The Increased Importance of Effective Health Literacy Communications Since COVID-19

Wednesday, October 21, 2020
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The Increased Importance of Effective Health Literacy Communications Since COVID-19

TODAY'S PRESENTER

Kinte Ibbott
Vice President
Health Communications
Maximus
The Increased Importance of Effective Health Literacy Communications Since COVID-19

Joan Winchester
Director
Center for Health Literacy
Maximus
POLL

Has COVID-19 changed the way you develop and execute your health communications?

A) A significant amount
B) Some minor changes
C) No, or not much
Kinte Ibbott
Vice President
Health Communications
Maximus
October is Health Literacy Month

Informed decisions
Navigate Health Care
Active partnership
Advocate
Health communication channels
Why health literacy?
Adults struggle to understand and use health information…

90 million
Limited health literacy

4x
Higher health care costs

Health disparities
Critical health literacy and the COVID-19 crisis
Joan Winchester
Director
Center for Health Literacy
Maximus
Lessons learned from the COVID-19 pandemic

- Different strategies
- Conflicting messages
- Fact vs. opinion
- Trust
- Opportunity to reinforce
Improving health communications in a pandemic

- Target diverse audience
- Build trust
- Use multiple channels
- Use digital platforms
- Write in plain language
- Use person-centered design for readability
Using plain language to improve health communications

- Active voice
- Friendly tone
- Brief, one-topic paragraphs
- Simple sentences
- Everyday vocabulary
- Definitions
Using person-centered design to improve health communications
Q&A

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Coming up next in the series:

Taking Your Agile Practice to the Next Level: The Benefits of a Holistic Approach

Wednesday, November 4, 2020