

Health Literacy and Communication Check List For Dummies

Health
Literacy

Clear

Read-
able

Under-
standable



Why do Health Literacy and Communication need to be reviewed?

Through review mechanism, these readable and understandable health information provided to people will **make them better understand the content.**



Who needs to know the indicators of Health Literacy and Communication Index?

As long as it's the department which needs to **plan and design "Health Literacy and Communication"**, such as **Public Health Bureau in the county and hospitals**, all need to know the indicators of Health Literacy and Communication Index.



When will the indicators of Health Literacy and Communication Index be applied?

Before materials
producing

Planning stage



During materials
producing

Production stage



After materials
producing

Review stage



Four important points

you need to know before your health materials producing.



For whom?



Their media usage habits?



Their characteristics?



What you want to communicate?

Health Literacy and Communication Index

What does the index review?



Health Literacy and Communication Index Part 1

Content

Exercise is good for health

The main message is simple, clear, and closely related to the subject.



Cite the source and date

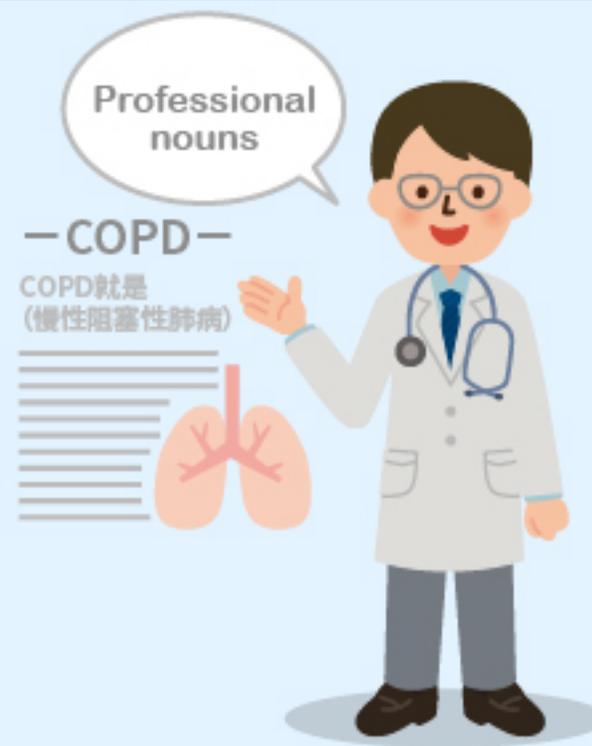
Let people know how to perform health behavior.

Health Literacy and Communication Index Part 2

Word Choice and Style



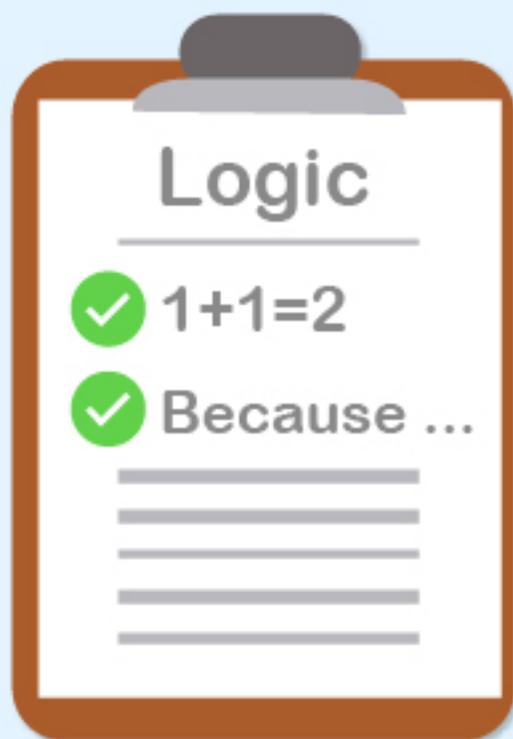
Use daily colloquial expressions according to popular language habits.



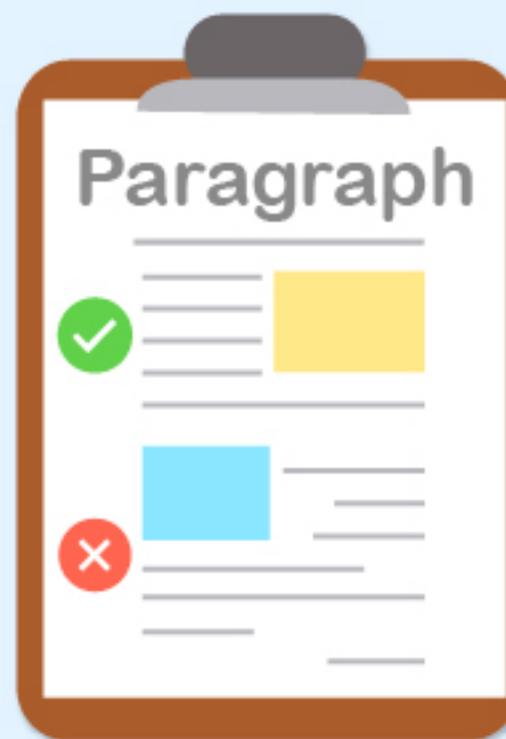
Avoid to use professional nouns. Professional nouns should be explained.

Health Literacy and Communication Index Part 3

Organization and Editing



The content is logically coherent.



Appropriate paragraph and induction.

Health Literacy and Communication Index Part 4

Use of Numbers

1500 mL Water

500 mL 500 mL 500 mL



Use image to
present number

BMI	68	69	70	71
170	23.5	23.9	24.2	24.6
171	23.3	23.6	23.9	24.3
172	23.3	23.6	23.9	24.3
173	23.0	23.3	23.7	24.0
174	22.7	23.1	23.4	23.7
175	22.5	22.8	23.1	23.5
176	22.2	22.5	22.9	23.2
177	22.0	22.3	22.6	22.9

Replace calculation
with table

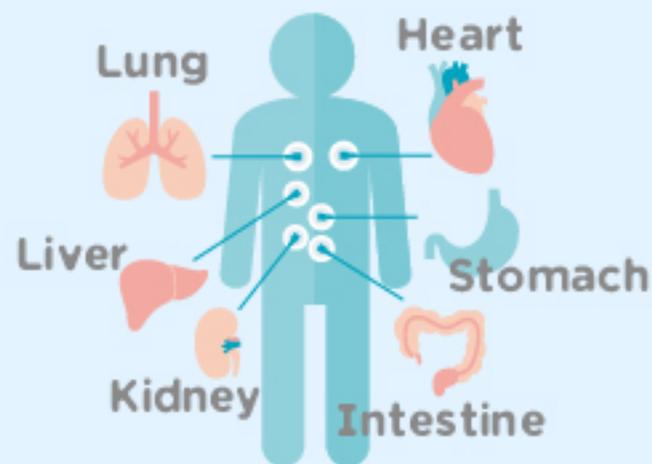
Health Literacy and Communication Index Part 5

Visual Images

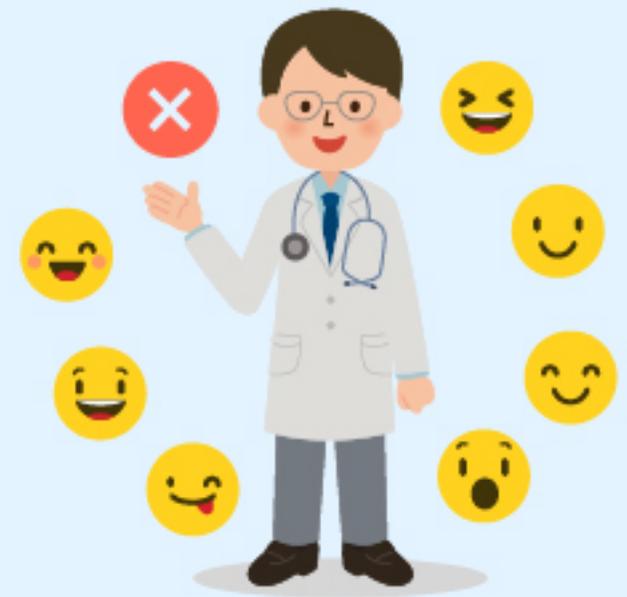
Jogging is good for health



Visual images are closely related to the subject.



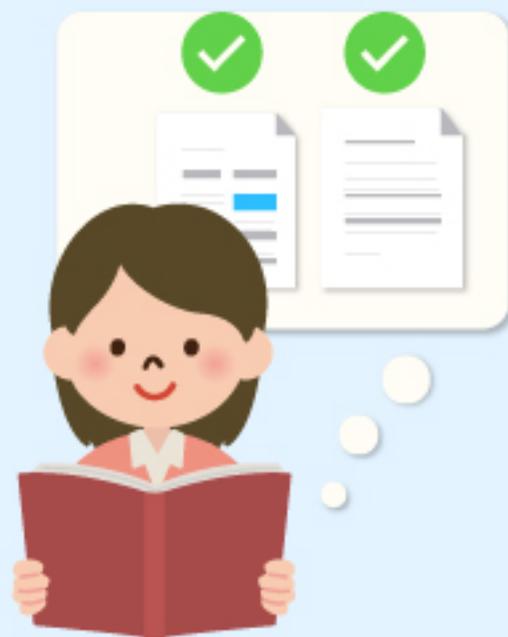
Visual images can help readers to understand the content.



Avoid unnecessary illustrations

Health Literacy and Communication Index Part 6

Layout and Design



**Layout is easy
to read**



**Clear audio-visual
effect & moderate
speech rate**



**Use visual cues to
highlight effects**

Summary

- 1 The message is simple, clear and valid
- 2 Use daily colloquial expressions
- 3 The content is organized and logical
- 4 Calculated number is easy to understand
- 5 Visual images are clear and easy to understand
- 6 Layout is easy to read and audio-visual effect is clear

Improve the material quality

Health knowledge with No Distance!