

Center for Health Literacy Promotion Research Summary

Promoting Health Literacy with National Library of Medicine Resources

Maternal Health Literacy: cognitive and social skills that determine the motivation and ability of mothers to gain access to understand and use information in ways that promote and maintain their health and that of their children. (Renkert and Nutbeam 2001)

Project Description

This project aims to produce a video training series to enable home visitors and others to promote health literacy using resources of the National Library of Medicine. Specifically, the effort builds on the findings of an Assessment and Planning Project that piloted a brief training with staff and leadership of five social service agencies serving Bozeman MT families. While the focus is on maternal child health home visitors and on maternal health literacy, the model could be adapted to other types of community health workers and specific conditions. The videos were pretested by Mountain States Head Start program supervisors. Their comments were incorporated to revise and improve the product.

“Promoting Health Literacy with Free Information & Cool Tools from Your National Library of Medicine” is now available free from the Center for Health Literacy Promotion website: <http://www.healthliteracypromotion.com/Free-Training.html> The three-part video training series is designed for social and health services providers and programs. The brief videos (8-10 minutes) are intended for independent or small group learning.

Session 1 (8 min) introduces the two part challenge of promoting health literacy: enabling individuals to find quality information, and empowering them to acting on it. It presents a tour of free, evidence-based info resources from NLM.

Session 2 (10 min) introduces the concepts of health literacy and health empowerment.

Session 3 (10min) introduces a three-question framework viewers can use to accomplish the second challenge of promoting health literacy: to empower a person to use information for health. There is a facilitator's guide, plus pre- and post-tests and handouts.

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