Urban Health Plan’s Health Literacy Plan
A Prescription to Improve Communication
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BACKGROUND

Urban Health Plan, Inc. (UHP) is a network of Federally Qualified Community Health Centers located in the South Bronx and Corona, Queens, NYC.

Now in its 40th year, UHP’s mission is to continuously improve the health status of underserved communities by providing affordable, comprehensive, and high quality primary and specialty medical care while assuring the performance and advancement of innovative best practices.

Low health literacy affects more adult Americans than those with diabetes, obesity, HIV/AIDS, and breast cancer combined.

PROGRAM DESCRIPTION

- An organization-wide Health Literacy Plan was developed to reduce the barriers to health care access and navigation.
- The organization recognizes that without a strategic plan, organizational improvement to address health literacy will likely be uncoordinated and not sustainable.

ASSESSMENT

The organization began with a health literacy assessment which was completed in September 2013, followed by the organizational Health Literacy Plan finalized in November 2013.

RESULTS

UHP Health Literacy Assessment Results:

<table>
<thead>
<tr>
<th>Category</th>
<th>Scored Points</th>
<th>Possible Points</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navigation</td>
<td>78</td>
<td>93</td>
<td>84%</td>
</tr>
<tr>
<td>Print Communication</td>
<td>58</td>
<td>72</td>
<td>81%</td>
</tr>
<tr>
<td>Oral Exchange</td>
<td>22</td>
<td>24</td>
<td>92%</td>
</tr>
<tr>
<td>Technology</td>
<td>34</td>
<td>54</td>
<td>63%</td>
</tr>
<tr>
<td>Policies &amp; Protocols</td>
<td>50</td>
<td>57</td>
<td>88%</td>
</tr>
<tr>
<td>OVERALL TOTAL</td>
<td>242</td>
<td>300</td>
<td>80%</td>
</tr>
</tbody>
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NEXT STEPS

A health literacy team will:

- Develop, implement, and evaluate programs and provide resources to improve health literacy.
- Focus on the action items and areas of improvement identified to move towards being a fully Health Literate Organization.
- Ensure the entire health care team can obtain and provide the public with accurate and appropriate health information.
- 1. Incorporate health literacy improvement in the organization’s programs.
- 2. Strengthen the role of health educators in addressing health literacy.
- 4. Include consumers in design, implementation and evaluation of health information and services.
- 5. Ensure that targeted health information is communicated effectively throughout our sites and programs.
- 6. Improve the physical environment to enhance access to health information and services.
- 7. Empower and support people to make healthy choices.