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# Health Literacy Programming for Members

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# Community-Based Programs

- Let's Talk About Diabetes
  - In-person workshop
    - Marshfield Clinic service area
  - Virtual workshop options
  - \$200 stipend for host partner

- [wisconsinliteracy.org/health-literacy/programs/](http://wisconsinliteracy.org/health-literacy/programs/)



# Community-Based Programs

- Let's Talk About Pain Medicines

- In-person workshop
  - Marshfield Clinic service area
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**Let's Talk About Pain Medicines**

**How are prescription opioids and other pain medicines different?**

**Prescription opioids:**

- Need a prescription to buy them
- Can give you a "high" when you take them
- Can be addictive. If you are addicted, you start to:
  - feel a strong need to take the medicine
  - need to take more to get the same "high"

**Names of some prescription opioids:**

Generic Names	Brand Names
Hydrocodone	→ Vicodin®, Lortab®, Lorcet®
Tramadol	→ Ultram®
Oxycodone	→ OxyContin®, Percodan®, Percocet®
Morphine	→ Kadian®, Avinza®, MS Contin®
Fentanyl	→ Duragesic®
Codeine	
Methadone	

**Other pain medicines:**

- May need a prescription
- Most are not addictive

**Names of some other medicines:**

Generic Names	Brand Names
Acetaminophen	→ Tylenol®
Ibuprofen	→ Advil®, Motrin®
Naproxen	→ Aleve, Naprosyn®
Pregabalin	→ Lyrica®*
Duloxetine	→ Cymbalta®*
Gabapentin	→ Neurontin®*
Meloxicam	→ Mobic®*

\*needs a prescription

**wisconsin health literacy**

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WisconsinHealthLiteracy.org

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# Community-Based Programs

- How health literacy can help you and the people you care for with dementia.
  - Virtual presentation for caregivers

- [wisconsinliteracy.org/health-literacy/programs](https://wisconsinliteracy.org/health-literacy/programs)



# Medication Label Initiative: Phase 4

- Improving medication directions and reducing patient medication errors
- Increasing use of Universal Medication Schedule (UMS) directions by prescribers
  - ‘morning’, ‘noon’, ‘evening’, and ‘bedtime’ timings
  - Numerals instead of spelled out numbers
- Improves medication adherence and understanding of when to take medication especially if someone:
  - Takes medication more than once a day
  - Has lower health literacy
  - Over 65 years old



# Medication Label Initiative: Phase 4

- 3-year project started in July 2021
- Funding provided by the Advancing a Healthier Wisconsin endowment of the Medical College of Wisconsin
- Contact Bhumi ([Bhumi@wisconsinliteracy.org](mailto:Bhumi@wisconsinliteracy.org)) if you know of a health system interested in learning more about how to implement Universal Medication Schedule directions



# COVID Outreach Grant

- Sub-award opportunities for:
  - Community partners
  - Literacy agencies
- Up to \$20,000
- Learn about summer program: [wisconsinliteracy.org/health-literacy/programs/health-literacy-programs/talking-about-covid-vaccine-in-your-community.html](https://wisconsinliteracy.org/health-literacy/programs/health-literacy-programs/talking-about-covid-vaccine-in-your-community.html)



## Inputs

- Brainstorming sessions
- Create work plan
- Sub-awards to community organizations
- WHL staff and vaccine community outreach team

## Outputs

Participants - Activities - Products

- Literacy agencies
- Community organizations
- Healthcare providers
- Racial/ethnic populations with lower vaccine rates
- Counties with lower vaccine rates
- Partner with local agencies
- Assess community concerns
- Develop resources to address hyper-local concerns
- Develop and deliver train-the-trainer sessions to enhance local outreach
- Deliver digital literacy community workshops
- Develop reporting requirements for sub-awardees
- Strong partnerships
- Listening sessions
- Presentations
- Workshops
- Educational resources
- Localized outreach efforts

## Impacts

- Increased capacity for local organizations to perform vaccine outreach
- Trainers feel confident in their skills/knowledge to conduct hyper-local outreach
- Learners and community members improve their health, science, and digital literacy skills and are confident in getting the Covid-19 vaccine
- Empower community members to talk to others to enhance informal outreach

# Bringing Trainings to You

- Customized trainings for staff
  - Plain language strategies
  - Improved communication tips and tools
  - Health literacy assessments for organizational change
  - Health insurance literacy resources
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- [wisconsinliteracy.org/health-literacy/services/](https://wisconsinliteracy.org/health-literacy/services/)



# Thank you!

Time for questions.