HERSCHEL S. HOROWITZ
CENTER FOR HEALTH LITERACY
SERVING MARYLAND AND THE NATION

VISION
Maryland will lead the nation in making it easy for everyone to find, communicate about, understand, use, and decide on information, services, and policies for health and well-being.

WHAT OUR CENTER DOES
- Inform and educate: students, faculty, health and social services administrators, public health and healthcare workforce, community leaders and members and more
- Research and evaluate: programs, policies, organizational readiness, health messages and materials, digital technologies and more
- Service: workshops, webinars, community projects, professional development and more. We manage Health Literacy Maryland, the state’s network of health literacy advocates.

Support the Center’s work by joining Health Literacy Maryland, collaborating on projects, attending events, spreading the word, donating to scholarships and more.

Contact the Center to learn how you can do your part!
healthliteracy@umd.edu
301-405-2356
@UMDHealthLit

SCHOOL OF PUBLIC HEALTH
Learn more at the Center’s website healthliteracy.umd.edu

Cynthia Baur, Ph.D.
Director and Endowed Professor

HEALTH LITERACY DEFINED
Health literacy is a process and result of the interaction and alignment of four sets of factors affecting health and well-being.

1) What and how organizations, professionals, media, cultural leaders, and policymakers inform, communicate and educate

2) Policies, practices, and organizational structures for products and service delivery

3) Economic, educational, and social conditions, influences and resources

4) Individual and group characteristics (experiences, affect, beliefs, values, perceptions, knowledge, skills, networks, engagement and decisions)