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.

Learn more at the center’s website healthliteracy.umd.edu

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

@UMDHealthLit

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)
Gain valuable health literacy skills during your graduate studies!

PURSUE GRADUATE STUDY AT UMD SCHOOL OF PUBLIC HEALTH FOR A UNIQUE HEALTH LITERACY EXPERIENCE

- Are you interested in how people find and comprehend health information?
- Do you think hospitals, clinics, health departments, and providers should do a better job providing information to patients, communities and the public?
- Do you have ideas for what makes a health material effective for an audience?
- Do you think lack of health literacy is a cause of program ineffectiveness?

Explore these questions and many more while you pursue a graduate degree at the UMD School of Public Health!

GRADUATE WITH SKILLS AND EXPERIENCES

- Take our graduate health literacy course
- Attend the annual Health Literacy in Action conference at UMD
- Learn to create health materials using health literacy principles and techniques
- Join research activities on topics like:
  - Oral health
  - Diabetes prevention
  - Disease prevention and health promotion via smartphone apps
- Join Health Literacy Maryland, a statewide coalition dedicated to making Maryland a health literate state

At our on-campus annual Health Literacy in Action conference, you can learn practical skills from experts.

Key topics include:

- Building health literate organizations
- Designing messages and materials with health literacy techniques
- Advocating for health literacy policies and programs
- Integrating health literacy, cultural competence and language access work

For more information:

Horowitz Center for Health Literacy
@UMDHealthLit
healthliteracy.umd.edu