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## **Health Literacy Resource List for Educators**

### **March 2007**

This publication is a collection of resources on the topic of health literacy, tools for developing/evaluating materials and sources of easy-to-read nutrition materials. Many of the resources are Web-based; however, some are also available in print. Materials may also be available to borrow from the National Agricultural Library (NAL). Lending and copy service information is provided at the end of this document. If you are not eligible for direct borrowing privileges, check with your local library on how to borrow through interlibrary loan. Materials cannot be purchased from NAL. Contact information is provided if you wish to purchase any materials on this list.

This Resource List is available from the Food and Nutrition Information Center's (FNIC) Web site at [http://www.nal.usda.gov/fnic/pubs/bibs/edu/health\\_literacy.pdf](http://www.nal.usda.gov/fnic/pubs/bibs/edu/health_literacy.pdf). A complete list of FNIC publications can be found at [http://www.nal.usda.gov/fnic/resource\\_lists.shtml](http://www.nal.usda.gov/fnic/resource_lists.shtml).

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## I. Health and Media Literacy

### A. Electronic Resources

#### California Health Literacy Initiative

**Web site:** [http://cahealthliteracy.org/resource\\_center.html](http://cahealthliteracy.org/resource_center.html)

**Description:** Health literacy presentations and tools for adult educators and health professionals.

#### Making your Healthcare Facility Literacy-Friendly

National Center for the Study of Adult Learning and Literacy

**Web site:** <http://www.ncsall.net/index.php?id=1163>

**Description:** Tools for improving the health literacy environment of hospitals and health care centers.

#### Health Literacy Improvement

U.S. Department of Health and Human Services  
Office of Disease Prevention and Health Promotion

**Web site:** <http://www.health.gov/communication/literacy/default.htm>

**Description:** Government resources and reports on health communication and literacy.

#### Health Literacy: A Prescription to End Confusion

Institute of Medicine

**Web site:** <http://www.nap.edu/catalog/10883.html>

**Description:** Research as well as recommendations for improving health literacy. Can be read online free; PDF and hard copy of book (368 pages) available for cost.

#### Health and Literacy Special Collection

World Education

**Web site:** <http://lincs.worlded.org/index.htm>

**Description:** Health lessons and activities; easy-to-read health information; multilingual information and health literacy research.

#### Health Literacy Studies

Harvard School of Public Health

**Web site:** <http://www.hsph.harvard.edu/healthliteracy/materials.html>

**Description:** Tools, research and curriculum to support health literacy.

#### Health and Media Literacy

Center for Media Literacy

**Web site:** [http://www.medialit.org/focus/prev\\_home.html](http://www.medialit.org/focus/prev_home.html)

**Description:** Educational and professional resources about media literacy as it relates to health information.



### **In Plain Language**

World Education and National Center for the Study of Adult Learning and Literacy

**Web site:** <http://www.hsph.harvard.edu/healthliteracy/overview.html#Two>

**Description:** Video provides information for medical and public health professionals on health literacy and its impact on public health and medicine. Video can be viewed online free; copy of video can be ordered for cost. Includes testimonials from low-literate adults. Slide show with overview of health literacy also available to view.

### **Low Health Literacy: You Can't Tell by Looking**

American Medical Association

**Web site:** <http://www.ama-assn.org/ama/pub/category/8035.html>

**Description:** Video featuring a series of interviews conducted with individuals who are unable to read, understand and act on health care information.

### **Media Literacy**

PBS Teacher Source

**Web site:** [http://www.pbs.org/teachers/media\\_lit/index.html](http://www.pbs.org/teachers/media_lit/index.html)

**Description:** Activities and resources for incorporating and integrating media literacy into classroom topics (health, science, nutrition, etc).

### **MediaLiteracy.com**

**Web site:** <http://www1.medialiteracy.com/>

**Description:** Links and resources concerning media literacy.

### **New Mexico Media Literacy Project**

**Web site:** <http://www.nmmlp.org/>

**Description:** Presentations, trainings and curriculum supporting media literacy.

### **Popular Topics: Improving Health Literacy**

Plain Language Action and Information Network (PLAIN)

**Web site:** [http://www.plainlanguage.gov/populartopics/health\\_literacy/index.cfm](http://www.plainlanguage.gov/populartopics/health_literacy/index.cfm)

**Description:** Government resources for defining and addressing health literacy.

## **B. National Contacts**

### **Alliance for a Media Literate America**

721 Glencoe St.

Denver, CO 80220

Phone: 1-888-775-AMLA

Email: [info@amlainfo.org](mailto:info@amlainfo.org)

**Web site:** <http://www.amlainfo.org/>



### **American Medical Association Foundation**

515 North State Street

Chicago, IL 60610

Phone: 312-464-4200

**Web site:** <http://www.ama-assn.org/ama/pub/category/8115.html>

### **Center for Media Literacy**

PO Box 64-1909

Los Angeles, CA 90064

Phone: 310-581-0260

Email: [cml@medialit.org](mailto:cml@medialit.org)

**Web site:** <http://www.medialit.org>

### **National Center for the Study of Adult Learning and Literacy**

44 Farnsworth Street

Boston, MA 02210

Phone: 617-482-9485

Email: [ncsall@worlded.org](mailto:ncsall@worlded.org)

**Web site:** <http://www.ncsall.net/>

### **National Institute for Literacy**

1775 I Street, NW, Suite 730

Washington, DC 20006

Phone: 202-233-2025

**Web site:** <http://www.nifl.gov/>

### **Partnership for Clear Health Communication**

1615L St. NW, Suite 1000

Washington, DC 20036

**Web site:** <http://www.askme3.org/PFCHC/>

## **II. Developing and Evaluating Materials**

### **A. Electronic Resources**

#### **An Author's Guide - Substitute Word List**

University of Utah Health Services Center

**Web site:** <http://uuhsc.utah.edu/pated/authors/substitute2.html>

**Description:** List of words common in health literature along with substitute words to lower the readability level.



### **Beyond the Brochure: Alternative Approaches to Effective Health Communication**

AMC Cancer Research Center

**Web site:** <http://www.cdc.gov/cancer/nbccedp/bccpdfs/amcbeyon.pdf>

**Description:** Booklet to help educators identify means of providing education to low-literate audiences that do not rely upon printed words. Includes information on adapting, developing and testing materials.

### **Checklist for Assessing Print Materials**

United States Department of Health and Human Services

Health Care Financing Administration

**Web site:** [http://www.hsph.harvard.edu/healthliteracy/how\\_to/guide\\_cklst.pdf](http://www.hsph.harvard.edu/healthliteracy/how_to/guide_cklst.pdf)

**Description:** Guide focusing on writing, designing, and testing written materials.

### **Clear & Simple: Developing Effective Print Materials for Low-Literate Readers**

National Cancer Institute and National Institutes of Health

**Web site:** <http://www.cancer.gov/cancerinformation/clearandsimple>

**Description:** Guide outlining a process for developing publications for people with limited-literacy skills. Includes information on target audience research, designing and developing materials and how to pre-test publications.

### **Guide to Evaluating Audiovisual Nutrition Education Programs**

Iowa State University Extension and Iowa Department of Public Health, Bureau of Nutrition and WIC

**Web site:** <http://www.extension.iastate.edu/Publications/SP121.pdf>

**Description:** A step-by-step process to evaluating audiovisuals nutrition programs.

### **Guide to Evaluating Written Nutrition Education Materials**

Iowa State University Extension and Iowa Department of Public Health, Bureau of Nutrition and WIC

**Web site:** <http://www.extension.iastate.edu/Publications/SP119.pdf>

**Description:** A step-by-step process to evaluating written nutrition education materials.

### **Guidelines for Communicating the Emerging Science of Dietary Components for Health**

International Food Information Council Foundation and Institute of Food Technologists

**Web site:** <http://www.ific.org/nutrition/functional/guidelines/>

**Description:** Guidelines for translating research into understandable messages for consumers.

### **Health CommKey**

Rollins School of Public Health Emory University

**Web site:** <http://cfusion.sph.emory.edu/PHCI/Users/LogIn.cfm>

**Description:** Online database of health communication research.



### **How to Write Low Literacy Materials**

Journal of Extension

**Web site:** <http://www.ioe.org/joe/2001february/tt2.html>

**Description:** Article on writing and evaluating materials for low-literate audiences.

### **Recipe Checklist: A Tool to Aid Development of Recipes for Audiences with Limited Resources**

Journal of Extension

**Web site:** <http://www.ioe.org/joe/2002december/tt4.shtml>

**Description:** Article providing guidelines for creating recipes.

### **Testing Your Materials and Dissemination Strategy**

Agency for Healthcare Research and Quality

**Web site:** [http://www.talkingquality.gov/docs/section5/5\\_1.htm](http://www.talkingquality.gov/docs/section5/5_1.htm)

**Description:** Methods for testing and improving education and outreach materials.

### **Using Communication to Improve Nutrition**

World Bank

**Web site:**

<http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTHEALTHNUTRITIONANDPOPULATION/EXTNUTRITION/0,,contentMDK:20205536~menuPK:282580~pagePK:148956~piPK:216618~theSitePK:282575,00.html>

**Description:** Part of toolkit for addressing nutrition concerns; incorporates principles of social marketing. A hard copy of the toolkit in its entirety is available at cost.

### **Writing for a Changing World: Reaching Low Literacy Audiences with Print Material**

University of Minnesota Extension

**Web site:** <http://www.extension.umn.edu/distribution/communications/DL6052.html>

**Description:** Brochure featuring writing tips and resources designed to help in the communication of health messages to audiences with limited literacy skills.

### **Writing for Reading: Guide for Developing Print Materials in Nutrition for Low-Literacy Adults**

University of Wisconsin-Madison

**Web site:** <http://www.extension.iastate.edu/nutrition/nutrition/b3545.pdf>

**Description:** Guide for targeting and developing nutrition information for adults with limited literacy skills.



## **B. Tools for Assessing Readability**

### **An Author's Guide - The Smog Readability Formula**

University of Utah Health Services Center

**Web site:** <http://uuhsc.utah.edu/pated/authors/readability.html>

**Description:** Guide to using the SMOG readability formula. Instructions for using the Flesch-Kincaid Grade Level Index also offered.

### **Discovery School's Teacher Helpers: Fry Readability Graph**

Discovery Communications, Inc.

**Web site:** <http://school.discovery.com/schrockguide/fry/fry.html>

**Description:** Discusses Fry readability graph and other readability techniques. Provides information on how to use Microsoft Word to analyze readability.

### **In Other Words...Assessing Readability: Rules for Playing the Numbers Game**

Health Literacy Consulting

**Web site:** <http://www.healthliteracy.com/article.asp?PageID=3806>

**Description:** Article on preparing materials for readability testing and the pros and cons of using computer software programs to test readability.

### **SMOG Readability Calculator**

G. Harry McLaughlin

**Web site:**

<http://www.harrymclaughlin.com/SMOG.htm>

**Description:** Online calculator for the SMOG readability formula.

### **Writing Tips: The Fog Index**

University of Minnesota.

**Web site:**

[http://www.fpd.finop.umn.edu/groups/ppd/documents/information/writing\\_tips.cfm](http://www.fpd.finop.umn.edu/groups/ppd/documents/information/writing_tips.cfm)

**Description:** Provides an online Fog Index calculator.

## **III. Sources of Easy-to-Read Nutrition Education Materials**

This list provides a sample of organizations and is not all-inclusive.

### **American Diabetes Association**

Attn: Customer Service

1701 North Beauregard St.

Alexandria, VA 22311

Phone: 800-342-2383

**Web site:** <http://www.diabetes.org>

**Sample of Topics Covered:** diabetes, heart health, physical activity





**American Dietetic Association**

216 W. Jackson Blvd.  
Chicago, IL 60606  
Phone: 800-877-1600 ext. 5000

**Web site:** <http://www.eatright.org>

**Sample of Topics Covered:** healthy eating, fats, functional foods, weight management

**Channing Bete Company, Inc.**

One Community Place  
South Deerfield, MA 01373-0200  
Phone: 800-477-4776

Email: [custsvcs@channing-bete.com](mailto:custsvcs@channing-bete.com)

**Web site:** <http://www.channing-bete.com/>

**Sample of Topics Covered:** maternal and child health; obesity prevention

**Food and Health Communications**

P.O. Box 266498  
Weston, FL 33326  
Phone: 800-462-2352

**Web site:** <http://www.foodandhealth.com/>

**Samples of Topics Covered:** MyPyramid, Dietary Guidelines for Americans, food preparation, physical activity, fruits and vegetables

**Food Safety and Inspection Service**

United States Department of Agriculture  
Washington, DC 20250  
Phone: 402-344-5000  
Hotline 800-233-3935

Email: [fsis.outreach@usda.gov](mailto:fsis.outreach@usda.gov)

**Web site:** <http://www.fsis.usda.gov/index.htm>

**Sample of Topics Covered:** cooking temperatures, food safety in emergencies

**Health Promotion Council of Southeastern Pennsylvania**

260 South Broad St., 17<sup>th</sup> Floor  
Philadelphia, PA 19102  
Phone: 215-731-6150

Email: [hpcpa@phmc.org](mailto:hpcpa@phmc.org)

**Web site:** <http://www.hpcpa.org/>

**Sample of Topics Covered:** chronic disease risk reduction and control, healthy eating, physical activity





**IDC Publishing**

International Diabetes Center

3800 Park Nicollet Blvd.

Minneapolis, MN 55416

Phone: 888-637-2675

Email: [pnhicustsvc@parknicollet.com](mailto:pnhicustsvc@parknicollet.com)

**Web site:** <http://www.idcpublishing.com/index.cfm>

**Sample of Topics Covered:** diabetes management

**Iowa State University**

Extension Distribution Center

119 Printing and Publications Building

Iowa State University

Ames, IA 50011

Phone: 515-294-5247

Email: [pubdist@iastate.edu](mailto:pubdist@iastate.edu)

**Web site:** <https://www.extension.iastate.edu/store/ListCategories.aspx?TopicID=6>

**Sample of Topics Covered:** breastfeeding; infant nutrition, physical activity, healthy snacks

**National Cancer Institute**

Publications Ordering Service

P.O. Box 24128

Baltimore, MD 21227

Phone: 800-422-6237

**Web site:** <https://cissecure.nci.nih.gov/ncipubs/>

**Sample of Topics Covered:** cancer prevention and management

**National Diabetes Information Clearinghouse**

1 Information Way

Bethesda, MD 20892

Phone: 800-860-8747

Email: [ndic@info.niddk.nih.gov](mailto:ndic@info.niddk.nih.gov)

**Web site:** <http://diabetes.niddk.nih.gov/dm/ez.asp>

**Sample of Topics Covered:** diabetes prevention and management

**National Digestive Diseases Information Clearinghouse**

2 Information Way

Bethesda, MD 20892

Phone: 800-891-5389

Email: [nddic@info.niddk.nih.gov](mailto:nddic@info.niddk.nih.gov)

**Web site:** <http://digestive.niddk.nih.gov/ddiseases/ez.asp>

**Sample of Topics Covered:** digestive disorders, lactose intolerance



**National Heart Lung and Blood Institute**

Health Information Center

Attention: Web Site

P.O. Box 30105

Bethesda, MD 20824

Phone: 301-592-8573

TTY: 240-629-3255

Email: [NHLBInfo@nhlbi.nih.gov](mailto:NHLBInfo@nhlbi.nih.gov)

**Web site:** <http://www.nhlbi.nih.gov/health/public/heart/index.htm>

**Sample of Topics Covered:** heart health, obesity

**The National Institute of Child Health and Human Development (NICHD)**

P.O. Box 3006

Rockville, MD 20847

Phone: 800-370-2943

TTY: 888-320-6942

Email: [NICHDInformationResourceCenter@mail.nih.gov](mailto:NICHDInformationResourceCenter@mail.nih.gov)

**Web site:** <http://www.nichd.nih.gov/health/education/>

**Sample of Topics Covered:** gestational diabetes, bone health, oral health, child health and nutrition

**National Oral Health Information Clearinghouse**

National Institutes of Health

Bethesda, MD 20892-3500

Phone: 301-402-7364

Email: [nidcrinfo@mail.nih.gov](mailto:nidcrinfo@mail.nih.gov)

**Web site:** <https://www.nidcr.nih.gov/OrderPublications/>

**Sample of Topics Covered:** oral health

**Oregon State University**

Publication Orders

Extension and Station Communications

Oregon State University

422 Kerr Administration

Corvallis, OR 97331-2119

Phone: 800-561-6719 or 541-737-2513

Email: [puborders@oregonstate.edu](mailto:puborders@oregonstate.edu)

**Web site:** <http://extension.oregonstate.edu/catalog/>

**Sample of Topics Covered:** healthy cooking, recipes, food guides, tips for budgeting and food purchasing



**United States Food and Drug Administration**

5600 Fishers Lane  
Rockville, MD 20857-0001  
Phone: 888-463-6332

**Web site:** <http://www.fda.gov/opacom/lowlit/7lowlit.html>

**Sample of Topics Covered:** food safety, diabetes, heart health

**University of Connecticut Family Nutrition Program-Hispanic Health Council**

Attention: Lisa Phillips  
CT Family Nutrition Program  
Department of NUSC, U-17  
Storrs, CT 06269  
Phone: 860-486-3635

Email: [lphillip@canr.uconn.edu](mailto:lphillip@canr.uconn.edu)

**Web site:** <http://www.hispanichealth.com/pana.htm>

**Sample of Topics Covered:** breastfeeding, infant nutrition and feeding

**University of Massachusetts, Amherst**

Department of Nutrition  
School of Public Health and Health Sciences  
University of Massachusetts  
100 Holdsworth Way  
Amherst, MA 01003  
Phone: 413-545-0740

Email: [nepcontact@umext.umass.edu](mailto:nepcontact@umext.umass.edu)

**Web site:** <http://www.umass.edu/umext/nutrition/programs/efnep/resources/>

**Sample of Topics Covered:** recipes, food labels, grains, fruits and vegetables

**University of Minnesota Extension Service**

Extension Distribution Center  
405 Coffey Hall  
1420 Eckles Avenue  
University of Minnesota  
St. Paul, MN 55108  
Phone: 800-876-8636

Email: [ShopExtension@umn.edu](mailto:ShopExtension@umn.edu)

**Web site:** <http://shop.extension.umn.edu/Default.aspx>

**Sample of Topics Covered:** food safety, healthy eating

**University of Nebraska Lincoln Extension**

444 Cherrycreek Rd., Suite A  
Lincoln, NE 68528  
Phone: 402-441-7180

**Web site:** <http://lancaster.unl.edu/food/>

**Sample of Topics Covered:** food safety, recipes, food storage, MyPyramid



## University of Wisconsin Cooperative Extension

Cooperative Extension Publications

432 North Lake Street, Room 103

Madison, WI 53706

Phone: 877-947-7827

Email: [pubs@uwex.edu](mailto:pubs@uwex.edu)

**Web site:** <http://learningstore.uwex.edu/Easy-to-Read-C59.aspx>

**Sample of Topics Covered:** food safety, tips for budgeting and food shopping, recipes

## Washington State Department of Health

Office of Health Promotion

P.O. Box 47833

Olympia, WA 98504

Email: [HERE@doh.wa.gov](mailto:HERE@doh.wa.gov)

**Web site:** [http://www3.doh.wa.gov/here/materials/HERE\\_CRAListing.aspx](http://www3.doh.wa.gov/here/materials/HERE_CRAListing.aspx)

**Sample of Topics Covered:** diabetes, adolescent health, maternal and child health

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### **This resource list was compiled by:**

Elizabeth Widen, BS, Dietetic Intern

Kathleen M. Pellechia, RD, Nutrition Information Specialist

Janice K. Schneider, MS, RD, Nutrition Information Specialist

### **Acknowledgment is given to the following FNIC reviewers:**

Rachel Tobin, MS, RD, Nutrition Information Specialist

Shirley King Evans, EdM, RD, Budget Analyst/Mission Support

This publication was developed in part through a Cooperative Agreement with the Department of Nutrition and Food Science in the College of Agriculture and Natural Resources at the University of Maryland.

Locate additional FNIC publications at [http://www.nal.usda.gov/fnic/resource\\_lists.shtml](http://www.nal.usda.gov/fnic/resource_lists.shtml).



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Food and Nutrition Information Center  
Agricultural Research Service, USDA  
National Agricultural Library, Room 105  
10301 Baltimore Avenue  
Beltsville, MD 20705-2351  
Phone: 301-504-5719  
Fax: 301-504-6409  
TTY: 301-504-6856  
Email: <http://www.nal.usda.gov/fnic/contact.shtml>  
Web site: <http://fnic.nal.usda.gov>

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