



# In the Know:

## Health literacy news and best practices

October 2018

### It's Health Literacy Month!

October is national Health Literacy Month. While improving health literacy is important year-round, this month is a reminder for organizations and individuals to promote the importance of understandable health information.

As briefly detailed in last month's e-newsletter, our theme for this year's Health Literacy Month is [Ask Me 3<sup>®</sup>](#).

Health information is not clear at times. The Ask Me 3<sup>®</sup> program run by the Institute for Healthcare Improvement can help. The program gives you three questions to ask your health care provider during a health care visit, either for yourself or for a loved one. They are:

- What is my main problem?
- What do I need to do?
- Why is it important for me to do this?

Asking questions can help you be an active member of your health care team.

For more information on Ask Me 3<sup>®</sup> and to view a helpful video on how to use the questions, please visit [www.npsf.org/askme3](http://www.npsf.org/askme3). Ask Me 3<sup>®</sup> is a registered trademark licensed to the Institute for Healthcare Improvement.

#### More resources

- [Ask Me 3 Brochure](#) (for patients)
- [Ask Me 3 Poster](#)
- [Ask Me 3 Training](#)
- [Ask Me 3 Video](#)

**To learn more about implementing Ask Me 3<sup>®</sup> within your organization, [click here to read the Program Implementation Guide for Health Care Organizations.](#)**

### Health literacy resources

Our website offers many other health literacy materials for your use.

**Health literacy 101** – Help educate yourself and other health professionals on health literacy with presentations, speaker notes, activities, and pre- and post-tests.

**Plain language campaign** – Encourage health professionals to use easy-to-understand words with presentations, social media posts, and interactive activities.

**Teach-back program** – Share the teach-back method with a video, presentation, and program guide.

Visit the [campaign resources page](#) to learn more and access these helpful resources.

### Did you know?

- Use of Ask Me 3<sup>®</sup> resulted in reduced call-backs and missed appointments saving, both time and money for staff and organizations.\*
- Use of Ask Me 3<sup>®</sup> resulted in reduction in 30-day readmission rates for heart failure patients from 7.2% to 2.5%.\*

\*Partnership for Clear Communication (n.d), Advancing Clear Health Communication to Positively Impact Health Outcomes.

### Free Health Literacy Month webinar series

Click on the links below to register for the free 2018 Health Literacy Innovations webinar series.

[Introducing Health Literacy and the “Plain Language & Health Literacy Resource Guide Second Edition”](#) | October 3

[Informed Consent – It's Not a Signature on a Form](#) | October 10

[Health Literate Disability Information: A Unique Online Tool from Exceptional Lives](#) | October 17

[Advancing Health Literacy in Your Organization](#) | October 25

[Reproductive Health Literacy, a Teachable Moment for Mothers and Fathers](#) | October 31

## New Partnership activities

This fall, we're kicking off some new Minnesota Health Literacy Partnership communications.

Keep an eye out for new blog posts and a special social media contest!

### Blog series

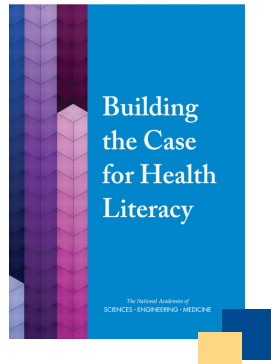
We recently started a new blog series focused on the Minnesota Action Plan to Improve Health Literacy.

Each month, we'll share a new blog post that dives into one of the six themes in the action plan. [Click here to read the first action plan blog, Making health information understandable and jargon-free.](#)

Be sure to check out October's blog post in honor of Health Literacy Month.



We're launching a new blog series! Visit our website at [healthliteracymn.org](http://healthliteracymn.org) and click "Blog" on the top right to view the latest post.



The lucky winner of our social media contest will receive a copy of this health literacy journal.

## Social media contest

It's Health Literacy Month and we want to celebrate! That's why we've put together a social media contest for our followers.

One lucky winner will receive a copy of [Building the Case for Health Literacy](#) from the National Academies of Sciences, Engineering and Medicine. This workshop journal includes an article by Stan Hudson from the University of Missouri, who spoke at our Health Literacy Best Practices Conference in July.

To enter, retweet our [tweet](#), share our [Facebook post](#), and/or share our [LinkedIn post](#) during the month of October. Share the post once on all three platforms to receive up to three entries. A winner will be announced in early November.

## Upcoming events

### [Minnesota Health Literacy Partnership meetings](#)

Minnesota Literacy Council | Saint Paul  
(10:30 a.m.-noon, first Wednesday of the month)

- October 3
- November 7
- December - *no meeting (happy holidays!)*

The [Minnesota Health Literacy Partnership website](#) will be updated in case a meeting is canceled or rescheduled.

### [Health Literacy Annual Research Conference](#)

Hilton DoubleTree | Bethesda, MD

- October 21-23

## Follow us on social media

Stay up-to-date on our Health Literacy Month contest as well as health literacy best practices, tips and events by following us on social media.



@MNHealthLit



@MNHealthLit



@Minnesota Health Literacy Partnership

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