Florida Health Literacy Initiative
Integrating Health Education into ESL and Family Literacy Instruction

Greg Smith, Executive Director
smithg@floridaliteracy.org
407-246-7110
Florida Literacy Coalition
www.floridaliteracy.org
The Health Literacy of America’s Adults
2003 National Assessment of Adult Literacy

Definition: The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

<table>
<thead>
<tr>
<th></th>
<th>Literacy</th>
<th>Health Literacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below basic</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Basic</td>
<td>29%</td>
<td>22%</td>
</tr>
<tr>
<td>Intermediate</td>
<td>44%</td>
<td>53%</td>
</tr>
<tr>
<td>Proficient</td>
<td>13%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Forty nine percent of adults who did not complete high school have below basic health literacy.

Adults 65 and older have lower health literacy than younger age groups.

Hispanic adults have lower health literacy than people in any other ethnic/racial group, with 41% having below basic health literacy.
Curricula

- Staying Healthy
- Coping with Stress
- Women’s Health
  - Recipient of the 2010 Reads Easy Award from Health Literacy Innovators
Staying Healthy
Integrating Health into ESOL Instruction

- Student resource book & teacher’s guide
  > Hard copies distributed to 120+ programs
  > Student’s edition: over 145,000 web hits
- Written at the 4th-5th grade level
- For low-intermediate level ESOL learners and above
- Simple, concrete, practical, with lots of images
- Correlated to CASAS and Florida ESOL Course Standards
- Funded through the Florida Department Education
Staying Healthy

- Chapter 1: Health Care
- Chapter 2: Your Doctor
- Chapter 3: Medicines
- Chapter 4: Nutrition
- Chapter 5: Chronic Diseases
- Chapter 6: Staying Healthy
Teacher’s Guide

- Learning objectives
- CASAS competencies
- Pronunciation, Vocabulary, Grammar
- Math
- Hands-on learning
- Comprehension
- Dialogs
- Technology
Florida Health Literacy Initiative

Recipient of the 2011 Award for Program Innovation and Collaboration
United States Conference of Adult Literacy
Results

> Sixty-two grants of $5,000
> 4,870 students and families served in 29 programs
> Average improvement in health literacy assessment scores: 31%

Student Behavioral Changes:

- Shared information they learned with family and friends: 86%
- Applied for at least one type of medical insurance (Medicare, Medicaid, Florida KidCare, etc) 63%
- Began exercising regularly: 39%
- Changed their eating habits to be more healthful: 54%
- Applied for WIC: 14%
Partners

- Pediatric Care Institution
- All Faiths Food Bank
- American Diabetes Association
- American Lung Association
- Americas Urgent Care
- Center for Drug Free Living
- Central Florida Sports & Physical Therapy
- Community AIDS Network
- East Lake Chiropractic
- Fisherman’s Hospital
- Florida Blood Centers
- Florida Hospital
- Hardee County Health Department
- Mariner’s Hospital
- Highlands County Soil and Water Conservation District office
- Hispanic Health Initiatives, Inc
- Manatee Technical Institute’s nursing and dental departments
- Mariner’s Hospital
- Miami-Dade College
- Osceola County Extension Services
- Osceola County Fire and Rescue
- Pinellas Cooperative Extension Agency,
- Poison Control Center-Tampa
- South Florida Community College’s nursing and dental departments
- St. Petersburg College
- Vision is Priceless
Examples of Grant Projects

- Health fair, block party, or community bazaar with community partners
- Partner with an elementary school to grow a vegetable garden
- Develop a cookbook of favorite recipes made healthy – post menus on YouTube
- Get a Zumba instructor to create a class video
- Class presenter ideas: doctor, nurse, dentist, WIC representative, diabetes specialist, massage therapist
- Provide CPR training by a local CPR affiliate, such as Citizens CPR
- Partner w/ a children’s hospital and the fire dept. to educate about car seats and fire safety
- Take a trip to the local vocational center to sign up for health-related programs
- Partner w/ a local gym to offer free short-term memberships w/ scholarship potential
Florida Health Literacy Initiative

2012 Grant Opportunity
www.floridaliteracy.org
Due Date: March 8

Workshop: STAYING HEALTHY: Health Literacy Curriculum and Resources for ESOL
May 8, 1pm-5pm, St. Petersburg, FL
Facilitator: Maribeth Buie, PhD.