



Digital Health Literacy

Vaccine Community Outreach

Train-the-Trainer Series

Funding provided by the Wisconsin Department of Health Services

Background

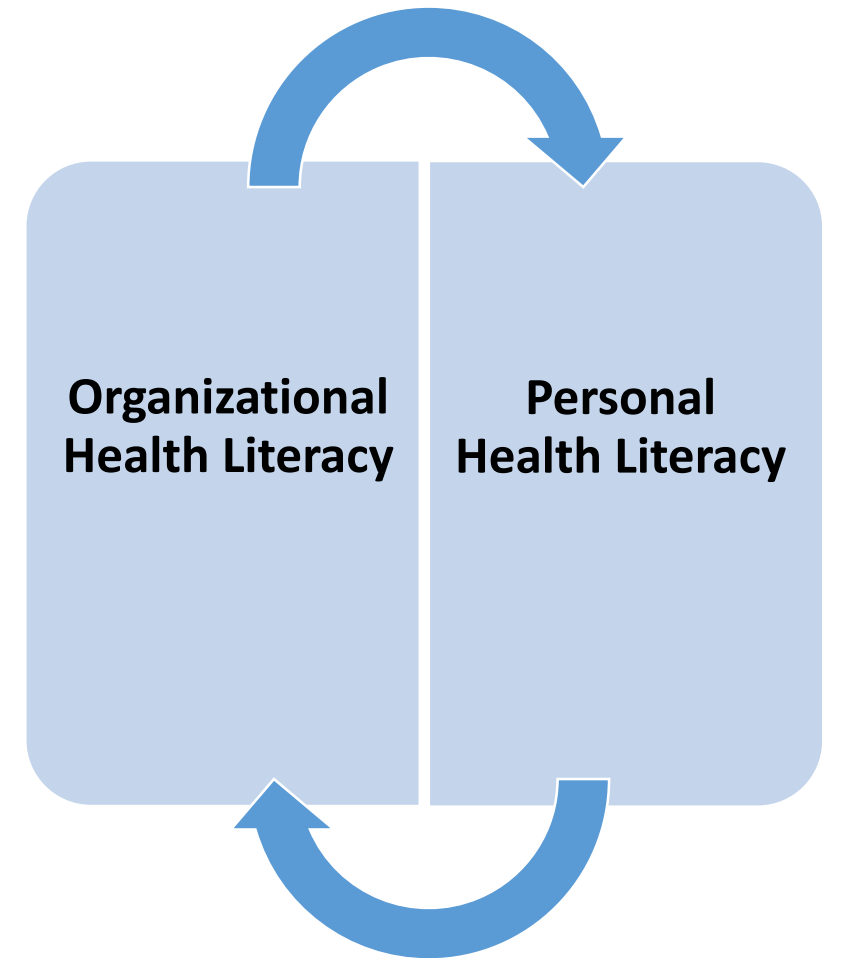
- Multi-year initiative to address vaccine hesitancy through improved health, digital, and science literacy
 - Training
 - Resources
 - Support
- **Digital health literacy train-the-trainer:** Aid community based organization in enhancing the digital health literacy of the populations they serve and reducing barriers to Covid-19 vaccination.

Overview

- About health literacy, digital literacy, and digital health literacy
- Covid-19 vaccines and digital health literacy
- Methods to improve digital health literacy and reduce barriers to vaccine access
- Useful resources
- How to find reliable health information and preventing the spread of misinformation
- Discussion

Health literacy

- Impacts health behaviors
- Universal precautions are needed
 - Situational and fluid
 - Difficult to assess
- Trusted messengers are needed
 - Effective engagement
 - Tailored delivery and topics

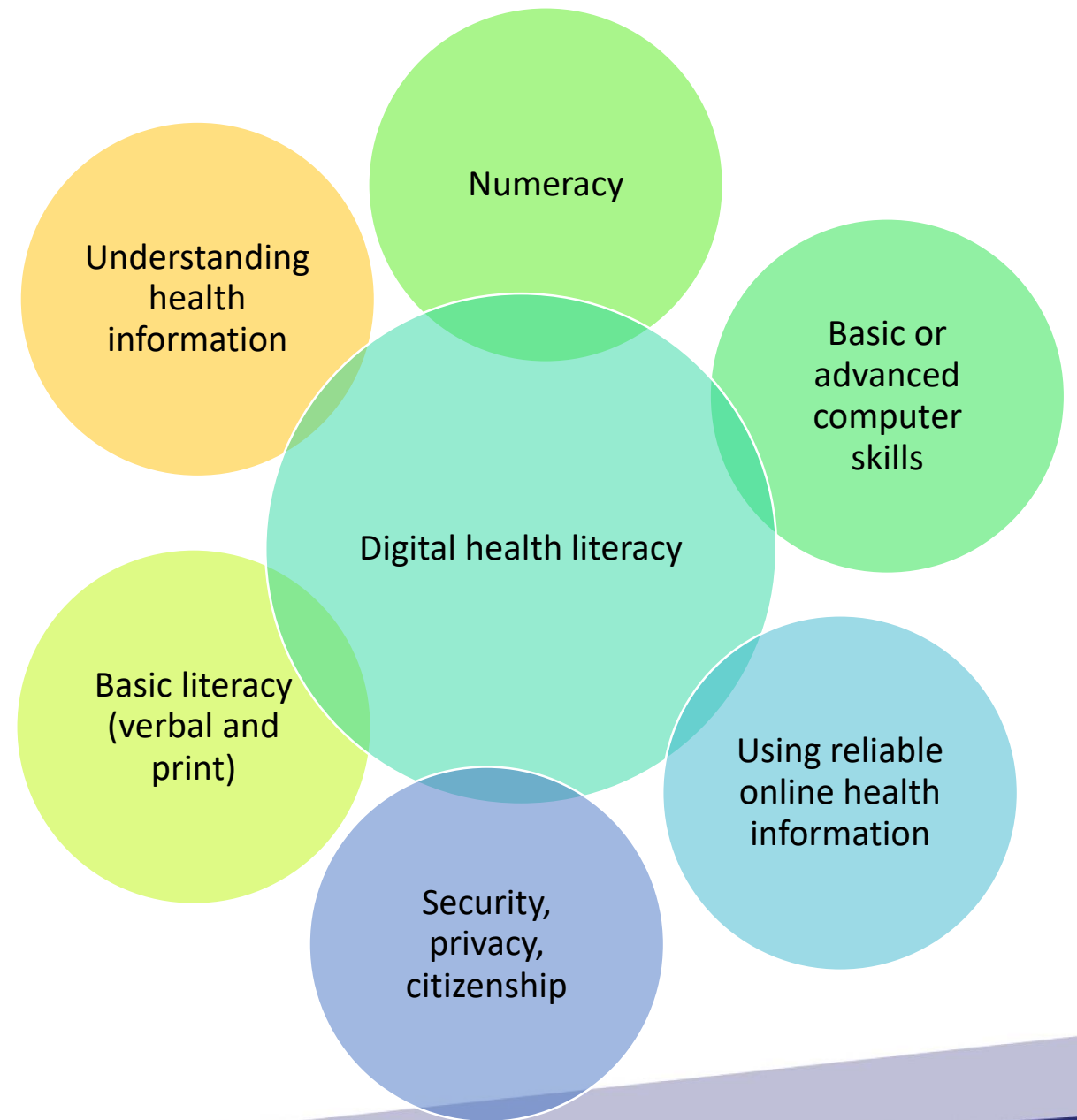


Digital literacy

- Basic computer skills
 - Using computers and devices (monitor, keyboard, mouse, speaker, camera)
 - Navigating the operating system, using email, and applications
- Finding, evaluating, and using information online
- Maintaining privacy and security
- Social responsibility

Digital health literacy

- Definition: Ability to access, understand, and use digital health tools/technologies and information
- Both health literacy and digital literacy affect digital health literacy

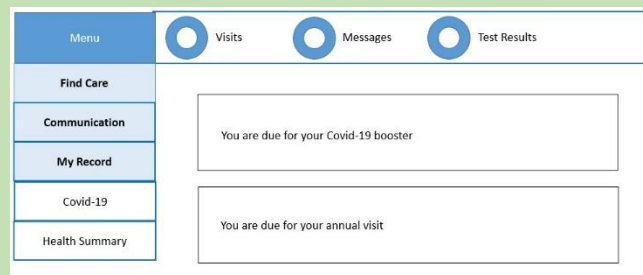


Digital health tools and technologies

Websites and social media



Patient portals



Telehealth



Mobile health applications



Wearable devices



3D technology

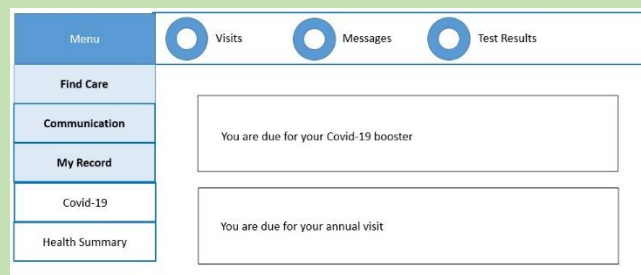


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3D technology



Barriers to use

- Availability of user friendly/quality tools and websites
- Language access
- High speed internet access
- Device access
- Affordability
- Digital skills

Why talk about Covid-19 vaccines and digital health literacy?

- Reduce barriers to accessing Covid-19 vaccination
 - Digital divide
- Prevent the spread of misinformation and disinformation that contributes to vaccine hesitancy
 - **Misinformation** is false/misleading information shared by people by **mistake**
 - **Disinformation** is false/misleading information created and shared **deliberately**

How can community organizations help improve digital health literacy?

1. Find out current abilities and needs

- Examples

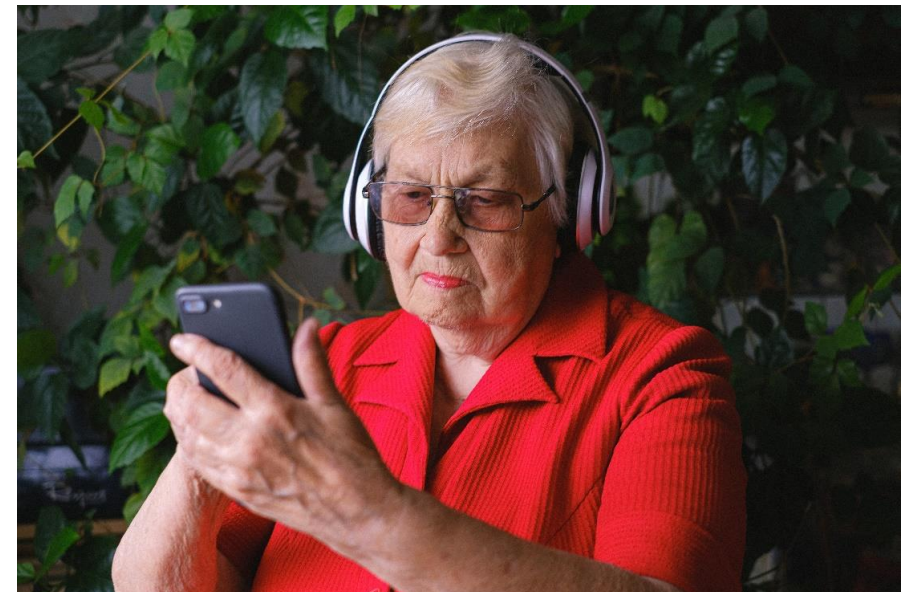
- Do you own a computer/tablet/smartphone?
- Do you use the internet for health related reasons?
- Do you have a patient portal account?

- Methods:

- Online assessment
- Survey
- Informal discussion

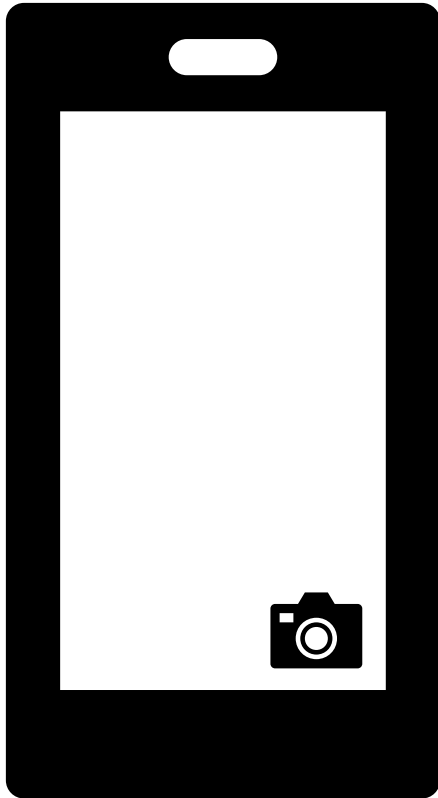
2. Change attitudes and acceptance

- Define terms and communicate the value and purpose
 - Find information and health services quickly
 - Help make decisions to protect your health
 - Communication with healthcare professionals
- Provide encouragement



3. Create and provide written instructions and tips

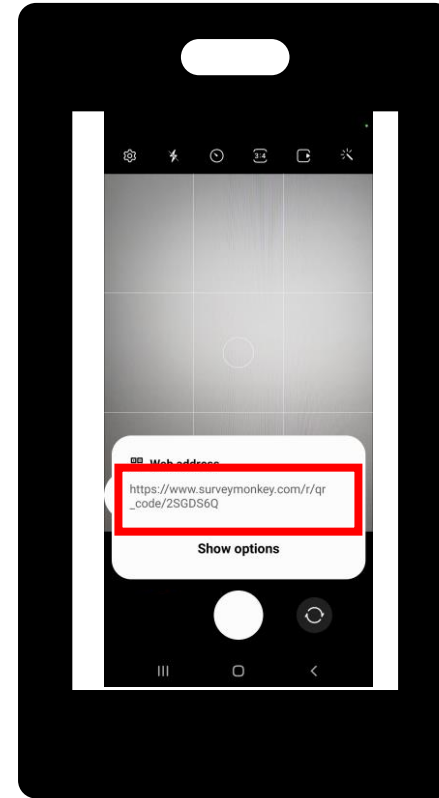
- Simple directions with pictures
- Resource kit at your organization
- Share flyers where people gather or with health providers



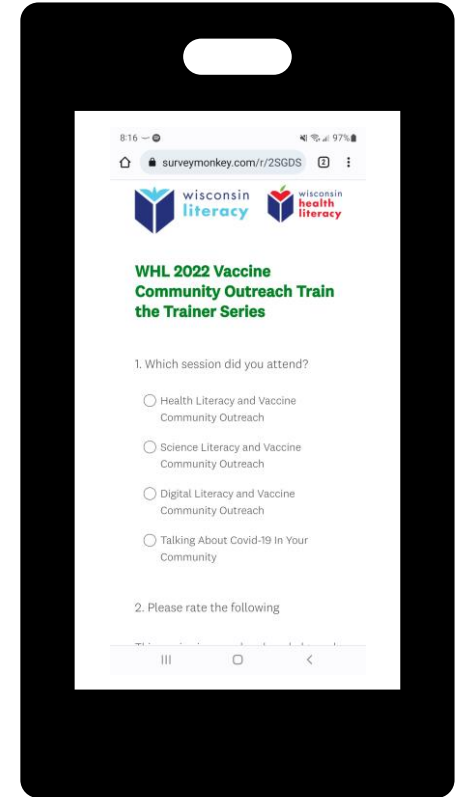
1. Open the camera on your phone.



2. Point the camera at the QR code so that you see it on your screen.



3. Tap on the webpage link that you see on your screen.



4. The webpage will load on your device.

Or download a QR code scanning app such as Google Lens (some phone models cannot scan with a camera)

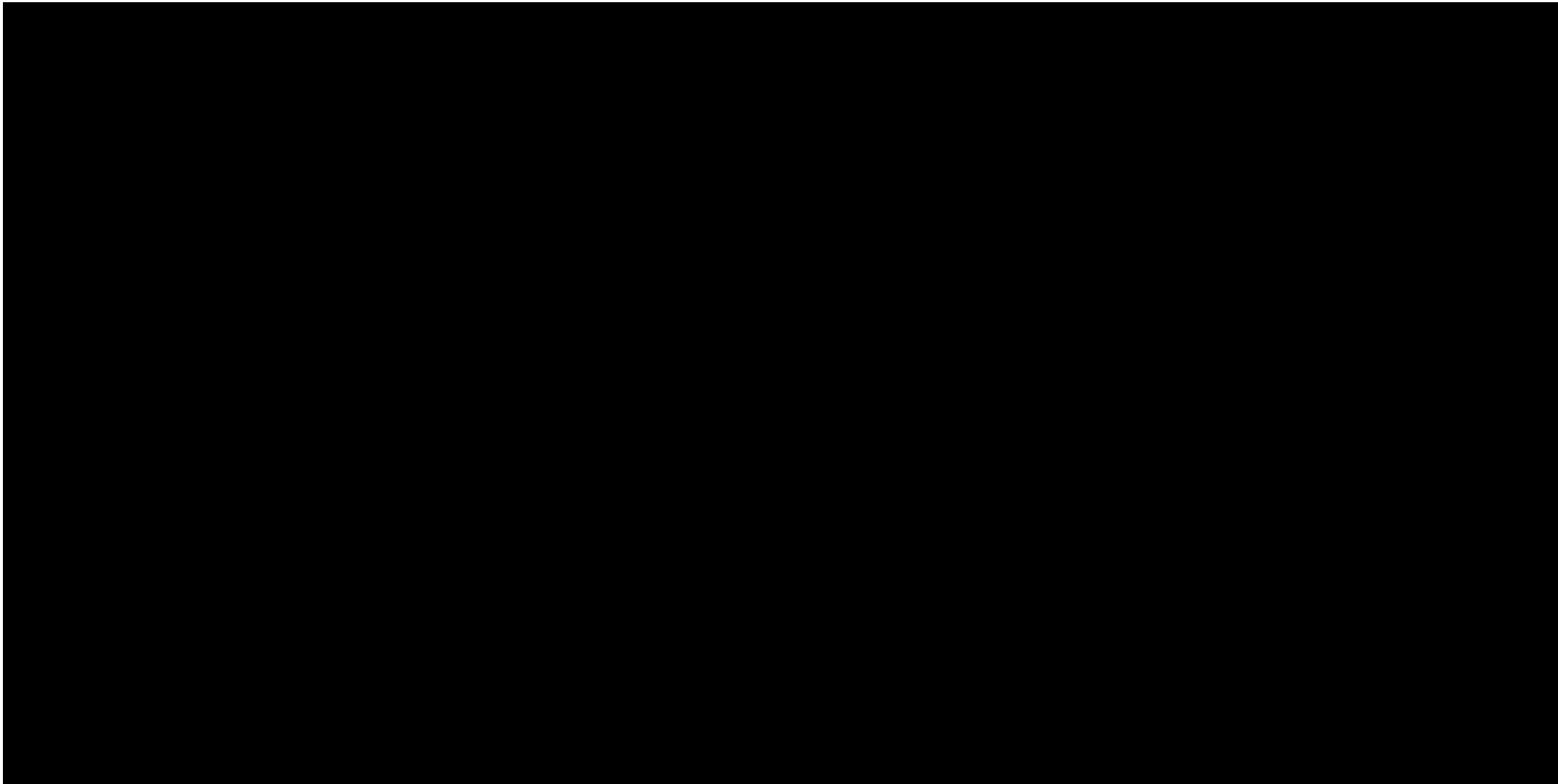
4. Be a trusted source of easy to understand information through your social media and communications

- Tailor to your audience
- Videos/other multimedia

- Useful websites

- [Mayoclinic.org](https://www.mayoclinic.org) (five languages, including Spanish)
- [Medlineplus.gov](https://medlineplus.gov) (certain health topics in multiple languages, including Spanish and Hmong)
- [cdc.gov](https://www.cdc.gov) (Covid-19 information in multiple languages, including Spanish and Hmong)
- [Familydoctor.org](https://www.familydoctor.org) (Spanish)
- [Healthychildren.org](https://www.healthychildren.org)

- [nrcrim.org](https://www.nrcrim.org) (resources and videos in multiple languages)
- [Healthymke.com](https://www.healthymke.com) (Milwaukee Covid-19 resources, available in Spanish and Hmong)



Video example: <https://www.youtube.com/watch?v=eiZrq4NT03s&t=12s>

5. Have trained staff available

- Weekly tech day

6. Integrate digital skills into current programs

- Literacy agencies
- Other organizations

7. Stand alone trainings

- Brief instruction with the focus on practice
- Include small group with a variety of experiences and individual practice
- Set up devices before class (unless this is part of the training)

Health online community workshops



Health Online: Finding information you can trust



Searching for health information

Tips for doing a search:

- List multiple symptoms
- Use full disease name
- Be gender specific
- Be age specific

Search tools for privacy:

- www.duckduckgo.com
- Google Chrome Incognito Browser



Reading a webpage

Scanning makes for a quick and easier way to find what you are looking for.

Scanning tips:

- Start with bigger, bolder words
- Read left to right
- Use left tool bar and top menu bar to find topics
- Read content before clicking on hyperlinks

When scanning search results:

- Scan more than just the top two results
- If you don't find what you want, start over with new words in search box

8. Provide a comfortable place to practice skills or use technology

- Your organization
- Public libraries
 - Wireless access and computers for use
 - Programs and classes
 - Check out computing devices and mobile hotspots



Visit us at our new location
2411 S. Kensington

[About](#) ▾ [Books & More](#) ▾ [Community](#) ▾ [eLibrary](#) ▾ [Events](#) ▾ [Services](#) ▾

1:1 Computer Help

Request a FREE virtual or in-person session with a library staff member or volunteer for up to 2 hours at a time for help with the following:

- General internet searches
- Creating and using email
- Creating social media accounts
- Using informational and government sites
- Other technology and services if applicable

Staff and volunteers can help with the above but cannot offer legal, tax, or medical advice; recommend or evaluate products; make internet purchases for patrons; or burn copies of media. Please keep that in mind as you request the service.

You will be contacted by a library employee, typically within two business days, to set up a date and time to meet.

Walk-in help from a volunteer is also available:

- Monday 10am – 12pm
- Monday – 1 – 3pm
- Tuesday – 10am – 12pm
- Tuesday 1 – 3pm
- Wednesday 10am – 12pm
- Thursday 10am – 12pm

Please double-check [the Library Event Calendar](#) as short-notice cancellations of this service will be reflected there.

Devices for instruction or practice

- Desktop and monitor vs laptops vs mobile devices
- Differences: size of screen, website layout, navigation tools, familiarity
- Android vs Apple



- Learning tools online

Digitallearn.org	Digitallearn.org	English and Spanish	Basic computer skills, social media, using a mobile device, online health information
Wisc-online resources	https://www.wisc-online.com/courses/computerskills	English and Spanish	Basic computer skills
GCFGlobal	https://edu.gcfglobal.org/en/	English, Spanish, and Portuguese	Basic computer skills, email, internet, online safety
Northstar	https://www.digitalliteracyassessment.org/	English	Assessments, essential computer skills, and using technology in daily life
All of Us Digital Literacy	https://allofus.nlm.gov/digital-health-literacy	English	Email, scams, passwords, reliable health information

At home access

- Affordable Connectivity Program: fcc.gov/acp
 - Discounts on internet service or devices
 - Eligibility:
 - Income at or below 200% of the Federal Poverty Guidelines
 - Or meets a specific criteria. Some examples: received a Federal Pell Grant or participates in Medicaid
- Everyone On: everyoneon.org



TWO STEPS TO ENROLL

1

Go to AffordableConnectivity.gov to submit an application or print a mail-in application

2


Contact your preferred participating provider to select an eligible plan and have the discount applied to your bill.

Some providers may have an alternative application that they will ask you to complete.

Eligible households must both apply for the program and contact a participating provider to select a service plan.

LEARN MORE

 Call 877-384-2575, or

 Visit fcc.gov/acp



Practice

- Explain
 - How to use a QR code
 - How to create a secure password
- Teach back
 - To make sure I explained that properly, can you tell me how you will....?
- Discuss
 - What tips from the presentation would be helpful to use?

How to get a Covid-19 vaccine – find a site

- Different for every community
- Research where to find: **vaccines.gov**
- Schedule first dose, second dose, and booster
- Skills:
 - Navigate a website
 - Fill out an online form
 - Scan or present a QR code
 - Create and/or navigate a personal email

COVID-19 vaccine locations near 54566

with Pfizer-BioNTech (age 6mo-4) or Pfizer-BioNTech (age 5-11) or Pfizer-BioNTech (age 12+) and appointments available

i Many pediatricians are scheduling COVID vaccine appointments for children and teens. Call your pediatrician to learn more.

Powered by **VaccineFinder**

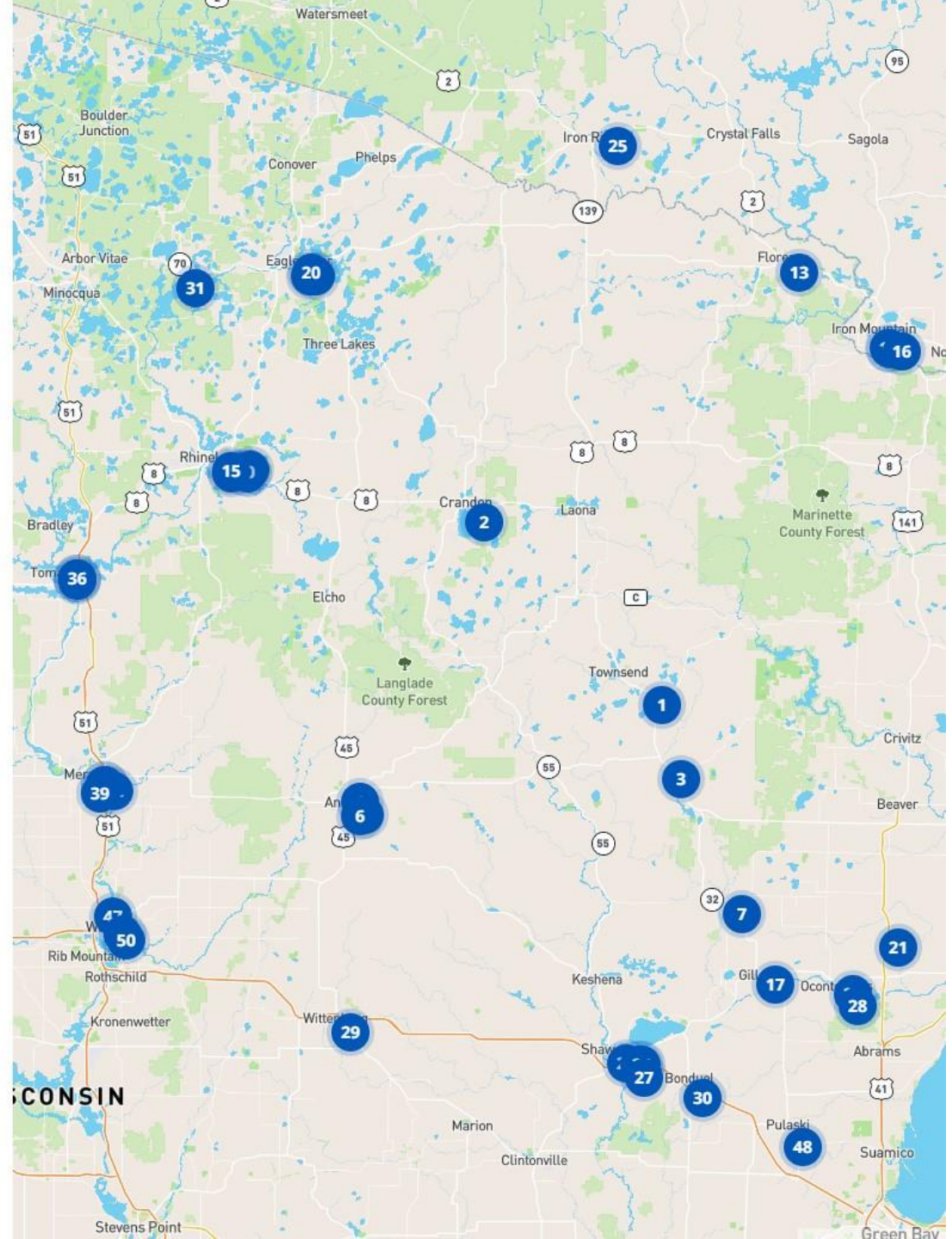
- [Nicolet Pharmacy #5122976](#) 11.44 miles
15481 Commercial Rd, Lakewood, WI 54138

 - +** In stock. Check appointment availability:
 - Pfizer-BioNTech (age 12+)
 - 👉** Able to vaccinate **ages 5+**
- [Wolf River Pharmacy](#) 14.27 miles
600 E Pioneer St #3, Crandon, WI 54520

 - +** In stock. Check appointment availability:
 - Pfizer-BioNTech (age 12+)
 - 📞** Call for provider's age policies
- [St. Clares Prevea - Mountain Primary Care](#) 18.84 miles
14353 Wi-32, Mountain, WI 54149

 - +** In stock. Check appointment availability:
 - Pfizer-BioNTech (age 6mo-4)
 - 📞** Call for provider's age policies
- [Walgreens Co. #6153](#) 30.51 miles
2204 Neva Rd, Antigo, WI 54409

 - +** In stock and **appointments available**:
 - Pfizer-BioNTech (age 12+)
 - 👉** Able to vaccinate **ages 12+**

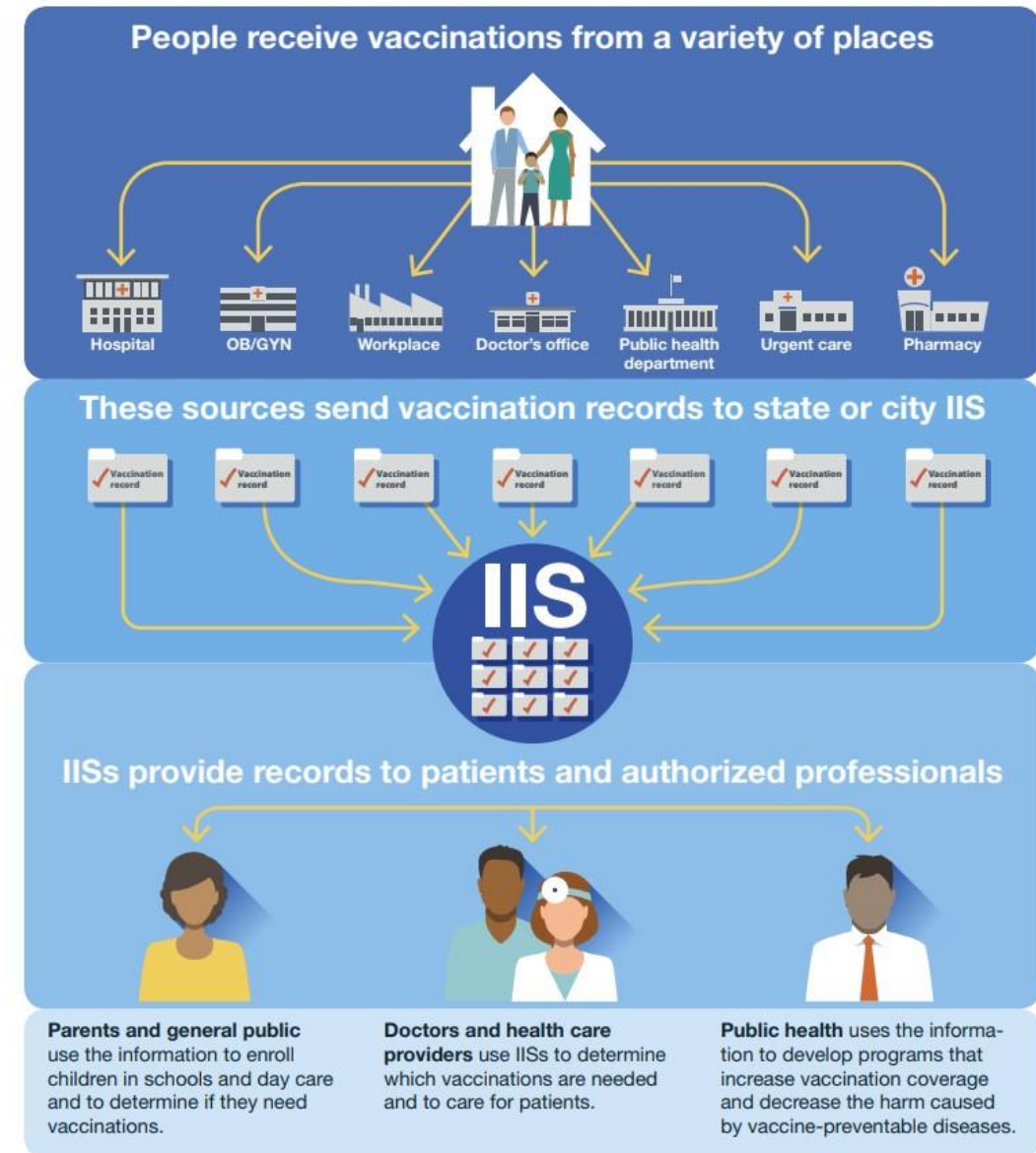


How to access your Covid-19 vaccine record – State vaccine/immunization Site

- dhfswir.org (for Wisconsin)
- State based
- Private and secure
- Will need to enter:
 - First name, last name, and date of birth
 - SS number, Medicaid ID, or 'healthcare member ID'

(<https://www.cdc.gov/vaccines/programs/iis/index.html>)

Basics of Immunization Information Systems (IISs)



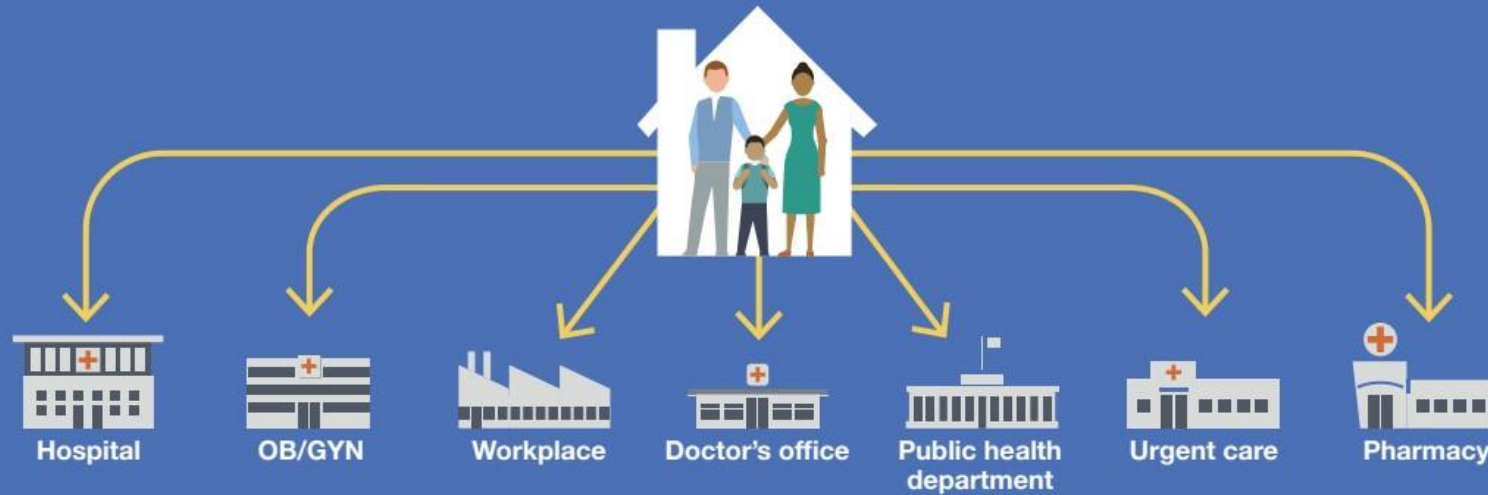
Distributed by:



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

Basics of Immunization Information Systems (IISs)

People receive vaccinations from a variety of places



These sources send vaccination records to state or city IIS



IISs provide records to patients and authorized professionals






Parents and general public use the information to enroll children in schools and day care and to determine if they need vaccinations.

Doctors and health care providers use IISs to determine which vaccinations are needed and to care for patients.

Public health uses the information to develop programs that increase vaccination coverage and decrease the harm caused by vaccine-preventable diseases.

How to access your Covid-19 vaccine record – Patient portal

Menu	 Visits  Messages  Test Results
Find Care	
Communication	
My Record	<p>You are due for your Covid-19 booster</p>
Covid-19	
Health Summary	<p>You are due for your annual visit</p>

- Steps/skills

- Get an activation code from your primary care physician
- Activate account/fill out a form (requires a valid email)
- Create and store a secure password
- Navigate the portal
- Download the mobile app (if desired)

Using the patient portal to find Covid-19 vaccine information

- Health information on the portal
- Message your primary care physician
 - Smoother process than going through a phone tree or playing phone tag
 - Secure
 - Select physician, select subject, keep message short and simple

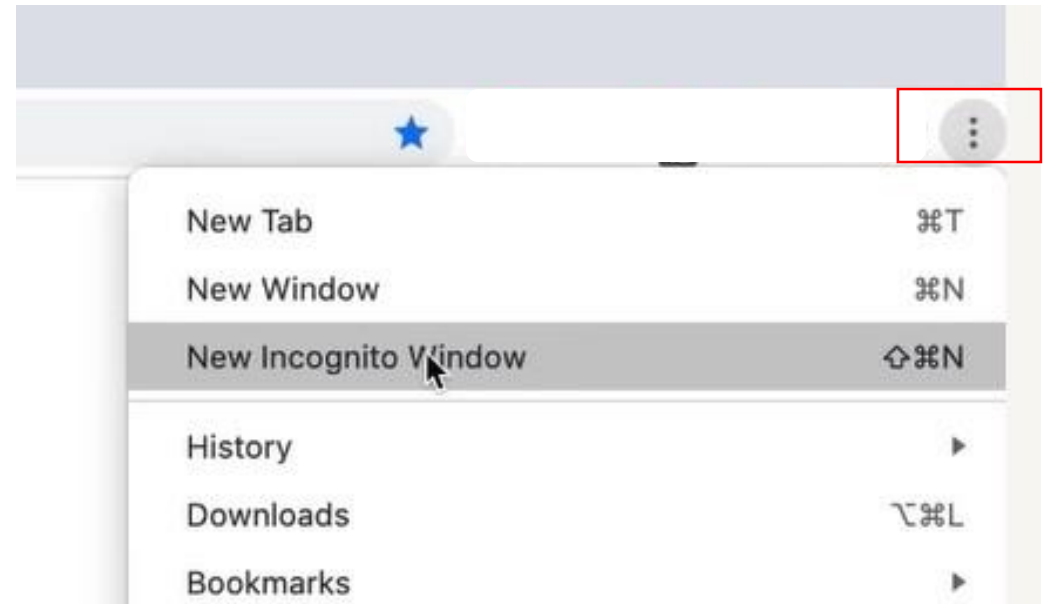
How to find reliable online health information on Covid-19 vaccines

- Initial search

- Search engine
- Privacy tools
 - DuckDuckGo
 - Private search window
 - Google Incognito

- Key words

- Use 2-4 words to find specific information
- Narrow down search by using demographic information (age, gender, race/ethnicity)
- Use different words or combinations to find what you want



- Consider the source
 - Website domain suffix

.com	Commercial organization
.gov	Government organization
.org	Non-profit organization
.edu	Educational organization

Examples of reliable websites with health information that is easier to understand for consumers:

- Mayoclinic.org (five languages)
- Medlineplus.gov (certain health topics in multiple languages)
- cdc.gov (Covid-19 information in multiple languages)
- Familydoctor.org (Spanish)
- Healthychildren.org

- Website checklist to evaluate health information

✓	Currency	When was the information created, updated, or reviewed?
✓	Relevance	Does the information answer your question? Do you understand it?
✓	Authority	Who is the author? What makes this author qualified? Who reviewed the information?
✓	Accuracy	Where does the information come from? Can you verify it from another source?
✓	Purpose	Why does the information exist? Does it include opinion or favor one idea over the other?

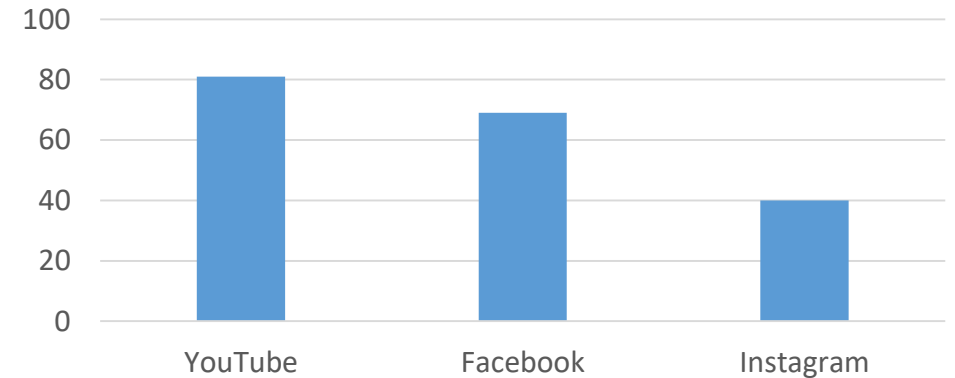
How to use social media appropriately

- Platforms

- What platforms do your clients use?
- Most popular social media platforms in the US
- Demographic differences

- Adults 18 – 49 years old have similar social media use with a steady decrease in use after 50 years old
- 18 – 24 year olds are more likely to use Instagram, Snapchat, or TikTok
- Racial and ethnic groups and WhatsApp

% of users in the US



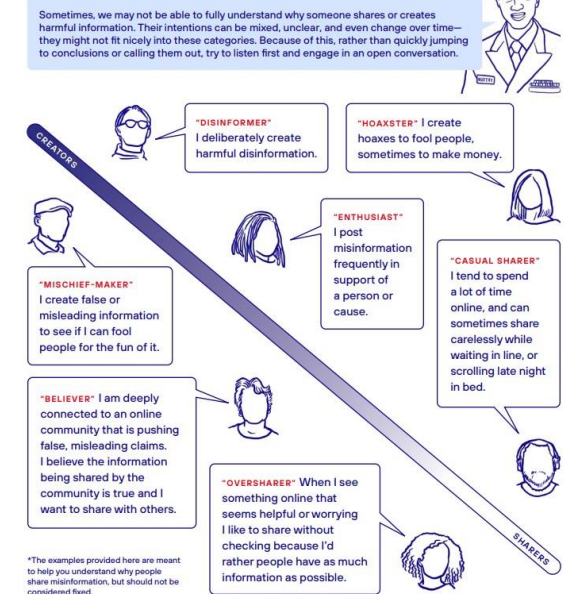
(<https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>)

- Evaluate the post
 - Similar to evaluating health information online
 - Who created the original post?
 - Hover or click on user
 - Can you verify the organization/author/information on a credible site?
 - Lateral reading
 - Why was the post created?

- Remember
 - The person who shared the post with you might not have checked for accuracy
 - If it sounds too good to be true, it probably is.
 - The post might be trying to get a reaction
- Share responsibly
 - Protect your reputation
 - If you have any doubts, do not share or forward!

Understand Why People Create or Share Harmful Information.*

Which of these examples have you seen in your community?



<https://www.hhs.gov/sites/default/files/health-misinformation-toolkit-english.pdf>

Discussion

- What skills or technologies does your community need the most help with?
- How have you overcome challenges to improving digital health literacy?
- What has worked for you or what ideas do you have to improve digital health literacy for your community?
- What information from this presentation would work well for your organization?



Thank you!

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