November 7th, 8:00 AM

Building a Coalition to Promote Health Literacy in Central Massachusetts

Bet Key Wong
Worcester State University

Follow this and additional works at: https://escholarship.umassmed.edu/chr_symposium

Part of the Civic and Community Engagement Commons, Community-Based Research Commons, Community Health and Preventive Medicine Commons, Public Health Education and Promotion Commons, and the Translational Medical Research Commons

This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 License.

Repository Citation

Wong, Bet Key, "Building a Coalition to Promote Health Literacy in Central Massachusetts" (2014). Community Engagement and Research Symposia. 4.
https://escholarship.umassmed.edu/chr_symposium/2014/posters/4 https://doi.org/10.13028/40q6-b597.

This material is brought to you by eScholarship@UMMS. It has been accepted for inclusion in Community Engagement and Research Symposia by an authorized administrator of eScholarship@UMMS. For more information, please contact Lisa.Palmer@umassmed.edu.
Problem

Low health literacy is linked to
- higher rates of hospitalization
- higher use of expensive emergency service
- poor health outcomes.

Low health literacy is more common among those
- who are over 65
- belong to a racial/ethnic minority group, and
- have poor health status or no insurance.

Central Massachusetts has a large population of residents with low health literacy:
- increasing number of immigrants and refugees from South America, Africa, and Asia
- about 22% of Worcester residents in the age range of 12-17 live below poverty line (twice the state rate of 11.2%)
- per capita income for Worcester families is $18,614 (significantly below poverty level)
- about 28% of the population speaks a language other than English

(MassChip Health Status Indicators Report, 2009)

SOLUTION

Health literacy is the degree to which individuals have the capacity to obtain, process, understand basic health information and services needed to make appropriate health decisions (IOM, 2001).

The Central Massachusetts Health Literacy Project is a coalition of health care providers who share the vision of a healthier Central Massachusetts through health literacy efforts. Future plans include recruiting health care providers from diverse disciplines, securing funds, promoting community-based research activities, and forming a speakers bureau.

Reduce hospital readmissions

Use health literacy tools to train transition care coaches

Central Mass/MetroWest Transitions in Care Collaborative

Elder Services of Worcester

Local area elderly agencies

Education and outreach

Teach English and health nutrition

Worcester Refugee Assistance Program

Medical radiation: What you should know

UMass Memorial Medical Center

Educate health care providers

Teach self-care skills to deaf population with low literacy

Seminar on YouTube

Massachusetts Commission for the Deaf and Hard of Hearing

Worcester Recovery Center and Hospital

Environmental and consumer health literacy

Research

Education on consumer product labels

Education on environmental health

Worcester State University

www.centralmasshealthliteracy.org