



Health Literacy Resource List for Educators March 2007

This publication is a collection of resources on the topic of health literacy, tools for developing/evaluating materials and sources of easy-to-read nutrition materials. Many of the resources are Web-based; however, some are also available in print. Materials may also be available to borrow from the National Agricultural Library (NAL). Lending and copy service information is provided at the end of this document. If you are not eligible for direct borrowing privileges, check with your local library on how to borrow through interlibrary loan. Materials cannot be purchased from NAL. Contact information is provided if you wish to purchase any materials on this list.

This Resource List is available from the Food and Nutrition Information Center's (FNIC) Web site at: http://www.nal.usda.gov/fnic/resource_lists.shtml.

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I. Health and Media Literacy

A. Electronic Resources

California Health Literacy Initiative

Web site: http://cahealthliteracy.org/resource_center.html

Description: Health literacy presentations and tools for adult educators and health professionals.

Making your Healthcare Facility Literacy-Friendly

National Center for the Study of Adult Learning and Literacy

Web site: <http://www.ncsall.net/index.php?id=1163>

Description: Tools for improving the health literacy environment of hospitals and health care centers.

Health Literacy Improvement

U.S. Department of Health and Human Services

Office of Disease Prevention and Health Promotion

Web site: <http://www.health.gov/communication/literacy/default.htm>

Description: Government resources and reports on health communication and literacy.

Health Literacy: A Prescription to End Confusion

Institute of Medicine

Web site: <http://www.nap.edu/catalog/10883.html>

Description: Research as well as recommendations for improving health literacy. Can be read online free; PDF and hard copy of book (368 pages) available for cost.

Health and Literacy Special Collection

World Education

Web site: <http://lincs.worlded.org/index.htm>

Description: Health lessons and activities; easy-to-read health information; multilingual information and health literacy research.

Health Literacy Studies

Harvard School of Public Health

Web site: <http://www.hsph.harvard.edu/healthliteracy/materials.html>

Description: Tools, research and curriculum to support health literacy.

Health and Media Literacy

Center for Media Literacy

Web site: http://www.medialit.org/focus/prev_home.html

Description: Educational and professional resources about media literacy as it relates to health information.



In Plain Language

World Education and National Center for the Study of Adult Learning and Literacy

Web site: <http://www.hsph.harvard.edu/healthliteracy/overview.html#Two>

Description: Video provides information for medical and public health professionals on health literacy and its impact on public health and medicine. Video can be viewed online free; copy of video can be ordered for cost. Includes testimonials from low-literate adults. Slide show with overview of health literacy also available to view.

Low Health Literacy: You Can't Tell by Looking

American Medical Association

Web site: <http://www.ama-assn.org/ama/pub/category/8035.html>

Description: Video featuring a series of interviews conducted with individuals who are unable to read, understand and act on health care information.

Media Literacy

PBS Teacher Source

Web site: http://www.pbs.org/teachers/media_lit/index.html

Description: Activities and resources for incorporating and integrating media literacy into classroom topics (health, science, nutrition, etc).

MediaLiteracy.com

Web site: <http://www1.medialiteracy.com/>

Description: Links and resources concerning media literacy.

New Mexico Media Literacy Project

Web site: <http://www.nmmlp.org/>

Description: Presentations, trainings and curriculum supporting media literacy.

Popular Topics: Improving Health Literacy

Plain Language Action and Information Network (PLAIN)

Web site: http://www.plainlanguage.gov/populartopics/health_literacy/index.cfm

Description: Government resources for defining and addressing health literacy.

B. National Contacts

Alliance for a Media Literate America

721 Glencoe St.

Denver, CO 80220

Phone: 1-888-775-AMLA

Email: info@amlainfo.org

Web site: <http://www.amlainfo.org/>



American Medical Association Foundation

515 North State Street

Chicago, IL 60610

Phone: 312-464-4200

Web site: <http://www.ama-assn.org/ama/pub/category/8115.html>

Center for Media Literacy

PO Box 64-1909

Los Angeles, CA 90064

Phone: 310-581-0260

Email: cml@medialit.org

Web site: <http://www.medialit.org>

National Center for the Study of Adult Learning and Literacy

44 Farnsworth Street

Boston, MA 02210

Phone: 617-482-9485

Email: ncsall@worlded.org

Web site: <http://www.ncsall.net/>

National Institute for Literacy

1775 I Street, NW, Suite 730

Washington, DC 20006

Phone: 202-233-2025

Web site: <http://www.nifl.gov/>

Partnership for Clear Health Communication

1615L St. NW, Suite 1000

Washington, DC 20036

Web site: <http://www.askme3.org/PFCHC/>

II. Developing and Evaluating Materials

A. Electronic Resources

An Author's Guide - Substitute Word List

University of Utah Health Services Center

Web site: <http://uuhsc.utah.edu/pated/authors/substitute2.html>

Description: List of words common in health literature along with substitute words to lower the readability level.



Beyond the Brochure: Alternative Approaches to Effective Health Communication

AMC Cancer Research Center

Web site: <http://www.cdc.gov/cancer/nbccedp/bccpdfs/amcbeyon.pdf>

Description: Booklet to help educators identify means of providing education to low-literate audiences that do not rely upon printed words. Includes information on adapting, developing and testing materials.

Checklist for Assessing Print Materials

United States Department of Health and Human Services

Health Care Financing Administration

Web site: http://www.hsph.harvard.edu/healthliteracy/how_to/guide_cklst.pdf

Description: Guide focusing on writing, designing, and testing written materials.

Clear & Simple: Developing Effective Print Materials for Low-Literate Readers

National Cancer Institute and National Institutes of Health

Web site: <http://www.cancer.gov/cancerinformation/clearandsimple>

Description: Guide outlining a process for developing publications for people with limited-literacy skills. Includes information on target audience research, designing and developing materials and how to pre-test publications.

Guide to Evaluating Audiovisual Nutrition Education Programs

Iowa State University Extension and Iowa Department of Public Health, Bureau of Nutrition and WIC

Web site: <http://www.extension.iastate.edu/Publications/SP121.pdf>

Description: A step-by-step process to evaluating audiovisuals nutrition programs.

Guide to Evaluating Written Nutrition Education Materials

Iowa State University Extension and Iowa Department of Public Health, Bureau of Nutrition and WIC

Web site: <http://www.extension.iastate.edu/Publications/SP119.pdf>

Description: A step-by-step process to evaluating written nutrition education materials.

Guidelines for Communicating the Emerging Science of Dietary Components for Health

International Food Information Council Foundation and Institute of Food

Technologists **Web site:** <http://www.ific.org/nutrition/functional/guidelines/>

Description: Guidelines for translating research into understandable messages for consumers.



Health CommKey

Rollins School of Public Health Emory University

Web site: <http://cfusion.sph.emory.edu/PHCI/Users/LogIn.cfm>

Description: Online database of health communication research.

How to Write Low Literacy Materials

Journal of Extension

Web site: <http://www.joe.org/joe/2001february/tt2.html>

Description: Article on writing and evaluating materials for low-literate audiences.

Recipe Checklist: A Tool to Aid Development of Recipes for Audiences with Limited Resources

Journal of Extension

Web site: <http://www.joe.org/joe/2002december/tt4.shtml>

Description: Article providing guidelines for creating recipes.

Testing Your Materials and Dissemination Strategy

Agency for Healthcare Research and Quality

Web site: http://www.talkingquality.gov/docs/section5/5_1.htm

Description: Methods for testing and improving education and outreach materials.

Using Communication to Improve Nutrition

World Bank

Web site:

<http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTHEALTHNUTRITIONANDPOPULATION/EXTNUTRITION/0,,contentMDK:20205536~menuPK:282580~pagePK:148956~piPK:216618~theSitePK:282575,00.html>

Description: Part of toolkit for addressing nutrition concerns; incorporates principles of social marketing. A hard copy of the toolkit in its entirety is available at cost.

Writing for a Changing World: Reaching Low Literacy Audiences with Print Material

University of Minnesota Extension

Web site:

<http://www.extension.umn.edu/distribution/communications/DL6052.html>

Description: Brochure featuring writing tips and resources designed to help in the communication of health messages to audiences with limited literacy skills.



Writing for Reading: Guide for Developing Print Materials in Nutrition for Low-Literacy Adults

University of Wisconsin-Madison

Web site: <http://www.extension.iastate.edu/nutrition/nutrition/b3545.pdf>

Description: Guide for targeting and developing nutrition information for adults with limited literacy skills.

B. Tools for Assessing Readability

An Author's Guide - The Smog Readability Formula

University of Utah Health Services Center

Web site: <http://uuhsc.utah.edu/pated/authors/readability.html>

Description: Guide to using the SMOG readability formula. Instructions for using the Flesch-Kincaid Grade Level Index also offered.

Discovery School's Teacher Helpers: Fry Readability Graph

Discovery Communications, Inc.

Web site: <http://school.discovery.com/schrockguide/fry/fry.html>

Description: Discusses Fry readability graph and other readability techniques. Provides information on how to use Microsoft Word to analyze readability.

In Other Words...Assessing Readability: Rules for Playing the Numbers Game

Health Literacy Consulting

Web site: <http://www.healthliteracy.com/article.asp?PageID=3806>

Description: Article on preparing materials for readability testing and the pros and cons of using computer software programs to test readability.

SMOG Readability Calculator

G. Harry McLaughlin

Web site:

<http://www.harrymclaughlin.com/SMOG.htm>

Description: Online calculator for the SMOG readability formula.

Writing Tips: The Fog Index

University of Minnesota.

Web site:

http://www.fpd.finop.umn.edu/groups/ppd/documents/information/writing_tips.cfm

Description: Provides an online Fog Index calculator.



III. Sources of Easy-to-Read Nutrition Education Materials

This list provides a sample of organizations and is not all-inclusive.

American Diabetes Association

Attn: Customer Service
1701 North Beauregard St.
Alexandria, VA 22311
Phone: 800-342-2383

Web site: <http://www.diabetes.org>

Sample of Topics Covered: diabetes, heart health, physical activity

American Dietetic Association

216 W. Jackson Blvd.
Chicago, IL 60606
Phone: 800-877-1600 ext. 5000

Web site: <http://www.eatright.org>

Sample of Topics Covered: healthy eating, fats, functional foods, weight management

Channing Bete Company, Inc.

One Community Place
South Deerfield, MA 01373-0200
Phone: 800-477-4776

Email: custsvcs@channing-bete.com

Web site: <http://www.channing-bete.com/>

Sample of Topics Covered: maternal and child health; obesity prevention

Food and Health Communications

P.O. Box 266498
Weston, FL 33326
Phone: 800-462-2352

Web site: <http://www.foodandhealth.com/>

Samples of Topics Covered: MyPyramid, Dietary Guidelines for Americans, food preparation, physical activity, fruits and vegetables

Food Safety and Inspection Service

United States Department of Agriculture
Washington, DC 20250
Phone: 402-344-5000
Hotline 800-233-3935

Email: fsis.outreach@usda.gov

Web site: <http://www.fsis.usda.gov/index.htm>

Sample of Topics Covered: cooking temperatures, food safety in emergencies



Health Promotion Council of Southeastern Pennsylvania

260 South Broad St., 17th Floor

Philadelphia, PA 19102

Phone: 215-731-6150

Email: hccpa@phmc.org

Web site: <http://www.hccpa.org/>

Sample of Topics Covered: chronic disease risk reduction and control, healthy eating, physical activity

IDC Publishing

International Diabetes Center

3800 Park Nicollet Blvd.

Minneapolis, MN 55416

Phone: 888-637-2675

Email: pnhicustsvc@parknicollet.com

Web site: <http://www.idcpublishing.com/index.cfm>

Sample of Topics Covered: diabetes management

Iowa State University

Extension Distribution Center

119 Printing and Publications Building

Iowa State University

Ames, IA 50011

Phone: 515-294-5247

Email: pubdist@iastate.edu

Web site: <https://www.extension.iastate.edu/store/ListCategories.aspx?TopicID=6>

Sample of Topics Covered: breastfeeding; infant nutrition, physical activity, healthy snacks

National Cancer Institute

Publications Ordering Service

P.O. Box 24128

Baltimore, MD 21227

Phone: 800-422-6237

Web site: <https://cissecure.nci.nih.gov/ncipubs/>

Sample of Topics Covered: cancer prevention and management

National Diabetes Information Clearinghouse

1 Information Way

Bethesda, MD 20892

Phone: 800-860-8747

Email: ndic@info.niddk.nih.gov

Web site: <http://diabetes.niddk.nih.gov/dm/ez.asp>

Sample of Topics Covered: diabetes prevention and management



National Digestive Diseases Information Clearinghouse

2 Information Way

Bethesda, MD 20892

Phone: 800-891-5389

Email: nddic@info.niddk.nih.gov

Web site: <http://digestive.niddk.nih.gov/ddiseases/ez.asp>

Sample of Topics Covered: digestive disorders, lactose intolerance

National Heart Lung and Blood Institute

Health Information Center

Attention: Web Site

P.O. Box 30105

Bethesda, MD 20824

Phone: 301-592-8573

TTY: 240-629-3255

Email: NHLBInfo@nhlbi.nih.gov

Web site: <http://www.nhlbi.nih.gov/health/public/heart/index.htm>

Sample of Topics Covered: heart health, obesity

The National Institute of Child Health and Human Development (NICHD)

P.O. Box 3006

Rockville, MD 20847

Phone: 800-370-2943

TTY: 888-320-6942

Email: NICHDInformationResourceCenter@mail.nih.gov

Web site: <http://www.nichd.nih.gov/health/education/>

Sample of Topics Covered: gestational diabetes, bone health, oral health, child health and nutrition

National Oral Health Information Clearinghouse

National Institutes of Health

Bethesda, MD 20892-3500

Phone: 301-402-7364

Email: nidcrinfo@mail.nih.gov

Web site: <https://www.nidcr.nih.gov/OrderPublications/>

Sample of Topics Covered: oral health



Oregon State University

Publication Orders
Extension and Station Communications
Oregon State University
422 Kerr Administration
Corvallis, OR 97331-2119
Phone: 800-561-6719 or 541-737-2513
Email: puborders@oregonstate.edu

Web site: <http://extension.oregonstate.edu/catalog/>

Sample of Topics Covered: healthy cooking, recipes, food guides, tips for budgeting and food purchasing

United States Food and Drug Administration

5600 Fishers Lane
Rockville, MD 20857-0001
Phone: 888-463-6332

Web site: <http://www.fda.gov/opacom/lowlit/7lowlit.html>

Sample of Topics Covered: food safety, diabetes, heart health

University of Connecticut Family Nutrition Program-Hispanic Health Council

Attention: Lisa Phillips
CT Family Nutrition Program
Department of NUSC, U-17
Storrs, CT 06269
Phone: 860-486-3635

Email: lphillip@canr.uconn.edu

Web site: <http://www.hispanichealth.com/paana.htm>

Sample of Topics Covered: breastfeeding, infant nutrition and feeding

University of Massachusetts, Amherst

Department of Nutrition
School of Public Health and Health Sciences
University of Massachusetts
100 Holdsworth Way
Amherst, MA 01003
Phone: 413-545-0740

Email: nepcontact@umext.umass.edu

Web site: <http://www.umass.edu/umext/nutrition/programs/efnep/resources/>

Sample of Topics Covered: recipes, food labels, grains, fruits and vegetables



University of Minnesota Extension Service

Extension Distribution Center

405 Coffey Hall

1420 Eckles Avenue

University of Minnesota

St. Paul, MN 55108

Phone: 800-876-8636

Email: ShopExtension@umn.edu

Web site: <http://shop.extension.umn.edu/Default.aspx>

Sample of Topics Covered: food safety, healthy eating

University of Nebraska Lincoln Extension

444 Cherrycreek Rd., Suite A

Lincoln, NE 68528

Phone: 402-441-7180

Web site: <http://lancaster.unl.edu/food/>

Sample of Topics Covered: food safety, recipes, food storage, MyPyramid

University of Wisconsin Cooperative Extension

Cooperative Extension Publications

432 North Lake Street, Room 103

Madison, WI 53706

Phone: 877-947-7827

Email: pubs@uwex.edu

Web site: <http://learningstore.uwex.edu/Easy-to-Read-C59.aspx>

Sample of Topics Covered: food safety, tips for budgeting and food shopping, recipes

Washington State Department of Health

Office of Health Promotion

P.O. Box 47833

Olympia, WA 98504

Email: HERE@doh.wa.gov

Web site: http://www3.doh.wa.gov/here/materials/HERE_CRAListing.aspx

Sample of Topics Covered: diabetes, adolescent health, maternal and child health



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