



# The Health Literacy & Plain Language Institute

## *Sample Agenda for the One-Day Session*

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### *Morning Session*

#### **A. Welcome and Introductions**

#### **B. What is Health Literacy?**

- Explore key concepts of health literacy and the importance of health literacy in patient education through a PowerPoint presentation, group activities, and reviews of the Institute of Medicine's health literacy study and Healthy People 2010, a set of national health objectives.
- View the video, "In Plain Language."

#### **C. Adult Learning Principles**

- Identify ways in which adults learn and explore techniques for teaching/working with adults through group and reading activities.
- Review the National Assessments of Adult Literacy (NAAL) summary.

### *Afternoon Session*

#### **D. Introduction to Plain Language**

- Share thoughts about how you communicate with clients.
- Review a framework for health communication in print.

#### **E. Effective Health Communication: Oral**

- Explore ways to enhance oral communication through role play activities.
- Review elements of effective listening.
- Review principles of motivational interviewing.

#### **F. Effective Health Communication: Written/Print**

- Review elements of effective print materials: text, structure, layout, and visuals.
- Critique written communications, such as health brochures.
- Review assessing materials: SMOG readability scale.

#### **G. Wrap-up and Evaluation**