

Plain Language on the Plains with Health Literacy Nebraska

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Introduction

This educational training project was developed following the 2013 Health Literacy Nebraska (HLNE) Summit, which featured the first “Health Literacy Sampler,” and attendees identified a need for training opportunities within the state of Nebraska during a World Café session.

Health Literacy Nebraska offers a series of quarterly free webinars titled “Plain Language on the Plains.” These webinars include a brief demonstration of a free National Library of Medicine resource, followed by a speaker on a topic related to health literacy, and concluding with a “Health Literacy Sampler,” where members can showcase their own health literacy programming and efforts.

Target Population: public health professionals, librarians, health care/service providers, community based organization workers.

Topics

September 10, 2013: Marty Magee of the National Network/Libraries of Medicine (NN/LM), MidContinental Region, showcased health literacy resources from the National Library of Medicine
Susan Bockrath of the Nebraska Association of Local Health Directors (NALHD)

presented “An Introduction to Health Literacy in Nebraska”

Laura Hilty of Central Nebraska Community Services presented “Health Literacy Initiative” for Head Start families

December 10, 2013: Marty Magee of the National Network/Libraries of Medicine (NN/LM), MidContinental Region, showcased health literacy resources from the National Library of Medicine
Denise H. Britigan, PhD, MA, CHES *University of Nebraska Medical Center, College of Public Health, Department of Health Promotion, Social and Behavioral Health*
presented “All Aboard the Social Media Train! Current Strategies & Trends of Usage”

Myrna Hernandez and Melissa Galles of the Panhandle Public Health District/Healthy Families America—Nebraska Panhandle

presented “Communications Literacy in Panhandle Home Visiting” on usage of ipads, mobile phones

March 11, 2014: Marty Magee presented the Agency for Healthcare Research and Quality’s Patient Education Materials Assessment Tool (PEMAT)

Phyllis Nsiah-Kumi, MD, Medical Director, Women Veterans Health Care Services, Louis Stokes Cleveland VAMC

presented “Breast Cancer Navigation Project”

Sampler : Amy Graber – Alegent Bergan described process for updating materials at her hospital

June 10, 2014: John Parmer, PhD, Centers for Disease Control and Prevention, Office of the Associate Director of Communication to present “CDC's Clear Communication Index”

Implications for Delivery

The number of attendees for the webinars ranged between 24-99 people. At the end of every webinar, attendees are asked if the session met the objectives laid out by the presenters. To date, 90-100% of respondents have said “yes” the learning objectives were met. Health Literacy Nebraska will continue to offer these webinars quarterly as a way to keep in touch with members, offer professional development and education, and provide a platform for members to showcase their efforts and share best practices for health literacy programming.

