Social Media Toolkit
Title: Health Literacy: what is it and accessing your health information
For use during week 39, 9/30/19-10/6/19
Launch Date: 09/16/2019

Introduction
*Describe content of toolkit.
*Describe background of topic
*Describe the source(s) for the toolkit content

It is estimated that 90 million American adults have only basic or below-basic health literacy skills and have problems understanding and acting on health information.[1] As defined by the U.S. Department of Health and Human Services (HHS), health literacy is "the degree to which individuals have the capacity to obtain, communicate, process, and understand basic health information and services needed to make appropriate health decisions."[2] Health literacy skills are those people use to realize their potential in health situations. They apply these skills either to make sense of health information and services or provide health information and services to others.[3]

People need health literacy skills to do the following: find information and services; communicate their needs and preferences and respond to information and services; process and understand the usefulness to them of information and services; and then decide which information and service will best fit their needs so they can take action.[3] Low or limited health literacy skills are more prevalent among certain population groups and may be linked to many poor health outcomes. Health literacy has the potential to impact a broad array of functional skills that are required to make health decisions in various settings.[4] Persons with limited health literacy skills have higher utilization of treatment services including hospitalization and emergency services and lower utilization of preventive services. They incur medical expenses that are up to four times greater than patients with adequate health literacy skills. The estimated added annual cost to the health care system due to low health literacy is $106-$238 billion. People from all ages, races, income levels and education levels are challenged by this problem.[1]

Providers also need health literacy skills to do the following: help people locate information and services they might need; communicate to people in an understandable way about their health and healthcare; answer questions in an understandable way; and decide the information and services that they can provide.[3]

This is broad topic--covering what is health literacy to how health literacy might be improved to what resources are available for people to improve their health literacy. This toolkit will contain a bit of information on all of the above. Perhaps future toolkits can be split into more refined topics.

Target audience/high-risk subsets
*Describe target audience
*Describe high-risk or sub-populations, if appropriate

Target audience(s)
     Everyone
High Risk Subset (these are taken from Reference #5)
     Over the age of 65
     Racial and ethnic minority groups from different cultural backgrounds and those who do not speak English as a first language.
     Adults living below the poverty level
     People with low, overall literacy skills

Target Audience Needs/Issues/Considerations

*Include considerations that the opposition may provide

The health literacy of the target audience is a huge consideration in any social media messages. As this toolkit is specifically about health literacy, there are items for people (especially in the video section) to help them realize what information is available to them. However, this toolkit contains general information on health literacy as well--to inform the general audience.

Supporting Campaigns

*Include organizations that would have credible information and would be likely to have their own campaigns

Centers for Disease Control and Prevention
Ohio Health Literacy Partners
Healthy People 2020

References

[1] Ohio Health Literacy Partners. [Internet]. About health literacy. Retrieved on 9/8/19 from: http://www.ohiohealthliteracy.org/about-health-literacy.html

[2] U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. National action plan to improve health literacy. Washington (DC): Author; 2010.

[3] Centers for Disease Control and Prevention [Internet]. What is Health Literacy? Retrieved on 9/8/19 from: https://www.cdc.gov/healthliteracy/learn/index.html

[4] Rudd RE. Health literacy skills of U.S. adults. Am J Health Behav. 2007;31 (Suppl 1):S8–18.

[5] Healthy People 2020. [Internet]. Health Literacy. Retrieved on 9/8/19 from: https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-health/interventions-resources/health-literacy

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandra Vasenda Consortium of Eastern Ohio Master of Public Health. MPH student				
Estimated time used to create	8 hours				
Date submitted	9/9/19				
Target date for release (Monday)	September 16, 2019				
Approvals **(Needs at least one reviewer per column—initial appropriate column)**	Reviewer	Date	Format & language (grammar)	Social media content	Public health content
	Kim Trowbridge	9/10/19	KT		KT
	Amy Lee	9/16/19	AL	AL	
Content recency	All messages in this toolkit were generated in September 2019 and contain up-to-date information prior to the launch date.				
Accuracy	Sources of all data are provided (all credible sources)				

Social Media Platforms Included	Platform	Ideal number	In this toolkit
	Facebook	5	5
	Twitter	10	12
	Instagram	5	6
	Hashtags (for Twitter or Instagram)	10	10
	Video (YouTube)	Optional	4
	Print media (e.g. press release)	Optional	
	Other (list): Photos Blog post ideas	Optional	 1

Approvers Information

● Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.
● Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits
● Here are the items that you are checking

Reviewer	Items for review
Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.
Social media content	Layout, imaging, length of posts
Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.

FACEBOOK

Facebook 1	How do I request my health records? 1. The first step is to check your health care provider's online patient "portal." A patient portal is a secure website, where patients can often do things like make appointments, contact their doctor, and look at lab results. 2. If the health information you need is not available through the patient portal, you may be able to contact your provider directly through the portal to ask for it. You may even be able to request your complete health record through the patient portal. 3. If your provider does not have an online patient portal, check their website for information, or phone/visit their office.	Source: The Office of the Coordinator for Health Information Technology Website: https://www.healthit.gov/how-to-get-your-health-record/get-it/ **Have you tried your provider's online patient portal?** About 8 in 10 individuals who used their online patient portal found it helpful and easy to understand. Source: **ONC Data Brief 40 [PDF - 1.7 MB]**
Facebook 2	How to Talk to Your Doctor Get ready before your appointment by making a list of any concerns and questions you have. Bring this list to your appointment, so you won't forget anything. Do you have a new symptom? Have you noticed side effects from your medicines? Do you want to know the meaning of a certain word? Don't wait for the doctor to bring up a certain topic, because he or she may not know what's important to you. Ask any questions you have.	Source: NIH News in Health, June 2015 Website: https://newsinhealth.nih.gov/2015/06/talking-your-doctor
Facebook 3	The U.S. National Academy of Medicine offers an online tutorial on Evaluating Internet Health Information. This tutorial teaches you how to evaluate the health information you find on the Internet. You can find the tutorial here: https://medlineplus.gov/webeval/webeval.html	Source: U.S. National Academy of Medicine Website: https://medlineplus.gov/webeval/webeval.html

Facebook 4	Reliable websites give you true information! Remember these four points when you search the Internet: 1. Does the website use reliable research? Check many sources for the same information - are the results the same? 2. Websites that end in .org, .gov or .edu are usually the most reliable websites for health facts. 3. Who pays for the website? If a company supports a website they could have control over the website and give you wrong information. 4. When was it last updated? Medical research never stops. Make sure the information is no older than 3 years.	Source: Johns Hopkins University Community Health Library "Reliable Health Information on the Internet: A Health Reference Guide Website: https://www.hopkinsmedicine.org/johns_hopkins_bayview/_docs/patient_visitor_amenities/libraries/reliable_health_information_fall_2018.pdf *A Google search for heart attack produces over 658,000,000 results! How do you know which of these sites has reliable information?*
Facebook 5		

	Infographic	Website	Caption (if provided	When accessed	Permission
Facebook 1		https://www.healthit.gov/how-to-get-your-health-record/img/dist/records-process-large.png https://www.healthit.gov/how-to-get-your-health-record/get-it/	What happens when you request your health record?	9/11/2019	Source: The Office of the Coordinator for National Information Technology
Facebook 2					
Facebook 3					
Facebook 4					
Facebook 5					

TWEETS
Twitter best practices
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	#Ohio Health Literacy Partners (OHLP) is a statewide non-profit organization dedicated to helping #Ohioans to make #informed #healthchoices through improved #healthliteracy (http://www.ohiohealthliteracy.org/).
Tweet 2	Do you need help #understanding your medical problem or getting answers to questions about your #medicine or feeling less confused after a visit to your doctor? Go to http://www.ohiohealthliteracy.org/patients.html

Tweet 3	At each visit, your #doctor will likely ask about your concerns – it's a good idea to think about what you'd like to talk about before your #visit.
Tweet 4	If you are #nervous or #concerned about something, it may be helpful to bring someone with you when you visit your #doctor. Choose someone who is a good #listener and won't interrupt or ask too many of their own questions.
Tweet 5	Be careful of websites or companies that claim any one #remedy will cure a lot of different #illnesses. Question cures that seem too good to be true.
Tweet 6	Visit https://www.takingcharge.csh.umn.edu/navigate-healthcare-system/how-can-i-communicate-effectively/how-can-i-communicate-effectively-read for great #information on taking charge of your #health and #wellbeing.
Tweet 7	After your #medicalexam, don't leave until you #understand what to do next.
Tweet 8	Use #commonsense and #goodjudgment when looking at health information online. There are websites on nearly every health topic, and many have no rules overseeing the quality of the information provided.
Tweet 9	Use the #information you find online as one tool to become more informed. Don't count on any one website and check your sources. Talk about what you find with your doctor before making any changes to your #healthcare.
Tweet 10	Look for websites that stay current with their #healthinformation. You don't want to make decisions about your #healthcare based on out-of-date information. Often, the bottom of the page will have a date.
Tweet 11	Seniors: Get tips for talking with your doctor in this #NIH infographic. Be prepared for your next medical visit! http://bit.ly/2VROj3f
Tweet 12	18 seconds – the average time MDs wait before interrupting patients. Share tips to help w/ communication: http://bit.ly/2VReQOb

INSTAGRAM

Instagram best practices
- *Post 3-4 times during the week*
- *Use varying content (not only picture sharing but include videos and graphics)*
- *Use relevant hashtags so people can find your content*

Instagram 1	Chronic pain is pain that lasts from weeks to even years and 100 million adults suffer from chronic pain. About ½ experience pain every day. Medications, acupuncture, local electrical stimulation, and brain stimulation, as well as surgery, are some treatments for chronic pain.	Source: National Institutes of Health Website: https://www.painconsortium.nih.gov/Health_Info/Pain_Infographics
Instagram 2	There is sound medical information on the Internet along with dangerous information. You need to be able to tell the difference. Ask yourself the following: 1. Why did the person create the page? 2. What's in it for them? 3. Are they trying to sell me something?	Text: Source: of text – National Network of Libraries of Medicine Website: https://nnlm.gov/initiatives/topics/health-websites Photo Photo credit" Levi at Computer" credit Katherine Levett Website of photo: https://ccsearch.creativecommons.org/photos/6c90a7cf-68b8-4d39-9c0b-f85e24cb6a58 Embedded link of photo: <p style="font-size: 0.9rem;font-style: italic;">"Levi at computer"by kathleenleavitt is licensed under CC BY-NC-ND

		2.0</p>
Instagram 3	How can you keep your electronic health information secure when you use a mobile device? You can research mobile apps before you download and install them and consider installing or using encryption software for your device. You can also use a remote wipe feature.	Source: The Office of the National Coordinator for Health Information Technology Website: https://www.healthit.gov/sites/default/files/how_to_keep_your_health_information_private_and_secure.pdf ***ONE-FIFTH OF ALL SMARTPHONE*** ***users have downloaded a health app, and half of smartphone users seek health information from their mobile devices. Source: Pew Research Center's Internet and American Life Project***
Instagram 4		<iframe style="width: 975px; height: 725px; border: none; position: relative;" src="http://www.cdc.gov/ccindex/widget.html" title="CDC Clear Communication Index" ><!--Widget from CDC.gov --></iframe> Sources: Centers for Disease Control and Prevention The CDC Clear Communication Index is a research-based tool to help you develop and assess public communication materials.
Instagram 5		

	Infographic	Website	Caption (if provided	When accessed	Permission
Instagram 1		https://www.ihs.gov/sites/newsroom/themes/responsive2017/images/announcements/100517_Health_Literacy_Month_Banner.jpg	October is National Health Literacy month	9/8/2019	Source: U.S. Department of Health and Human Services – Indian Health Service
Instagram 2		https://www.instagram.com/p/B2jpQk0gWye/?utm_source=ig_web_button_share_sheet	Contact your local medical school librarian to help you look up health information!	9/18/19	Original post by Amy Lee (permission obtained)
Instagram 3					
Instagram 4					
Instagram 5					

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#HealthLiteracy
Hashtag 2	#Internationaliteracyday
Hashtag 3	#ehealth
Hashtag 4	#healthequity
Hashtag 5	#patientengagement
Hashtag 6	#ehealthpromotion
Hashtag 7	#getliteracy
Hashtag 8	#learning
Hashtag 9	#healthcare
Hashtag 10	#socialhealthdeterminants

VIDEO (OPTIONAL)

Media	Image	Website	Embedded Link	Caption (if provided)	When Accessed	By Whom	Permission
			Videos				
Video #1		https://www.youtube.com/watch?v=pFppi8czr_Y&t=8s	`<iframe width="560" height="420" src="https://www.youtube.com/embed/pFppi8czr_Y" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`	Health Literacy: A Prescription to End Confusion (length 3:28)	9/8/2019	SV	Source: The National Academies of Science, Engineering and Medicine – Health and Medicine Division

Video #2		https://www.youtube.com/watch?v=3WsRzlutBQk&t=69s	<iframe width="135" height="150" src="https://www.youtube.com/embed/3WsRzlutBQk" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	Video 1: Your health information, your rights (length 3:27)	9/8/2019	SV	Source: Office of the National Coordinator for Health IT
Video #3		https://www.youtube.com/watch?v=y1BOc9HN0TA&t=37s	<iframe width="681" height="383" src="https://www.youtube.com/embed/y1BOc9HN0TA" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	Video 2: Your health information, your rights (length 5:15)	9/8/2019	SV	Source: Office of the National Coordinator for Health IT
Video #4		https://www.youtube.com/watch?v=bonloqeOrAg&t=2s	<iframe width="560" height="315" src="https://www.youtube.com/embed/bonloqeOrAg" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	Video 3: Your health information, your rights (length 3:16)	9/8/19	SV	Source: Office of the National Coordinator for Health IT

PHOTOS (copyright free)—OPTIONAL BUT GOOD TO INCLUDE

Photo #1						
Photo #2						
Photo #3						
Photo #4						
Photo #5						
Photo #6						
Photo #7						
Photo #8						
Photo #9						
Photo #10						

Blog post ideas
Do you have any ideas on how to improve health literacy? Please share them.