

**Building Support and Enthusiasm for Health Literacy**  
Conversation facilitated by Helen Osborne  
Wisconsin Health Literacy Summit, April 4 2017

**Dream big**

- What's your ideal for building health literacy support and enthusiasm?

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- Who is your intended audience?

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- Who are, or could be, partners?

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**As a result of this big dream, what do you hope or expect that others will:**

- Know: \_\_\_\_\_
- Do: \_\_\_\_\_
- Feel: \_\_\_\_\_

**Make a compelling case**

- Intriguing, interesting, or innovative strategies

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- Need-to-have resources, and how to get them

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- Nice-to-have resources, and how to get them

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## Assessment

- How will you measure progress?

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- How will you know when you've achieved success?

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**Now what?** Your plan to start making this happen

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## Ways to learn more:

- Health Literacy Month website, [www.healthliteracymonth.org](http://www.healthliteracymonth.org)
- Chase's Calendar of Events, <https://rowman.com/page/chases>
- National Health Observances calendar, <https://healthfinder.gov/NHO>

**For these free resources and reprint permission**, email Helen at [Helen@healthliteracy.com](mailto:Helen@healthliteracy.com)

- Health Literacy Month logo
- Health Literacy Hero Him, Her, Them images
- Health Literacy Hero award form
- *Health Literacy Month Handbook: The Event Planning Guide for Health Literacy Advocates* (PDF)

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**Helen Osborne M.Ed., OTR/L** helps others communicate health information in ways that patients, caregivers, and the public can understand. Helen is president of Health Literacy Consulting, founder of Health Literacy Month, and host of the podcast series, "Health Literacy Out Loud." Helen is also author of the award-winning book, *Health Literacy from A to Z: Practical Ways to Communicate Your Health Message, Second Edition*. To learn more about Helen's work and background, go to [www.healthliteracy.com](http://www.healthliteracy.com). You can also contact her directly at [Helen@healthliteracy.com](mailto:Helen@healthliteracy.com).

Helen Osborne has no relevant financial interest to report.