

# Annual Report (in Plain Language) | 2015

## UAMS

CENTER FOR  
HEALTH LITERACY

UNIVERSITY OF ARKANSAS  
FOR MEDICAL SCIENCES

July 1, 2014 – June 30, 2015

### Our Staff

The Center for Health Literacy Staff includes:

- Kristie Hadden, PhD (Director)
- Wendy Thompson (Assistant Director)
- Myca Grant (Office Manager)
- Carla Sparks (Director of Patient-Centered Initiatives and Community Engagement)
- Heather Mercer (Director of Strategic Planning and New Business Development)
- Tanielle Price (Plain Language Coordinator)
- Latrina Prince (Research Associate)
- Tina Moore (Director of Health Literacy Training)



 <http://healthliteracy.uams.edu>

 [@UAMS\\_CHL](https://twitter.com/UAMS_CHL)

 <https://www.facebook.com/uamscenterforhealthliteracy>

## Overview

The purpose of this report is to share with you what we have done over the past year. We have made a lot of progress to look at the needs of patients and providers. We have done this through research, outreach and working with patients.

### **Mission:**

The mission of CHL is to improve society and population health by making health information easier to understand and use.

### **Vision:**

Our vision is to become the world's leading source of health literacy research, training and outreach to enable providers, healthcare systems and patients to work together to achieve better health.

### **Core values:**

- Better health care and patient experiences
- Improved population and society health
- Lower health care costs
- Engaged patients and communities
- Education and research

## Research and Teaching

The CHL published 3 articles and presented to 1624 health professionals. Our research will help others understand and improve health literacy.

## Plain Language Program

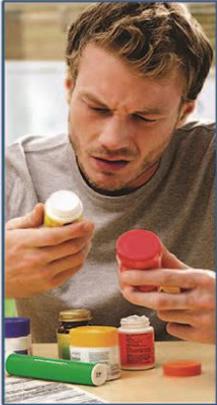
The goal of our plain language program is to teach current and future health professionals how to make health materials easy to understand and use. These students also learn to create materials in plain language.

- ***Students***  
The plain language program staff, Tanielle Price and Wendy Thompson, worked with 25 students throughout the year. These students reviewed and edited 521 pages of health materials to make them easier to understand.
- ***PlainPages.org***  
The CHL made a website so that customers can upload health documents for plain language review and editing. Plainpages.org launched at UAMS July 1, 2015. We will launch PlainPages to the public January 2016.

## Our Health Literacy Work

- We worked with the Arkansas Health Department and our Regional Medical Centers to teach them how to use the Health Literacy Universal Precautions Toolkit.
- We screened 2113 patients in our Regional Medical Centers for their health literacy level.
- We worked with other groups in healthcare to do field testing and focus groups. We asked patients how to make materials easier for them to understand.

## Health Literacy Outreach in Arkansas



**Plain Language: "Simple is Good"**

1. Our plain language services make written health information simpler.
2. We have assessed and improved 2,500 pages of documents in Arkansas for ten state agencies and community partners.

We turn confusing health-related documents into simple, effective tools that are easy to understand.

plain and simple

**Trained to Date in Health Literacy Best Practices**

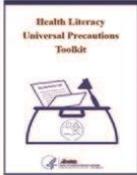


• Health Literacy best practices in UAMS Family Medical Centers  
• Health Literacy best practices in Local Health Units  
• Health Literacy provider trainings

**Health Literacy Best Practices**

1. Improving provider spoken communication
2. Making written information for patients easier to understand
3. Empowering patients to be engaged in their care
4. Supporting patients with community resources

**UAMS CENTER FOR HEALTH LITERACY**  
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## Social Media (Facebook, Twitter)

Tanielle Price started CHL Facebook and Twitter accounts. We reached 500 likes and followers.

### #plainpledge®

During Health Literacy Month, we launched our #plainpledge campaign. Over 110 people sent in selfie pictures and pledges on the CHL's Facebook and Twitter accounts in October.

## Looking Ahead

We have had a lot of growth and success in the first year. We will keep working to make care better for patients and lower costs at UAMS and beyond, including health care and insurance companies.