

TRANSFORMING HEALTH INFORMATION INTO ACTION

How to use a health equity perspective to become a health literate organization serving Latinx communities

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BACKGROUND

Healthy People (2010): Up to 80% of medical information and nutritional guidelines given by healthcare providers is forgotten immediately by patients. In the U.S., 90 million adults have low health literacy. Almost half of the information that is remembered is remembered incorrectly. Additionally, very often the information shared with patients is not shared in the preferred language patients.

The acquisition and development of these skills are closely corelated to the SDOH. As such lower levels of health literacy disproportionally affect those with lower socioeconomic status or education; the elderly; those with low English proficiency (LEP) and/or who are non-native speakers of English.

La Clinica del Pueblo, Inc. (LCDP), a federally qualified health center (FQHC), identified the importance of supporting clients and community members to obtain, process, and understand basic health information to make appropriate decisions. By approaching Health Literacy from a health equity perspective which affirms that the burden of low health literacy does not lie only in the individual capacity to overcome these barriers; health care organizations and systems must become health literate to address those barriers to equitably promote health.

HEALTH COMMUNICATIONS MODEL

One of LCDP's strategies to address health literacy is our Health Communication (HC) model which produces in-house materials designed to empower action using five core elements.

HEALTH COMMUNICATIONS CORE ELEMENTS









Connects with relevant topics while affirming culturally and linguistically appropriateness

RESULTS

In 2021, LCDP reached 180,586 persons under the new model of HC. These HC efforts have led to multiple awareness-raising and knowledge-sharing campaigns and addressed health misinformation by creating a series of seventeen COVID-19 related materials so far among other strategies.

FQHCs aiming to promote health literacy in the Latinx communities can pursue to become health literate organizations with a health equity perspective in a culturally appropriate manner.







CAMPAIGNS DEVELOPED

These health communications efforts have led multiple awareness-raising and knowledge-sharing campaigns; for example: 'Yo sé' (about the importance of knowing HIV status), 'Yo me cuido' (about well-women's care), 'Se vale' (about mental health and substance use treatment), 'Ningún Ser Humano es Illegal' (about dignity of undocumented communities- foundation for access to health as a human right), and 'Salud sin Barreras' (Health Without Barriers, a campaign brining attention to the structural barriers currently preventing access to high-quality healthcare for immigrants, Latinxs, and Limited English Proficient (LEP) populations in our region). And, since the pandemic started, to address health misinformation, La Clinica has produced, so far, a series of eighteen COVID-19 related materials, about symptoms, contact tracing, personal protective equipment, social distancing, vaccination (awareness, barriers, myths, vaccines scheduling) and most recently rapid testing.

AUDIOVISUAL MATERIAL EXAMPLE

