The Herschel S. Horowitz Center for Health Literacy aims to make it easy for everyone to find and use the health information and services they need for informed health decisions and a healthy life. The Center raises awareness about, educates, and offers solutions to the problem of limited health literacy in our society. Founded in 2007 as the nation’s first dedicated health literacy research center, it serves the state of Maryland as well as the nation.

**HOROWITZ CENTER ACTIVITIES AND SERVICES**

The Center helps improve health literacy and contributes to a health literate society by:

- Providing health literacy expertise and consultations
- Educating communities, businesses, public officials and policymakers, and other decisionmakers about health literacy
- Training people and organizations to use health literacy techniques
- Developing strategic plans
- Evaluating organizational capacity to address limited health literacy
- Conducting research on health literacy problems and evaluating solutions

**What is health literacy?**

The term describes the dynamic, age-appropriate knowledge, skills, and capacities people need for informed health decisions and a healthy life. Health literacy is more than years of school completed or reading grade level. Health literate people and communities are able to get what they need to manage their health concerns and issues. Organizations are health literate when they use health literacy techniques to serve people and communities.

**Why is health literacy important?**

Health information and services that are hard to find and use create unnecessary barriers and poor and costly outcomes for people and communities. The Roundtable on Health Literacy, National Academy of Medicine, has published more than two dozen reports documenting health literacy problems and solutions.

Contact the Horowitz Center to learn how a health literacy initiative can benefit you and your community or organization: healthliteracy@umd.edu