Tennessee Charitable Care Network: 
Exploring Health Literacy Issues Throughout the State 
May 13-14, 2015 

ATTACHMENT D: IDEAS TO DECREASE IMPACT OF HEALTH LITERACY BARRIERS
INDIVIDUAL LEVEL:
Addressing personal issues (via community support)
- Denial → motivational interviewing; help patient acknowledge their denial; counseling; support groups; interactive tools
- Fear → information via media and mass campaigns; less fear-based messages; develop trust with patient population; “perfect love casts out fear”
- Ownership → Re-train medical community to be “coaches” rather than talking to/at patient
- Compliance → Find root causes; timely reminders of appointments; check out with a nurse; guided/assisted compliance via advocates; cultural competency; increase value of professional advice
- “Communication is health. Communication is happiness.” - Promote self-worth.

CLINIC/HEALTHCARE SYSTEM:
- Assessment tools – what are barriers? How to know what to ask?
- Cultural competency
- Provider/staff training – build health education into school curriculum and strategies to address obesity
- Messaging to communities/outside influence – culturally relevant
- Increase funding to clinics to implement strategies → hire, train, purchase computers, computers for patients, etc.
- Negotiated rate for Language Line services
- Telehealth to increase access
- TV/Online diabetes health education
- Share best practices for improving no show rate
- Social service directory – online and up to date including dental, behavioral health, specialty resources (build on 211)
- Leverage partnerships – health departments, health councils, etc.

COMMUNITY-WIDE:
- Incentives ($) for healthy outcomes
- Reach/outreach to parents through school-age kids - kids will have better habits as adults
- More sustainable/development activities – Support for farmers markets; SNAP cards at farmers markets; Community gardens
- Community Health “Ambassadors” to convene activities/education
- Funding for health literacy activities
- Faith/community outreach via Health Ambassadors
- Incentives/reasons for people to change habits
  - Need to make it “cool” – the thing everyone is doing
  - Peyton Manning as spokesman
  - Statewide challenge between towns/communities
- Patient peers - Patients enlist each other
  - Why do patients participate? Share that with others