

## Southern Methodist University SMU Scholar

---

Big iDeas 2010 Fall Updates

Big iDeas 2010

---

2010

# Health Literacy Dallas

Matthew Gayer

*Southern Methodist University*

M. C. Corey

*Southern Methodist University*

Austin Prentice

*Southern Methodist University*

Matthew Hendrick

*Southern Methodist University*

Michael Shapleigh

*Southern Methodist University*

*See next page for additional authors*

Follow this and additional works at: [https://scholar.smu.edu/big\\_ideas\\_2010\\_fall](https://scholar.smu.edu/big_ideas_2010_fall)

---

### Recommended Citation

Gayer, Matthew; Corey, M. C.; Prentice, Austin; Hendrick, Matthew; Shapleigh, Michael; Armstrong, Stephen; Herring, Jennifer; Rossi, Vincent; Kashefi, Natalie; Pham, Christina; Fleming, Jake; Martinez, Adriana; Campos, Jose; Vir, Amrita; Burns, Nicholas; and Stockton, Ashley, "Health Literacy Dallas" (2010). *Big iDeas 2010 Fall Updates*. 5.

[https://scholar.smu.edu/big\\_ideas\\_2010\\_fall/5](https://scholar.smu.edu/big_ideas_2010_fall/5)

This document is brought to you for free and open access by the Big iDeas 2010 at SMU Scholar. It has been accepted for inclusion in Big iDeas 2010 Fall Updates by an authorized administrator of SMU Scholar. For more information, please visit <http://digitalrepository.smu.edu>.

---

**Authors**

Matthew Gayer, M. C. Corey, Austin Prentice, Matthew Hendrick, Michael Shapleigh, Stephen Armstrong, Jennifer Herring, Vincent Rossi, Natalie Kashefi, Christina Pham, Jake Fleming, Adriana Martinez, Jose Campos, Amrita Vir, Nicholas Burns, and Ashley Stockton

# Health Literacy Dallas

# Overview

- Description of Issue
- Past Work
- Current Efforts
- Future Projects

# What is Health Literacy?

- Health Literacy is how patients understand, use, and obtain health information

# What is Cultural Competency?

- Cultural Competency is effectively communicating across cultures
- Strong emphasis on broad definition of cultures – including race, age, gender, socioeconomic background, language, ethnicity, etc.

# What is Clear Health Communication?

- It is an environment in which health information is communicated in a health literate and culturally competent fashion
- Focused on medical professionals as well as patients
- Systematic changes necessary

# Where We Have Been

- Survey Pilot Study
- Website Creation
- 501(c)(3) nonprofit
- Staff Expansion
- Board of Directors creation
- Spoke at SAHLI conference 2009
- Spoke on OWH Region VI Expert Panel
- Community health Fairs



# Where We Are

- Research Studies
- Intern Program
- Poster presenter at SAHLI 2010
- Speaker at Literacy Texas Conference
- Adult Education for Pregnant Teen Program
- United Way Council
- Creation of Health Literacy Texas

# Research

- Medical Professional Aware of Patient Communication Issue
  - < 5 yrs exp. = 4.8% Agree
  - 20+ yrs exp. = 66.7% Agree or Strongly Agree
- 60% staff claim difficulty in cross cultural communication
- Medical Professional Believe Patient Does Not Properly Follow Instructions Often or Always
  - < 5 yrs exp. = 4.8% stated “often”
  - 20+ yrs exp. = 64.3% stated “often” or “always”

# Research

- Medical Professionals Felt Better Communication Could Improve Patient Health
  - < 5 yrs experience = 61.9% Agree
  - > 5 yrs experience = 100% Agree
- 57.1% of staff with less than 5 years experience claimed no cultural competency training in last year, despite having had training

# Where We Are Going

- Expansion of HLT
- Main phase of research
- More contributions to published works
- Expand adult education program
- Develop into regional leader
- Expand research project to other institutions
- Expand intern program

# Health Literacy Texas

- Statewide coalition
- Members from across Texas and across several fields
- Interns dedicated to expansion
- Focused on information sharing and networking
- Following model of other successful state programs

# Questions?

- [www.healthliteracydallas.org](http://www.healthliteracydallas.org)
- [www.healthliteracytexas.org](http://www.healthliteracytexas.org)

