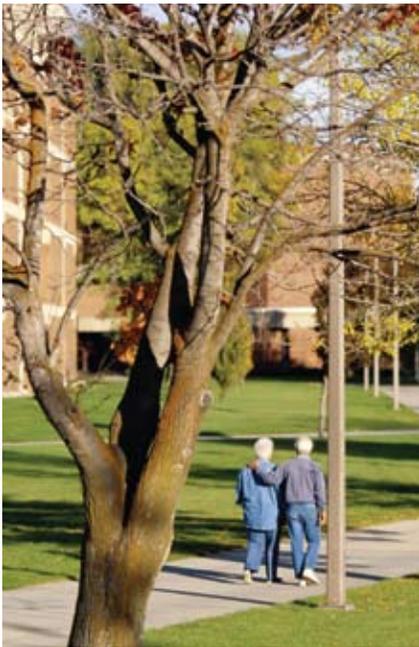


2008 ANNUAL REPORT

# Health Literacy Missouri Vision and Plans



Understanding **health**.  
Changing the **future!**

A report from the Health Literacy Missouri Coordinating Council

PRINTED JANUARY 28, 2009

# Acknowledgements

The Health Literacy Missouri Communications Committee prepared this annual report. Committee members include:

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## Thank you...

The authors want to thank the Missouri Foundation for Health for its invaluable support. MFH has committed five years of funding to build and develop Health Literacy Missouri.

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# Introduction

To address low health literacy in Missouri – especially among vulnerable, at-risk populations – the Missouri Foundation for Health (MFH) invited three partners to join it in forming the Health Literacy Missouri Coordinating Council. The Council includes representatives from:

- The Southwest Missouri Area Health Education Center (AHEC) Resource Center at Missouri State University in Springfield
- The Center for Health Policy Resource Center at the University of Missouri-Columbia
- The St. Louis Collaborative Resource Center based at the Health Communication Research Laboratory at Washington University in St. Louis
- Missouri Foundation for Health in St. Louis

These partners have come together to build the infrastructure for Health Literacy Missouri, a comprehensive health literacy resource center for the state of Missouri. Together, they are addressing the health literacy needs of consumers and professionals throughout the state by identifying needs, resources, and programs which can improve the health literacy of all Missourians.

MFH is committed to improving health literacy in Missouri and to the Health Literacy Missouri initiative. Health Literacy Missouri is an MFH investment that will result in resources that can be used by healthcare consumers and providers to improve health literacy in Missouri, now and in the future.

### To date, Health Literacy Missouri has:

- developed a short- and long-term strategic planning process
- conducted an inventory of health literacy resources and a statewide needs assessment
- funded innovative community-based demonstration projects addressing health literacy

### Now in its second year of funding, MFH is working with the Health Literacy Missouri Coordinating Council to:

- identify the best ways to increase public awareness and support of health literacy
- share emerging best practices for increasing health literacy with community-based organizations
- welcome partners who are national, state and local leaders in health literacy

# The Vision

**The Vision of Health Literacy Missouri is to become a national leader in health literacy.**

**The Mission of Health Literacy Missouri is to improve the health of all Missourians by....**

- Providing access to plain language healthcare information
- Offering educational resources that help healthcare providers communicate effectively with patients
- Creating systematic change at point of medical care
- Improving health literacy through education and community collaborations
- Strengthening the evidence base for health literacy

Our guiding principles are to engage community partners, innovate strategically, and put consumers first.

# The Problem

Health literacy impacts every level of the healthcare system:

- **The general public** often doesn't understand the causes and effects of disease, or the behaviors that can help them stay healthy.
- **Healthcare providers** don't always care for their patients in a way that helps them understand and act on health information. Communication between patients and their doctors is challenged by language and cultural barriers, as well as patients' lack of access to regular healthcare.
- **The healthcare system** itself is complex. In order to use the system, patients must know which doctor to call when, how to get to the doctor's office at the hospital or clinic, and complete lengthy medical and insurance forms.

Clearly the public, providers, and organizations each have a role in addressing health literacy in Missouri.

Health Literacy Missouri conducted in-depth interviews with employees at 54 Missouri organizations in 14 counties from 2007- 2008. They defined health literacy as:

- Understanding basic health concepts
- Understanding, finding, and using health information provided inside and outside of healthcare
- Navigating the healthcare system
- Patients taking responsibility for their own health

Participants noted that health literacy includes a focus on providing patient-centered and culturally appropriate care and also that culture and language play an important part in understanding health information or having a successful health encounter. As one participant said, "Health literacy means the ability [of] patients to be able to understand their own medical conditions, instructions that may have been given about their medical conditions, so that they're making wise choices and decisions about keeping themselves healthy."

## Definition: What is Health Literacy?

Health Literacy Missouri defines health literacy as "getting and using easy to understand information about your health."

## Survey findings

### Impact of low health literacy

Missourians are affected by low health literacy in many ways. Participants felt that low health literacy led to poor overall health. Participants saw low health literacy relating to late stage cancer diagnosis, failure to seek medical or healthcare, poor control of chronic conditions, lower quality of life, inability to follow medical directions, and inability to navigate the medical system. Low health literacy affects healthcare organizations, because working with patients and clients with low health literacy means an increased demand on resources and poorer standards of medical care. Low health literacy also translates into higher overall healthcare costs (*see Appendix A*).

### Who is affected by low health literacy?

While some participants felt that low health literacy affected all types of people, many participants saw health literacy affecting certain groups such as:

- The elderly
- Children and teens
- Those with less education
- Those in lower socioeconomic classes
- Those who were re-entering society after incarceration or institutionalization

### Barriers to addressing health literacy

#### Barriers to effective patient and provider communication include:

- Providers assuming patients know information they do not
- Providers using words that patients cannot understand
- Providers not taking the time to talk with their patients
- Patients not asking providers questions when they do not understand
- The structure of the physical environment and healthcare system infrastructure

#### Barriers for the healthcare system include:

- Inadequate language services
- Lack of resources for additional staff time, training, and educational materials
- Lack of awareness within the medical and healthcare community of health literacy as a problem
- Insurance company priorities that often do not include health literacy
- Lack of resources in primary and secondary schools

## The Process

In 2006, the Missouri Foundation for Health (MFH) identified its grantees in the previous four years. It reviewed the grantees' programs for health literacy-related issues, and found a significant number of the programs had them. This was not surprising, given that MFH's grants target Missouri's uninsured, underinsured, and underserved – which, as a group, have lower health literacy. Shortly after this, MFH's Board of Directors formally established the Missouri Health Literacy Enhancement program to improve health literacy in Missouri and committed five years of funding.

To launch the program, MFH brought together interested people from around the state with expertise in health literacy. Three strong organizations quickly responded to the MFH invitation and were eager to take on the challenge. Each had a history of successfully working with the community to address health literacy issues. The three organizations included the Southwest Missouri AHEC at Missouri State University in Springfield, the Center for Health Policy at the University of Missouri-Columbia, and the St. Louis Collaborative based at Washington University's Health Communication Research Lab. Together they formed a Coordinating Council.

The Coordinating Council prepared a logic model (*see Appendix B*) to describe the activities of Health Literacy Missouri and how these will result in healthier Missourians and reduce healthcare costs. The logic model is revisited yearly during the strategic planning process. Members of the Coordinating Council speak weekly and meet monthly to work on collaborative efforts, hear reports from each Health Literacy Resource Center, review committee activities, and consider the funding of innovative health literacy demonstration projects. A quick review of the Council's membership and progress to date can be found later in this report (*see Appendices C and D*).

### Findings from *The Health Literacy of America's Adults: Results from the 2003 National Assessment of Adult Literacy*:

- 75% of Americans who reported having a long-term illness (6 months or more) had limited literacy.
- Adults who received Medicare or Medicaid, and adults who had no health insurance coverage, had lower average health literacy than adults who were covered by other types of health insurance.
- People with limited health literacy had less knowledge of disease management, reported poorer health status, and were less likely to seek preventative services.
- The estimated additional healthcare expenditure due to low health literacy skills was about \$73 billion in 1998 healthcare dollars. This included an estimated \$30 billion for the population that was functionally illiterate, plus \$43 billion for the population that was marginally literate.

Kutner M, Greenberg E, Jin Y, Paulsen C. *The Health Literacy of America's Adults: Results from the 2003 National Assessment of Adult Literacy* (NCES2006-483). U.S. Department of Education. Washington DC: National Center for Education Statistics, 2006.

# The Evidence

From 2007 to 2008, Health Literacy Missouri facilitated several surveys to document the problem of low health literacy in Missouri.

## Estimating and Mapping Health Literacy in the State of Missouri

Nicole Lurie, MD, from the Rand Center for Population Health and Health Disparities, conducted a health literacy mapping project. She and her colleagues took a population-based approach to identifying low health literacy “hot spots” in Missouri. Using predictive models and census data, they estimated the health literacy of each census tract. The project found that one area in the eastern part of St. Louis had the lowest health literacy in the state. In general, northeast St. Louis and the western part of Kansas City had the lowest estimated health literacy. Most areas of central Missouri and the Bootheel region have “above basic” health literacy. Health Literacy Missouri can use these findings to target health literacy interventions to the areas with the greatest needs.

## Survey of health journalists

The University of Missouri-Columbia School of Journalism, in collaboration with the Association of Health Care Journalists, surveyed 774 health journalists and completed more than 40 in-depth interviews. Those surveyed were from daily and weekly newspapers, both mainstream and ethnic press, magazines, television, Internet, and radio. Almost half of the journalists surveyed said they were not familiar with the concept of health literacy. Findings from this survey are being used to inform health journalists about Health Literacy Missouri trainings, workshops, and press releases.

## Survey of health leaders

Health Literacy Missouri, in collaboration with the National AHEC Organization, conducted a survey of more than 100 health leaders. The survey asked about the health literacy resources used and preferred by health leaders from around the nation. The survey was based on questions asked in a previous survey by the National AHEC Organization.

Taken together, the results of all these surveys provide overwhelming evidence that ongoing surveillance and activities that address low health literacy are vital to the improved health of all Missourians.

## Survey of healthcare provider organizations

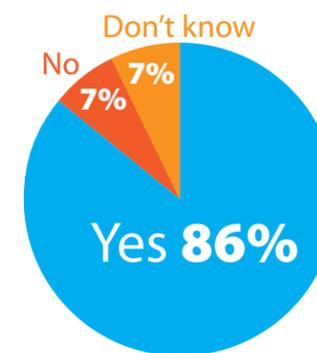
The University of Missouri Center for Health Policy conducted an independent survey of 14 healthcare provider organizations in Missouri to determine what is already known about health literacy. Data were collected by obtaining and summarizing existing reports and formal assessments identified by the provider organizations being surveyed at the 2007 American College of Physicians (ACP) Missouri Chapter Scientific Meeting.

The survey has provided Health Literacy Missouri with preliminary data about how well Missouri physicians understand and address health literacy issues in their practices. Almost all physicians surveyed (86%) said that health literacy is a problem in their practice (see Figure 1).

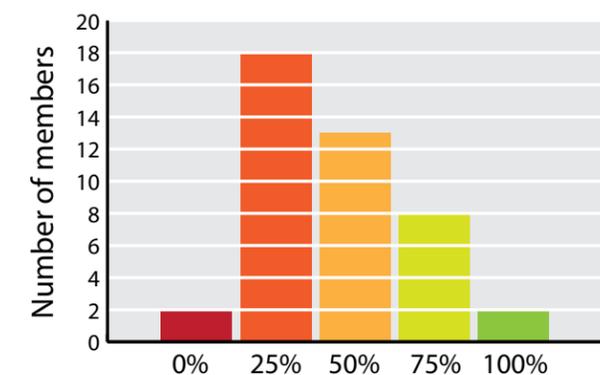
“  
*Low health literacy is a drain on Missourians. Health Literacy Missouri is working to put a human face on the problem of health literacy. That face is the face of America: black and white, young and old, urban and rural, upscale and lower-income, and all points in between...health literacy affects us all.*  
 ”

-Will Ross, M.D. Vice Chairman of the MFH Board of Directors, and Arthur Culbert, Ph.D., Senior Advisor, to the Missouri Foundation for Health

**Figure 1** Percent of physicians stating that health literacy is a problem in their practice



**Figure 2** ACP members' ability to define health literacy



A recent report by J. Vernon, A. Trujillo and W.K. Huguen entitled “*Health Policy Brief: The High Economic Cost of Low Health Literacy in Missouri*”, details the high economic costs of low health literacy to the United States economy, which are in the range of \$106 billion to \$236 billion annually. In Missouri, these costs are between \$3.3 billion and \$7.5 billion each year ([www.mffh.org/vernon.pdf](http://www.mffh.org/vernon.pdf)).

## The Resources

The Health Literacy Missouri Resource Centers are working together to build a web-based library of health literacy resources. It will be online by the summer of 2009. Types of resources in the library will include programs, curricula, guidelines for creating easy-to-read materials, reading level calculators, and research articles, to name just a few. Users of the web-based library will be able to easily find the health literacy resources that best fit their needs. The site will allow users to search in different ways – one user may search for videos about health literacy to use in a workshop, another may search for materials targeted to Native Americans. Every resource in the library will be evaluated. The results of these evaluations will be provided with each resource to help users decide which ones to use.

To date, more than 10,000 different health literacy resources have been found and organized into 12 distinct types of resource categories. There is also a plan for systematically searching for these resources and cataloging them. Criteria addressing the resource's evidence base, soundness of approach, and ease of use have been developed to evaluate the resources. The databases that will make this web-based library possible are almost complete. Once functional, they can be filled with health literacy resources and their evaluations.

To identify, evaluate, and share resources that address the health literacy problem in Missouri is a challenging task that requires collaboration across the state. The collaborators bring a variety of expertise and experience to the project and include:

- The MAHEC Digital Library (a partnership project of the founding academic partner at J. Otto Lottes Health Science Library at the University of Missouri - Columbia; A.T. Still Memorial Library at the Kirksville College of Osteopathic Medicine; Medical Center Library at Saint Louis University; Ted P. Smith Learning Resource Centre; and Missouri Area Health Education Centers Network)
- The Librarian Expert Group made up of multiple project volunteers
- The Health Communication Research Laboratory at the George Warren Brown School of Social Work at Washington University in St. Louis
- The Southwest Missouri Area Health Education Center at Missouri State University
- The Center for Health Policy at the University of Missouri-Columbia
- Health Communication Research Center in the Missouri School of Journalism at the University of Missouri - Columbia

## The Outreach

Health Literacy Missouri recognizes that providers are part of the health literacy problem and solution. In order to foster community strategies to address low health literacy, Health Literacy Missouri offered several community outreach activities.

### Health Literacy Missouri Demonstration Projects

Health Literacy Missouri's most important outreach effort has been the funding of Demonstration Projects. The Resource Centers developed and implemented a process to identify and fund innovative health literacy demonstration projects around the state. Each Demonstration Project demonstrates or tests innovative community-based approaches in improving health literacy, and each includes a rigorous evaluation plan. Health Literacy Missouri members provide guidance and technical assistance to interested applicants throughout the process. A list of Health Literacy Missouri Demonstration Projects funded to date is included in this report as *Appendix E*.

Organizations eligible for Demonstration Project funding include: community health centers (including mental health centers), public health departments, community organizations, nonprofit providers, educational institutions, schools, faith-based organizations, community centers, Area Health Education Centers, and immigrant centers. Applicants are limited to apply for funds only one time during any given funding cycle. Up to \$300,000 is available for demonstration projects per grantee, and projects can be funded for up to a 2-year maximum at \$150,000 per year. Only those applications championed by Health Literacy Missouri members and those that fit all eligibility criteria are recommended for Missouri Foundation for Health (MFH) review, approval, and funding. For a complete description of the Demonstration Projects application process, go to: [http://hcr1.wustl.edu/demo\\_projects/demo\\_projects\\_main.php](http://hcr1.wustl.edu/demo_projects/demo_projects_main.php)



Funded during Year Two, Maplewood-Richmond Heights School District "Seed-To Table" demonstration project integrates health literacy into K-12 curriculum through education and community collaboration.



### Community Partnerships

Health Literacy Missouri members recognize that ongoing collaboration across many boundaries and disciplines will help reduce health disparities. As a result, members have worked alone and together on projects to engage community partners in Health Literacy Missouri activities:

- The St. Louis Collaborative Resource Center met regularly with its Community Advisory Board, whose members represent over 100 organizations. The Resource Center developed and gave two trainings about how to apply for a Demonstration Project. It also asked the Community Advisory Board for feedback on specific Resource Center activities.
- The Southwest Missouri Area Health Education Center Health Literacy Resource Center developed an AHEC Community Advisory Network for Health Literacy made of interested members of local community organizations and consumers from all areas of the MFH service region.
- The Center for Health Policy Resource Center at the University of Missouri-Columbia created a health literacy resource team to work collaboratively with them on Health Literacy Missouri initiatives. It also began developing partnerships with professional organizations, other Missouri health foundations, and community groups.

One purpose of these community partnerships is to raise awareness about health literacy and lay the foundation to expand the work of Health Literacy Missouri in the future. These teams are coming together to provide a strong statewide Health Literacy Missouri Community Advisory Network that can help guide the initiative's programs and activities.

### Town Hall Meeting

In May 2008, a joint town hall meeting was held on the University of Missouri-St. Louis campus. It was co-sponsored by the U.S. Department of Health and Human Services,



Center for Disease Control (CDC), and MFH. It was one of only four such public gatherings in the United States. The town hall meeting brought together some of the nation's academic leaders in health literacy and provided an opportunity for them to assess the state of health literacy in Missouri.

After hearing multiple presentations from both Midwestern and Missouri groups working on health

literacy, Dr. Cynthia Baur, Director with the Division of Health Communication and Marketing, National Center for Health Marketing at the Centers for Disease Control and Prevention, had some comments. She remarked on the tremendous impact the programs described during the meeting could have on improving health literacy in Missouri, the Midwest, and the nation. She also encouraged the 160 participants not to be overwhelmed by the enormity of the challenges faced, but to use small steps forward as a springboard toward change in local healthcare and in public health practices and relationships.

### Plain Language Training

In late April 2008, Health Literacy Missouri members went to a two-day plain language training hosted by the SWMO AHEC Health Literacy Resource Center at Missouri State University in Springfield. The training was led by Sue Stableford, Director of the University of New England's Health Literacy Institute of Portland, Maine. She is a nationally known leader in health literacy research and advocacy, as well as a recipient of many plain language project awards. Ms. Stableford taught Health Literacy Missouri members about plain language principles and how to apply them to print materials. She returned to Missouri in mid-October to talk about the process of working with community members and organizations.

### The Communications Committee

Health Literacy Missouri formed a Communications Committee to assist with efforts to publicize the work of the Council and its partnerships. Members from each Health Literacy Resource Center, along with key representatives from MFH and their Director of Communications, work together on strategies to highlight the work of Health Literacy Missouri.

The University of Missouri School of Journalism, as a member of the Resource Center at the University of Missouri-Columbia, has made significant contributions to communication efforts by creating press release templates and publicizing the Health Literacy Town Hall Meeting. The Center has also created a series of press releases about the cost of low health literacy. These releases are distributed once per month for the next 10 months. Each of the 10 MFH grant regions receives a different version of the release, which uses regional data, quotes, and other local information.

“From what we've learned during the first year of our initiatives and the comments we received at the town hall meeting, we believe we're taking the right steps toward our goal of improving health literacy in Missouri. During the coming year we will be focusing on tangible efforts to meet that goal!”

-Health Literacy Missouri Coordinating Council

## The Partners

Partnership is a key element of Health Literacy Missouri, and is highlighted in our mission and guiding principles. The very structure of the organization—three Resource Centers housed in universities around the state partnering with Missouri Foundation for Health—is based on a collaborative model that leverages the unique characteristics and strengths of each member. The concept of partnership is even a core operating activity with a Community Partnership committee that reports directly to the Coordinating Council. This collaborative spirit is evident as Health Literacy Missouri engages local and national organizations that can help advance health literacy in Missouri and beyond.

Our partners and collaborators are difficult to list, not only because of the sheer number of formal groups, cooperative networks, and individuals with whom Health Literacy Missouri works, but because the secondary alliances of those partners are widespread. It is at this level that partnerships highlight the ultimate potential of Health Literacy Missouri for building grassroots capacity to promote health literacy and achieve improved health for all Missourians.

A comprehensive directory of partners would be an impressive document of movers and shakers on the subjects of health, healthcare, and health communications. Grouping partners into functional areas helps define the scope of activities and organizations within each area, and show the wide range of Health Literacy Missouri collaborations.

### Education

Many colleges, elementary and secondary school systems, educational resource centers, and other learning-focused organizations have collaborated with Health Literacy Missouri partners. They represent teaching, research, and service to the beneficiaries of health literacy programs. Within the University of Missouri, for example, the MU Schools of Medicine, Nursing, Health Professions, Journalism, and Arts and Sciences have all been engaged, as well as other UM campuses. Expertise on health literacy research and content development has come from Harvard, Northwestern, the University of Connecticut, and the University of Maine. Some schools, such as the Moberly Public School District, are seeking to integrate health literacy into their culture.

### Provider groups and health practitioners

Doctors, nurses, health centers, and many other kinds of healthcare providers have participated in Health Literacy Missouri activities and projects. As the front line in many health literacy issues, this group administers direct, practical interventions. It also provides feedback on key elements of effective health-related communication. A few of these have received Health Literacy Missouri demonstration project funding, such as the Barry County Health Department and St. Louis ConnectCare.

### Professional associations and alliances

The Missouri Hospital Association, Missouri State Medical Association, Missouri Primary Care Association, and the American College of Physicians, among many others, have

participated directly in or have expressed an interest in health literacy projects. Individual members have direct input on which overarching issues are relevant and in return, are direct recipients of system-wide changes in healthcare. As partners, they provide economies of scale and a fair amount of political influence due to the collective force of their membership.

### Potential funders

As a way to leverage MFH funding of the Health Literacy Missouri initiative other, funders of healthcare programs have been identified and encouraged to examine the Missouri effort. Many have been invited to various meetings that highlight the Missouri effort to tackle vital health concerns by addressing health literacy issues. Health Literacy Missouri convened an assembly of potential funders and other collaborators prior to the Town Hall Meeting in May 2008. Participants included the Healthcare Foundation of Greater Kansas City, REACH Healthcare Foundation, Sunflower Foundation, Grantmakers in Health, and Canyon Ranch Institute.

### Communities and community-based organizations

Communities and community-based organizations are the direct link to Missourians as individuals within their social networks. Health Literacy Missouri resource centers guide grassroots organizations to funding opportunities so they can launch projects that directly impact those in need. Health Literacy Missouri also provides technical assistance to create, improve, and strengthen local and regional programs. Organizations such as the YMCA, state agencies such as the Missouri Office of Minority Health, the Missouri Department of Elementary and Secondary Education Adult Education and Literacy, and advocacy groups such as Centro Latino, all represent the potential to partner with diverse communities throughout the state.

Together, these partnerships focus the activities of Health Literacy Missouri and ensure the real needs of Missourians are addressed.

## The Future

Because health literacy cannot be addressed in the healthcare arena alone, Health Literacy Missouri challenges all health literacy advocates to:

- Increase public awareness of this issue
- Work with policy makers to influence policies and funding decisions, such as provider reimbursement for patient education activities
- Work with other service providers, insurers, and businesses to assure that health literacy issues are addressed more widely

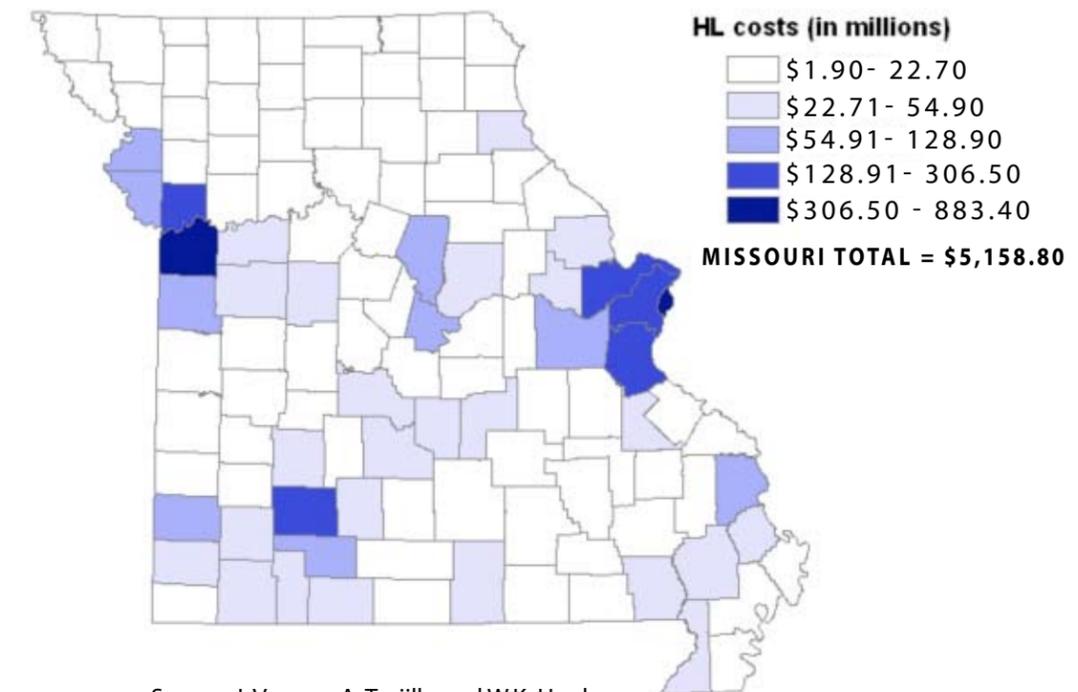
In the next year, Health Literacy Missouri will expand its vision across the state by:

- Continuing to establish Health Literacy Missouri as a leader in health literacy for Missouri and the nation
- Providing training and technical assistance to organizations across the state to help them address health literacy and develop meaningful demonstration projects
- Working with the Community Advisory Network to assure community outreach and involvement in planning
- Developing more partnerships with academic institutions, businesses, organizations, communities, and other groups within Missouri, nationwide, and internationally
- Creating a website as a central point of access to resources and ongoing efforts
- Delivering all programs and projects visible to the public in plain language formats
- Developing and delivering health literacy education to health professionals and health profession students
- Developing additional measures to capture health literacy needs in Missouri
- Working with Missouri's communities, its leaders, and residents to improve health literacy for everyone

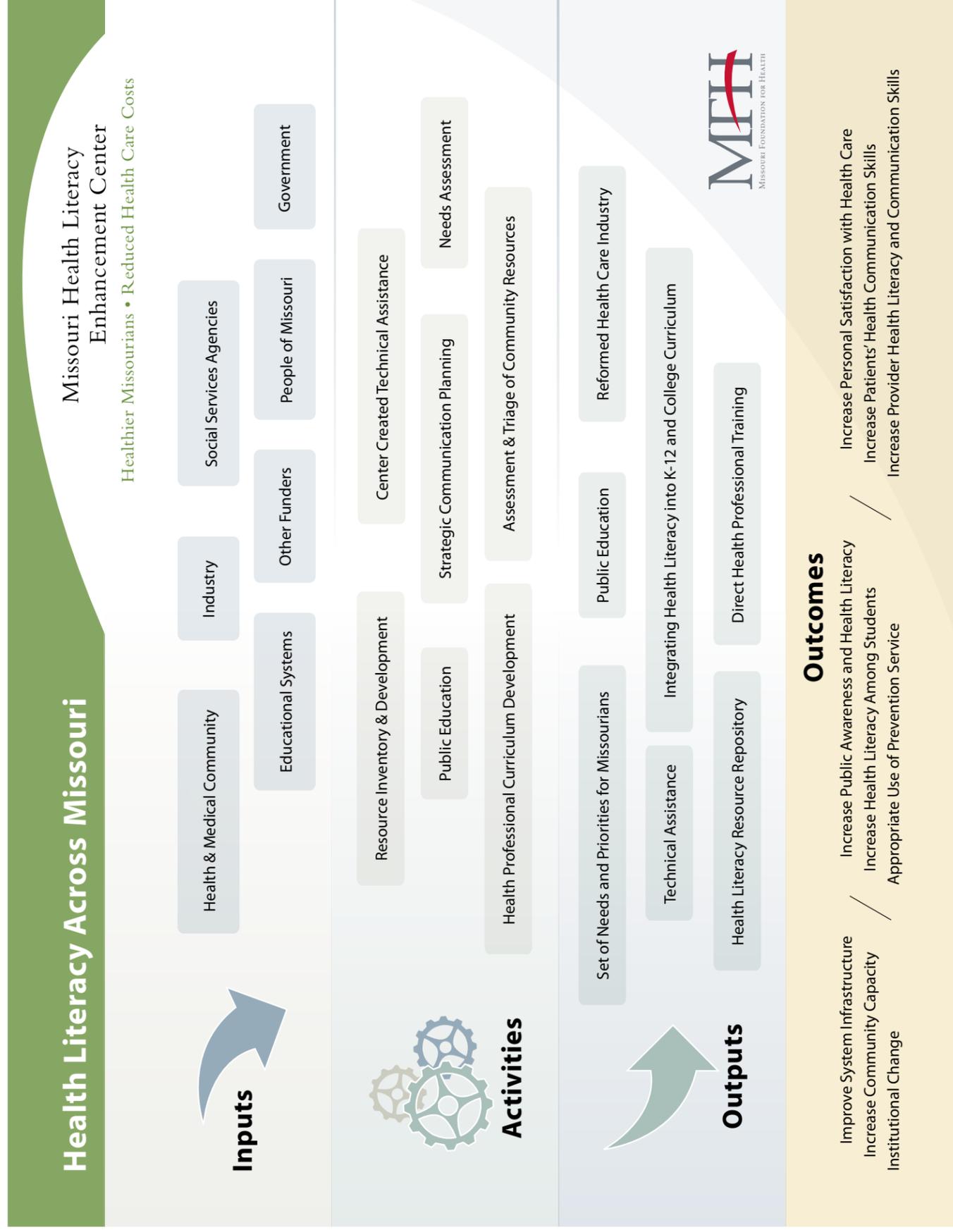
The Health Literacy Missouri Coordinating Council believes that through collaboration, shared goals, and a unified vision, it will help Health Literacy Missouri bridge the gap to improve health literacy throughout the state. The Council is excited about the work ahead, stands fully committed to making a difference for the people of Missouri, and is most appreciative of the vision and support provided by Missouri Foundation for Health to this effort.

## Appendices

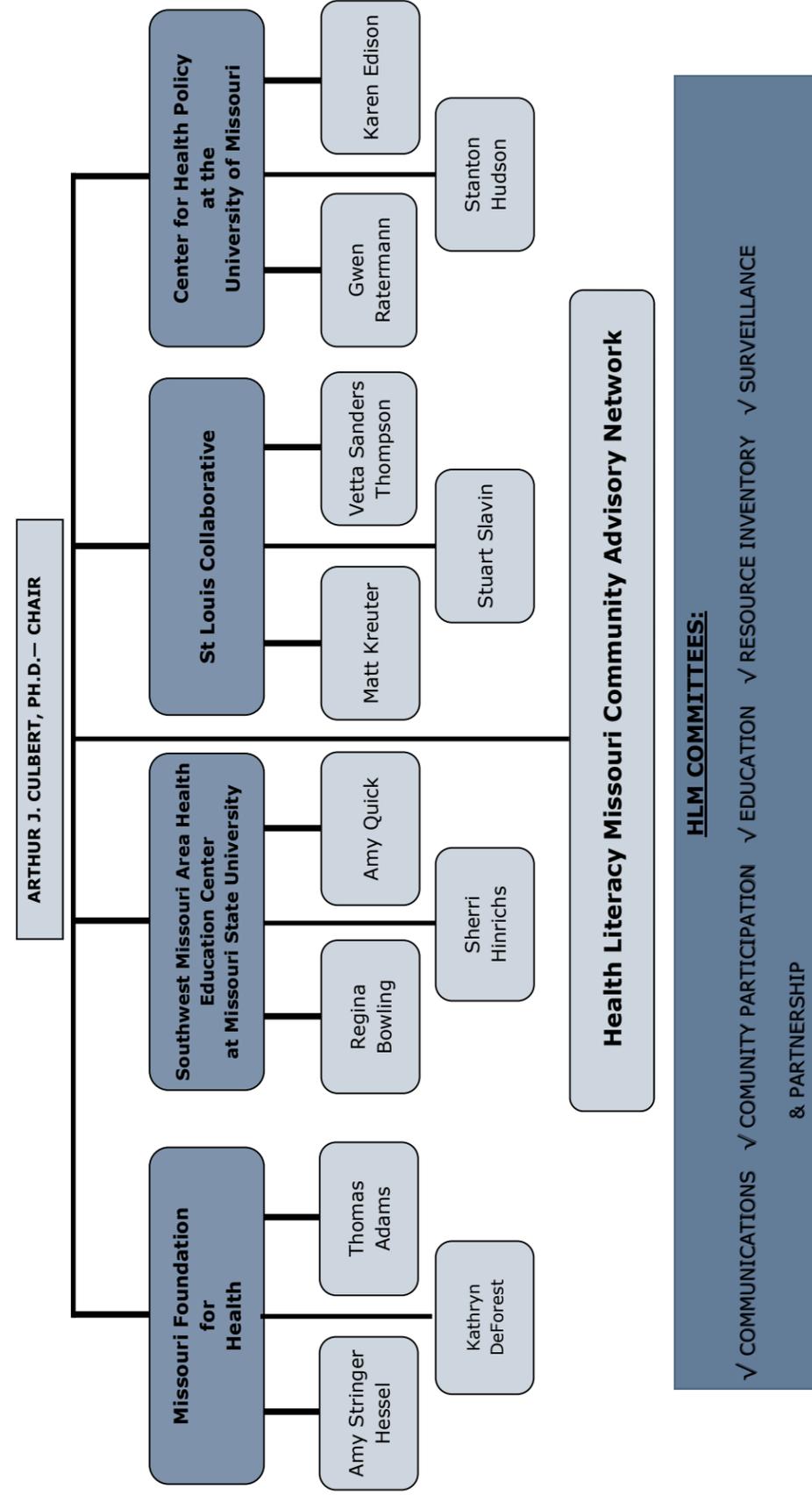
### Appendix A: Costs of low health literacy in Missouri by county



Source: J. Vernon, A. Trujillo and W.K. Huguen. *Health Policy Brief: The High Economic Cost of Low Health Literacy in Missouri*. Available from <http://mffh.org/vernon.pdf>



Appendix C: Coordinating Council organizational chart



### Appendix D: Quick facts - past and future activities of Health Literacy Missouri

Goals	What's been done to date	Plans for the future	Will help Missourians by...
<i>Identify priority health literacy needs and concerns of Missourians</i>	<ul style="list-style-type: none"> <li>Conducted in-depth interviews with 54 organizations in 14 counties</li> <li>Identified 36 health literacy survey instruments with 660+ items</li> <li>Identified 10,000+ resources</li> <li>Classified them by type</li> <li>Developed criteria to evaluate them</li> </ul>	<ul style="list-style-type: none"> <li>Develop and administer statewide surveys of health literacy among Missouri residents and providers</li> <li>Build the web-based system</li> <li>Populate it with resources</li> <li>Promote it statewide</li> <li>Provide technical assistance to users</li> </ul>	Describing the state of the State in health literacy, and setting a baseline against which progress is measured
<i>Build a web-based library of health literacy tools and resources to share statewide</i>	<ul style="list-style-type: none"> <li>Built 100+ partnerships with community and professional organizations around health literacy</li> <li>Created a statewide Community Advisory Network to guide the initiative's programs and activities</li> <li>Trained 45 professionals in Missouri on plain language written materials</li> </ul>	<ul style="list-style-type: none"> <li>Transform individual partnerships into a statewide network working together to improve health literacy</li> <li>Establish a system of routine communication and information sharing between the Center and its community &amp; professional partners</li> </ul>	Giving community-based organizations and healthcare providers effective tools to improve health literacy in their own practice and among those they serve
<i>Engage individuals, communities and organizations across Missouri in activities to improve health literacy</i>	<ul style="list-style-type: none"> <li>Identified 15 existing health literacy curricula for health professionals</li> <li>Built relationships with Missouri health professional associations, and collaborated on a HL survey of MDs</li> <li>Developed and implemented curriculum on implicit bias and racism for medical students</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate existing health literacy curricula and identify best practices</li> <li>Develop and test curricula on provider-patient communication, cultural competence, other topics</li> <li>Conduct regional meetings with curriculum coordinators of health professions schools in Missouri</li> </ul>	Linking organizations with shared goals in a more coordinated effort to improve health literacy; bridging the information gap between health literacy science and community practice
<i>Assure healthcare providers and health professional students in Missouri develop and use health literacy knowledge and skills</i>	<ul style="list-style-type: none"> <li>Hosted a Health Literacy Town Hall Meeting with 100+ attendees from the state and region</li> </ul>	<ul style="list-style-type: none"> <li>Plan and host an annual Health Literacy Summit for Missouri organizations and a bi-annual national scientific meeting on health literacy</li> </ul>	Providing effective health literacy education and training programs to Missouri health professionals and students in real practice settings
<i>Serve as a convener for health literacy activities in Missouri</i>	<ul style="list-style-type: none"> <li>Established and administered a Demonstration Project program</li> <li>Developed and delivered a training to 31 applicant organizations</li> <li>Worked with 18 organizations to develop and submit applications</li> <li>Funded 8 projects to date</li> </ul>	<ul style="list-style-type: none"> <li>Put evidence-based and promising ideas to improve health literacy into immediate practice in real world settings</li> </ul>	Bringing national and international thought leaders in health literacy to Missouri to guide state efforts
<i>Provide technical assistance and financial support to Missouri organizations for innovative and promising health literacy ideas</i>			

### Appendix E: Health Literacy Demonstration Projects funded to date

Organization	Project Title	Project Description	Location Served	Approved Date
Barry County Health Department 65 Main, P.O. Box 207 Cassville, MO 65625	HELP (Health Education Literacy Project)	HELP uses a train-the-trainer model to integrate health literacy guidelines and resources into select area health department education activities. HELP will create resource toolkits with information about improving health, life skills, and family and community safety.	Southwest Missouri	May 2008
Carondelet Family YMCA 600 Loughborough St. Louis, MO 63111	YMCA Health Literacy	The YMCA is assessing six of its current family programs to identify barriers to health literacy among the program attendees, as well as the health materials and teaching techniques used.	City of St. Louis	July 2008
Catholic Family Services, Inc. 9200 Watson Road, Ste. G-101 St. Louis, MO 63126	Missouri Telehealth Interpretation Project	This program helps individuals with little or no English language skills better access health care services. Interpreters provide confidential, on-site translation and help confirm appointments, which reduces patient no-shows and cancellations.	St. Louis metropolitan area	September 2008
Erise Williams & Associates, Inc. 3618 North Spring Avenue St. Louis, MO 63107	HIV/AIDS Health Literacy Initiative	This program measures the impact of health literacy on treatment of persons living with HIV/AIDS and their adherence to medical instructions. The goal is to develop a tool to improve treatment knowledge and adherence.	City of St. Louis	September 2008
Literacy Investment for Tomorrow-Missouri (LIFT)	LIFT Health Literacy Study Circle Pilot Project	Teachers in St. Louis, East Prairie (southeast Missouri) and Columbia are learning how to help adult students improve their health literacy and ability to take action and advocate for their personal health and their families' health.	City of St. Louis, Southeast Missouri, Mid-Missouri	September 2008
Maplewood-Richmond Heights School District 7539 Manchester Road St. Louis, MO 63143	Seed-to-Table Program	This program integrates health literacy into an existing K-8 curriculum which uses a school garden for many lessons. Students are developing age-appropriate health literacy skills and learning about nutrition, physical activity and health during math, science, literacy and social studies classes.	St. Louis metropolitan area	May 2008
Parkway School District 13157 N. Olive Spur Road St. Louis, MO 63141	Adult Health Literacy: a Curriculum Designed for Missouri Adult Education and Literacy Programs	Specially designed health literacy lessons are being piloted in 10 adult student classrooms. The modules also use adult education-focused information already available from the State of Missouri, Missouri AEL Professional Development Center, and LIFT.	St. Louis metropolitan area	September 2008
St. Louis ConnectCare 5535 Delmar Blvd. St. Louis, MO 63112	Health Empowerment Parties	This program trains community residents to serve as lay health workers/educators to lead home parties to help individuals become more health literate and aware of health issues/concerns.	City of St. Louis	July 2008

