8 THINGS YOU NEED TO KNOW ABOUT Health Literacy

1. The language of health is hard
   - Almost half (45%) of people did not understand the term "prognosis".

2. Current health information is too complicated for most people

3. Health literacy is key to understanding this problem

4. Low health literacy has a personal cost
   - And a twofold higher mortality rate.
   - Misuse of medication or misunderstanding of health information.
   - Waiting longer to seek medical help so health problems reach a crisis state.
   - Higher rates of hospitalisation.

5. Low health literacy has a financial cost
   - It's 3% to 5% of the annual UK health budget.

6. Health literacy is even more important in the digital age
   - Low health literate users find scanning digital content harder than more literate users.

7. Simpler health information can improve engagement

8. Improving health information can improve health outcomes

And a twofold higher mortality rate!

DEFINITION OF HEALTH LITERACY:

"The personal characteristics & social resources needed for individuals and communities to access, understand, appraise and use information and services to make decisions about health."

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References