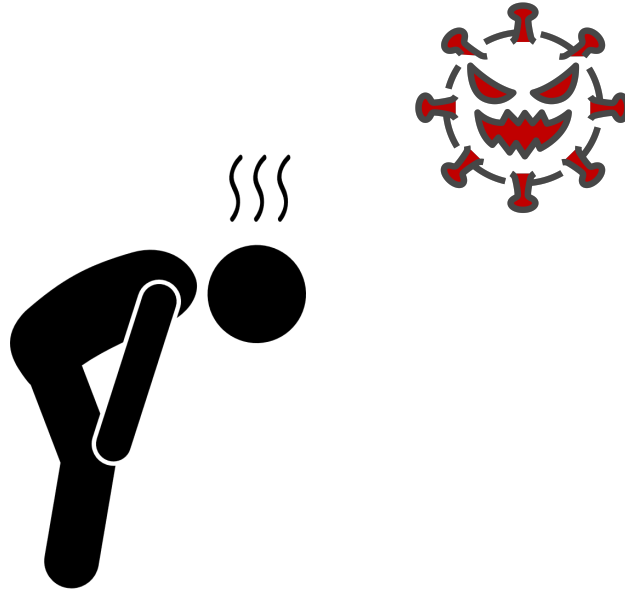
One, in particular, has special meaning for public health crises.

Table 1 Definitions of health literacy

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So, think about the following model of health literacy in the context of this pandemic.



Understanding Health Literacy; an expanded model

Zarcadoolas, Pleasant, Greer (2005)

“We define health literacy as the wide range of skills, and competencies that people develop to seek out, comprehend, evaluate and use health information and concepts to make informed choices, reduce health risks and increase quality of life.”

Understanding Health Literacy; an expanded model

Zarcadoolas, Pleasant, Greer (2005)

<https://academic.oup.com/heapro/article/20/2/195/827483>

Understanding Health Literacy; an expanded model

Zarcadoolas, Pleasant, Greer (2005)

“In our view, a health literate person is able to use health concepts and information generatively – applying information to novel situations. A health literate person is able to participate in the ongoing public and private dialogues about health, medicine, scientific knowledge and cultural beliefs.”

Understanding Health Literacy; an expanded model

Zarcadoolas, Pleasant, Greer (2005)

<https://academic.oup.com/heapro/article/20/2/195/827483>

Elements of this E-X-P-A-N-D-E-D model

Their model suggests that becoming functionally health literate actually requires some key abilities in 4 central domains – additional kinds of literacy, including:

- fundamental literacy
- science literacy
- cultural literacy
- civic literacy

Understanding Health Literacy; an expanded model
Zarcadoolas, Pleasant, Greer (2005)

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Elements of this E-X-P-A-N-D-E-D model

Of special interest, with respect to this pandemic, is the need for civic literacy.

- fundamental literacy
- science literacy
- cultural literacy
- civic literacy

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Civic Literacy

What that can entail in the context of this ongoing coronavirus pandemic

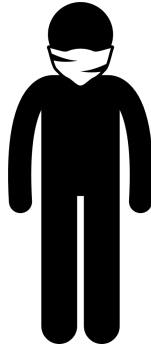
According to their expanded model, **civic literacy** refers to “abilities that enable citizens to become aware of public issues and to become involved in the decision-making process”.

They listed 3 requirements to achieve some degree of civic literacy:

1. An awareness that individual health decisions can impact public health

For example:

“Should I wear a face mask to protect other people or not?”



Yes!



No!

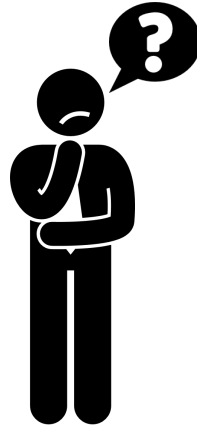
Understanding Health Literacy; an expanded model
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<https://academic.oup.com/heapro/article/20/2/195/827483>

2. A knowledge of civic and governmental processes

For example:

“Which elected officials will help the greatest number of people to stay alive and well?”



Understanding Health Literacy; an expanded model

Zarcadoolas, Pleasant, Greer (2005)

<https://academic.oup.com/heapro/article/20/2/195/827483>

3. Some level of media literacy

For example:

“Should I get my information about how to stay alive and well from this source of information or that source of information?”



This?



That?

Understanding Health Literacy; an expanded model

Zarcadoolas, Pleasant, Greer (2005)

<https://academic.oup.com/heapro/article/20/2/195/827483>

3. Some level of media literacy

For example:

“Is the COVID pandemic real or fake? Do vaccines cause more help or more harm? And where can I get information that I can trust?”



This?



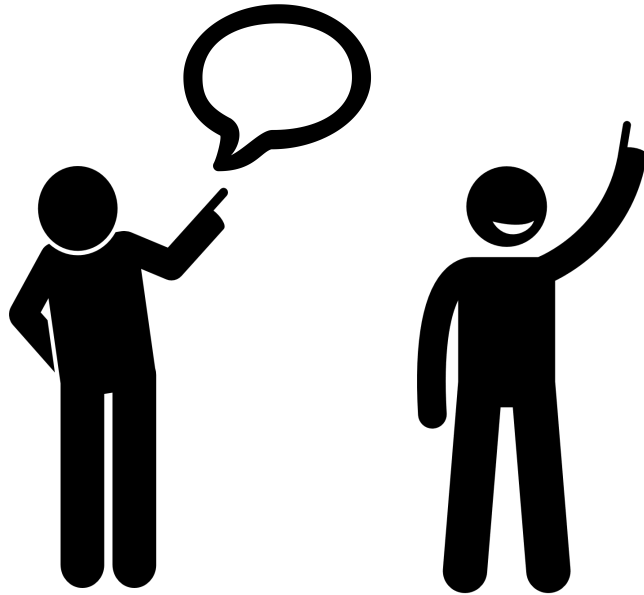
That?

Understanding Health Literacy; an expanded model

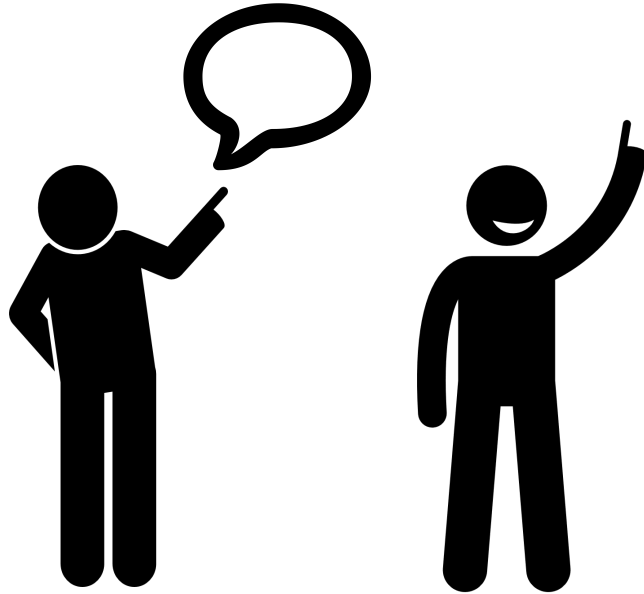
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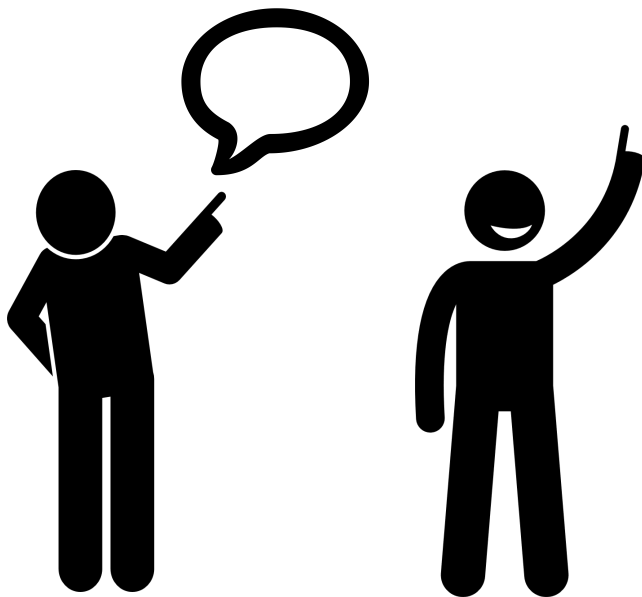
So, in this model, having some degree of health literacy involves having some degree of civic literacy.



And having some degree of civic literacy involves having some degree of media literacy.



So, let's focus in on media literacy and how it can help to promote health and health equity.



To do so, I'll hand this over to Sarah.



Two approaches to counter misinformation:

- Make people more **resilient** to misinformation **before** they encounter it: inoculation & media literacy
- **Debunk** misinformation **after** people have been exposed

Inoculation

- Explain misleading or manipulative argumentation strategies to people
 - Help them build “cognitive antibodies”
- Two steps:
 1. Warn of **impending threat** of misinformation:

Some people try to cast doubt on the safety & efficacy of approved COVID-19 vaccines.
 2. **Refute** the anticipated argument or evidence:

One technique they use is to mischaracterize the evidence base affirming the safety and effectiveness of COVID-19 vaccines and instead claim that there is insufficient evidence or lack of expert consensus about the safety of the vaccines.

Media Literacy Education

- The need is real
 - Most people need more support learning to evaluate online information
- Learning opportunities & outcomes are not equitably distributed

1) Teach strong approaches to evaluations

Three questions to consistently ask online:

Who is
behind this
information?

What is the
evidence?

What do
other
sources say?

https://acped.org/position-statements/bullying-at-school-never-acceptable

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Bullying at School: Never Acceptable

American College of Pediatricians - October 2013

ABSTRACT: No child should be harassed for his or her unique characteristics. Schools should encourage an environment of respectful self-expression for all students, and no group should be singled out for special treatment. Parental involvement should be a school's primary method of resolution with programs emphasizing general respectfulness serving to set the tone in the classrooms.

Bullying on the school campus is never acceptable in a society where all individuals are entitled to respectful treatment. The act of bullying is not a new phenomenon among children but one that is deserving of the school's and parents' attention. Bullying is defined: "To treat in an overbearing or intimidating manner; to force one's way aggressively or by intimidation."^[1] A more complete definition of bullying is:

"Systematic, repeated, or recurrent conduct committed by a student or group of students against another student that causes measurable physical harm or emotional distress. Verbal expression, whether oral, written, or electronic, is included within the definition of "bullying" only to the extent that (1) such expression is lewd, indecent, obscene, advocating for illegal conduct, intended to incite an immediate breach of peace, or the severe and pervasive use of threatening words that inflict injury; or (2) District administrators or officials reasonably believe that such expression will cause an actual, material disruption of school work."^[2]

Fact Checker

Stanford Student

Lateral Reading



American College of Pediatricians

american college of pediatricians - Google Search

american college of pediatricians

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acpeds.org ▾

American College of Pediatricians

American College of Pediatricians || Best for Children · Enabling all children to reach their optimal physical and emotional health and well-being · The Latest ...

About Us · News · Resources · Our Positions

www.splcenter.org › extremist-files › group › american... ▾

American College of Pediatricians | Southern Poverty Law ...

The American College of Pediatricians (ACPeds) is a fringe anti-LGBTQ hate group that masquerades as the premier U.S. association of pediatricians to push ...

Date founded: 2002

en.wikipedia.org › wiki › American_College_of_Pediat... ▾

American College of Pediatricians - Wikipedia

The American College of Pediatricians (ACPeds) is a socially conservative advocacy group of pediatricians and other healthcare professionals in the United States. The group was founded in 2002. In 2005, it reportedly had between 150 and 200 members and one employee; in 2016 it reportedly had 500 physician members.

Expenses (2015): \$78,761 Members: 500 (estimated)

Founders: Gerry Boccarossa and Joseph Za... Location: Gainesville, Florida

Positions · Publications · Reception

American College of Pediatricians



🌐 acpeds.org

The American College of Pediatricians is a socially conservative advocacy group of pediatricians and other healthcare professionals in the United States. The group was founded in 2002. In 2005, it reportedly had between 150 and 200 members and one employee; in 2016 it reportedly had 500 physician members. [Wikipedia](#)

Founded: 2002

Members: 500 (estimated)

Expenses: 78,761 USD

Revenue: 88,991 USD

Type of business: 501(c)(3)

Location: [Gainesville, Florida](#)

Founders: [Gerry Boccarossa](#), [Joseph Zanga](#)

Which site is more reliable?

Lateral reading in practice:

Dr. Simone Gold @drsimonegold

The CDC officially recommends administering ivermectin as presumptive therapy (giving medication without a diagnosis) to refugees.

The FDA approved it for human use in February 1996. The media's claim that ivermectin is only a de-wormer for animals is a flat-out lie.

[in, North African](#), Latin American, and could receive presumptive therapy

le dose of 400 mg (200 mg for synth)

oses 200 mcg/Kg orally once a day for parture to the United States.

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ng/kg, which may be divided in two doses before refu

[References](#)

[Table 1](#)

[Table 2](#)

[Table 3](#)

[Box 1](#)

[the pharmlaetter](#)

USA Clears Ivermectin For Human Use

[AnasR](#)

Dr. Simone Gold @drsimonegold · Aug 31

There has been a recent flurry of media hit pieces around Ivermectin, HCQ, and America's Frontline Doctors.

It is both suspect and hypocritical when corporate media journalists, with no medical degree, slander licensed physicians while advancing the agenda of Big Pharma.

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1:52 PM · Sep 4, 2021 · Twitter for iPhone

6,505 Retweets 499 Quote Tweets 10.5K Likes



simone gold

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<https://www.washingtonpost.com> · 2021/01/12

Simone Gold, noted hydroxychloroquine advocate, was inside

Jan 12, 2021 — Simone Gold gained national attention in July when she and other physicians appeared in front of the Supreme Court for a sparsely attended ...

<https://www.npr.org> · sections · health-shots · 2021/09/14

This Doctor Spread False Information About COVID. She Still ...

Sep 14, 2021 — Simone Gold isn't alone. NPR found other physicians who retained their licenses despite spreading misinformation online and to the media ...

<https://www.medpagetoday.com> · washington-watch

Simone Gold Arrested for Role in Capitol Insurrection

Jan 21, 2021 — Simone Gold, MD, JD, founder of the notorious pro-hydroxychloroquine, anti-vaccine group America's Frontline Doctors, was arrested Sunday ...

About

Simone Melissa Gold is an American physician, attorney, author, and the founder of America's Frontline Doctors, an American right-wing political organization known for spreading misinformation about the COVID-19 pandemic. [Wikipedia](#)

Known for: Founding America's Frontline Doctors, participating in the 2021 storming of the United States Capitol

Education: Renaissance School of Medicine at Stony Brook University (1997), MORE

Feedback

2) Explicitly address flawed approaches

URLs

You might think . . .

- .org domains can only be used by nonprofits
- .com websites are less trustworthy
- You can judge a site's reliability based on its URL

Actually . . .

- Anyone can purchase a .org domain
- .com and .org sites should be thought of the same way
- Websites should not be judged based solely on URL

Social Media

You might think . . .

- A verified account is always trustworthy
- Lots of followers, likes, shares, or views makes a person/post credible
- Comments below social media posts can be trusted

Actually . . .

- "Verified" means they are who they claim to be, not that they are trustworthy
- Number of followers, likes, shares, or views has no relationship to credibility
- Comments on social media posts are not strong sources of information




Dr. Simone Gold
@drsimonegold

Doctor • Lawyer • Warrior 🏠 Founder of AmericasFrontlineDoctors.org •

📍 Los Angeles, CA 🌐 t.me/AmericasFrontl... 📅 Joined December 2016

96 Following **341.2K Followers**

- These features are **not** related to reliability
- But many people believe they are

Dr. Simone Gold
@drsimonegold

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USA Clears Ivermectin For Human Use

ICER

Azurix

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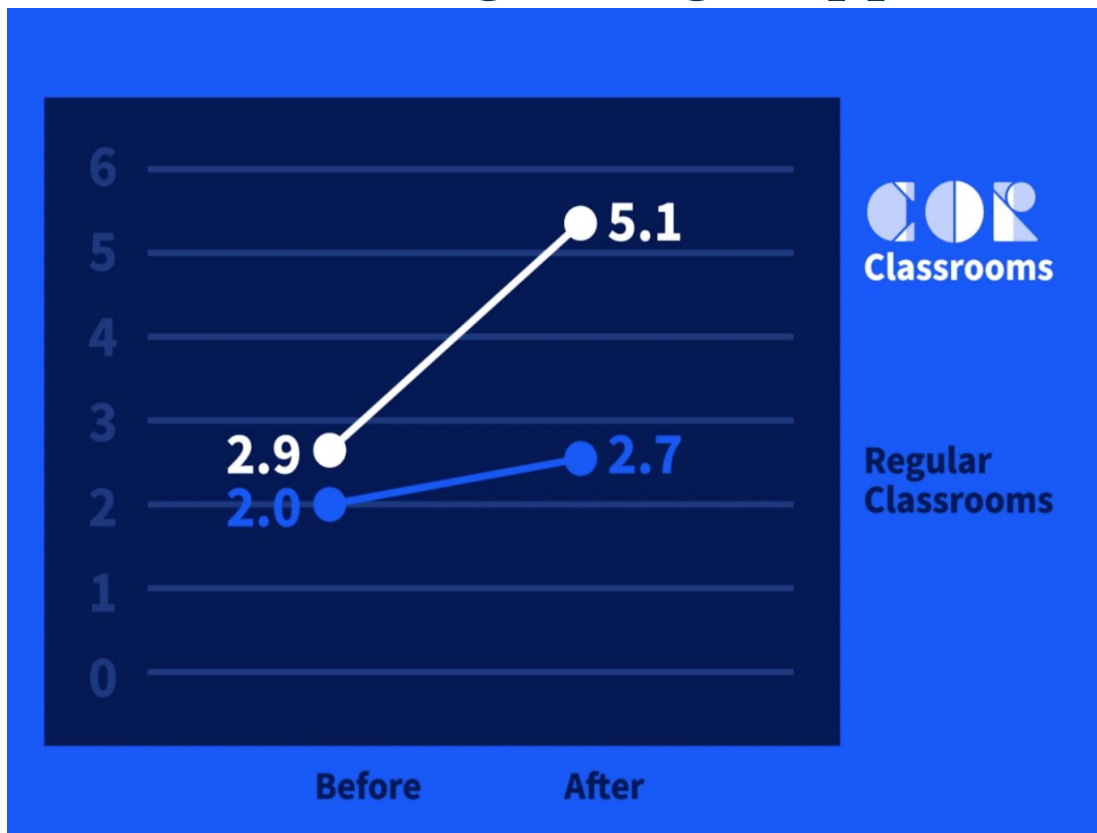
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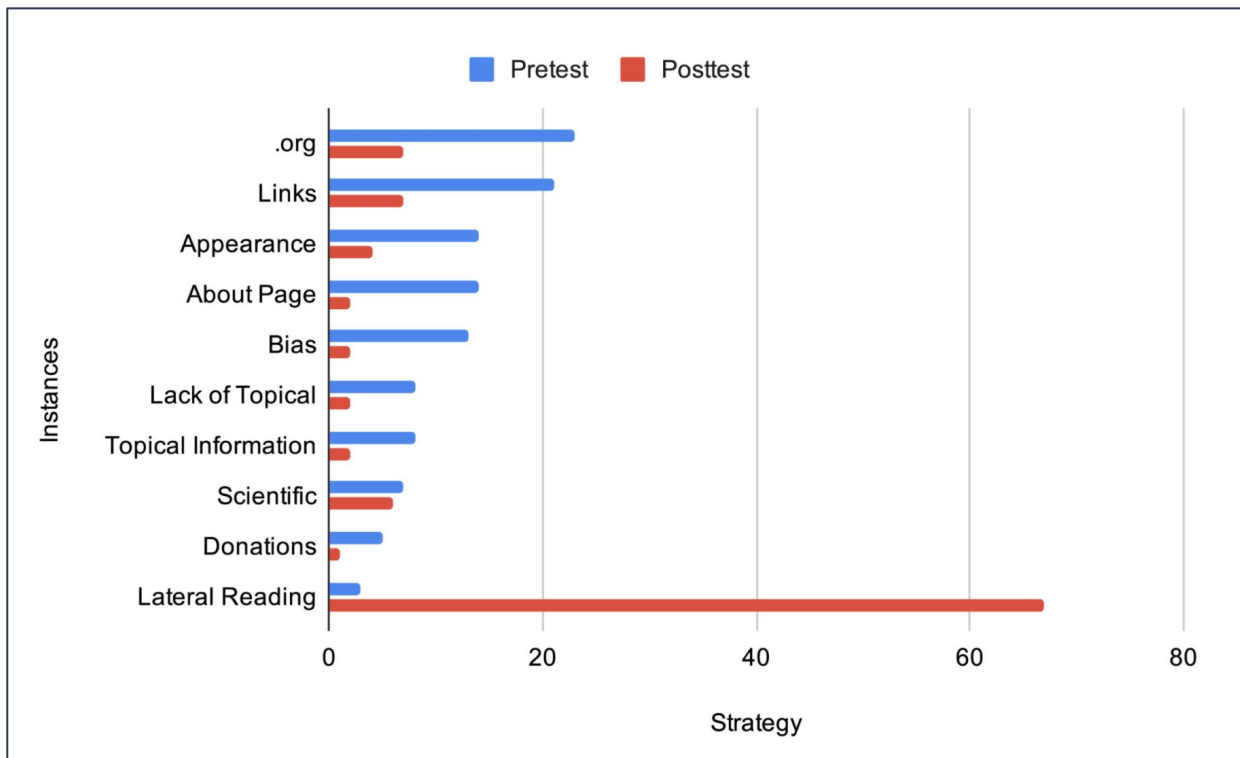
1:52 PM · Sep 1, 2021 · Twitter for iPhone

6,505 Retweets **499 Quote Tweets** **10.5K Likes**

The good news: Teaching stronger approaches works!



The good news: Teaching stronger approaches works!



Debunking

FACT

Lead with the fact if it's clear, pithy, and sticky—make it simple, concrete, and plausible. It must “fit” with the story.

WARN ABOUT THE MYTH

Warn beforehand that a myth is coming... mention it once only.

EXPLAIN FALLACY

Explain how the myth misleads.

FACT

Finish by reinforcing the fact—multiple times if possible. Make sure it provides an alternative causal explanation.

Before you debunk, ask yourself:

- Is this story circulating widely?
 - If not, it may be better left alone
- Is the framing of the misinformation fluid?
 - If it is, it may be better to use your own talking points instead of debunking theirs
- Are you trusted by the target group?
 - If not, leave debunking to someone who is

What we're still learning

identities

motivations



beliefs

*what you're using
the information for*

*who shared it
& how much
you trust them*

Thank you!

Janet Ohene-Frempong

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IHA Strategic Partner

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Sarah McGrew

University of Maryland, College Park

College of Education

mcgrew@umd.edu

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