



# Innovation in Health Literacy

Dr. Holli Seabury





“

**What problems do you  
have with patients that  
are related to  
communication?**

*(Hint: they are ALL related to  
communication.)*

”



# Health Literacy

The degree to which individuals have the capacity to obtain, process, and understand basic information and services needed to make appropriate health decisions.

# Health Literacy Skills



## Print Literacy

- Reading
- Writing
- Numbers



## Communication

- Listening
- Speaking
- Questioning



## Information Seeking and eHealth

- Technology

The 2003 National Assessment of Adult Literacy assessed the English literacy of more than 19,000 adults in the United States.



**Below Basic**



**Basic**



**Intermediate**



**Proficient**

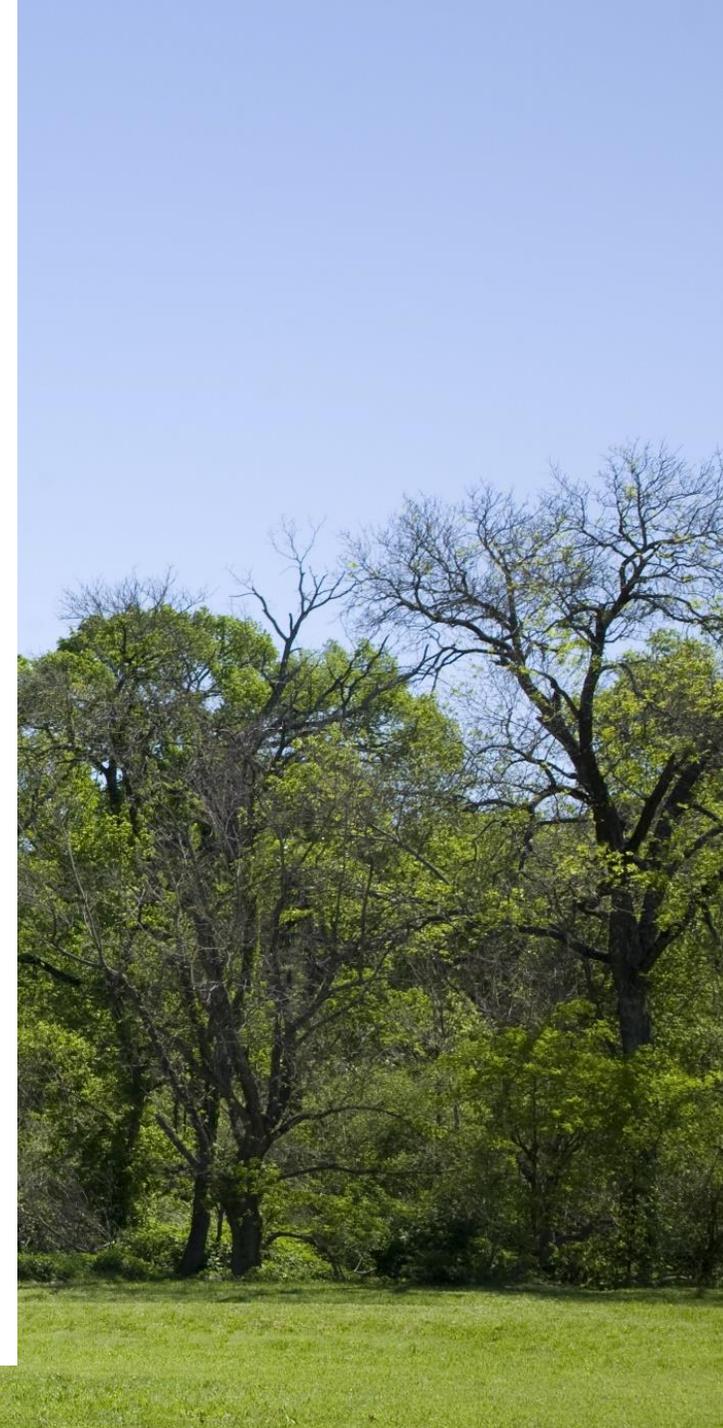
# Below Basic Reading Levels

- 32 million adults in the U.S. can't read.
- Nearly one in five high school graduates in the US can't read.
- More than one in three US adults reads below a 5th grade reading level.
- 75-90% of people in the 2 lowest reading levels describe themselves as being able to read/write English “well” or “very well”.

**Adults living below the poverty level (17% of the adult population) represent 43% of those with below basic health literacy skills.**



Please reduce the speed of your vehicle until you attain 0 miles per hour. You are being asked to change your vehicle speed because you are approaching an intersection where the north/south traveling traffic continues unimpeded. You are traveling on the east/west road and, as this road is less trafficked than the north/south road, traffic speed on your road will be interrupted for the safety of all drivers. Failure to follow these directions could result in a traffic citation or could result in your causing a traffic accident. Motor vehicle accidents are a leading cause of death, especially for younger drivers. For teen drivers, motor vehicle accidents are the leading cause of death. In 2018, 4.5 million people were injured in car crashes in the US, nearly 40,000 died.

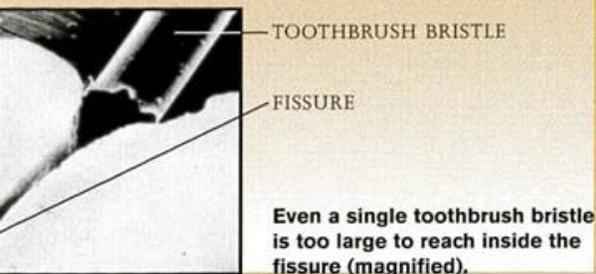




STOP

right, healthy smile  
help you feel and look  
d throughout your life.

The first step in maintaining a healthy mouth is preventing tooth decay, and sealants can offer major protection against cavities.



### causes tooth decay?

teeth are covered with a sticky film of bacteria, plaque. Plaque bacteria use sugar and starch in food as a source of energy. The bacteria convert the sugar and starch into harmful acids that attack tooth enamel for as long as 20 minutes or more. Repeated attacks may cause the enamel to break down, resulting in cavities.

### aren't sealants used on all teeth?

Brushing and flossing help remove food particles and plaque from smooth surfaces of teeth. Fissures, however, are places that are extremely

### Do sealants have any other benefits in addition to preventing decay?

Sealants can also stop small areas of decay from becoming larger. Reliable clinical studies have confirmed that properly placed sealants, if kept intact, will stop decay in the enamel.

### Is sealant application a complicated procedure?

Sealants are easy for your dentist to apply, and it takes only a few minutes to seal each tooth. The teeth that will be sealed are cleaned. Then the chewing surfaces are conditioned to help the sealant adhere to the tooth. The sealant is then 'painted' onto the tooth enamel, where it bonds directly to the tooth and hardens. Sometimes a special curing light is used to help the sealant harden.

### How long do sealants last?

As long as the sealant remains intact, the tooth surface will be protected from decay. Sealants hold up well under the force of normal chewing and usually last several years before a reapplication is needed. During your regular dental visits, your dentist will check the condition of the sealants and reapply them when necessary.

### Sealants are just for kids, right?

The likelihood of developing pit and fissure decay begins early in life, so children and teenagers are obvious candidates. But adults can benefit from sealants as well.

### What factors could make an adult

### Do sealants help save money?

Prevention is better than treatment. When one considers that properly applied and maintained sealants are extremely effective in preventing pit and fissure decay, sealants are a very cost-effective measure. Savings in both dollars and discomfort can be gained by application of sealants, rather than allowing decay and requiring the tooth to be restored. For over 20 years the American Dental Association has evaluated sealants, and a number of different brands have been awarded the ADA Seal of Acceptance, a symbol of a product's safety and effectiveness. In addition, many private dental plans cover sealants. If your plan does not, contact your employer's benefits manager to suggest that sealants be included in future dental plans.

Key ingredients in preventing tooth decay and maintaining a healthy mouth are twice-daily brushing with a fluoride toothpaste; cleaning between the teeth daily with floss or interdental cleaners; eating a balanced diet and limiting snacks; and visiting your dentist regularly. When shopping for toothbrushes, toothpaste and other oral care products, choose those that bear the ADA Seal of Acceptance – an important symbol of a dental product's safety and effectiveness.



Ask your dentist  
about whether  
sealants can put  
extra power  
behind your  
prevention program.

**Nearly 9 out of 10 adults has  
difficulty using everyday  
health information.**



**Low Motivation  
High Literacy**

**High Motivation  
High Literacy**

**Low Motivation  
Low Literacy**

**High Motivation  
Low Literacy**

# Chronic Stressors

Poverty

Drug/alcohol abuse

Incarceration

Mental illness

Food insecurity

Housing insecurity

Unsafe environment

Physical illness

Divorce/Break up

Poor maternal education

Job insecurity

No access to healthcare

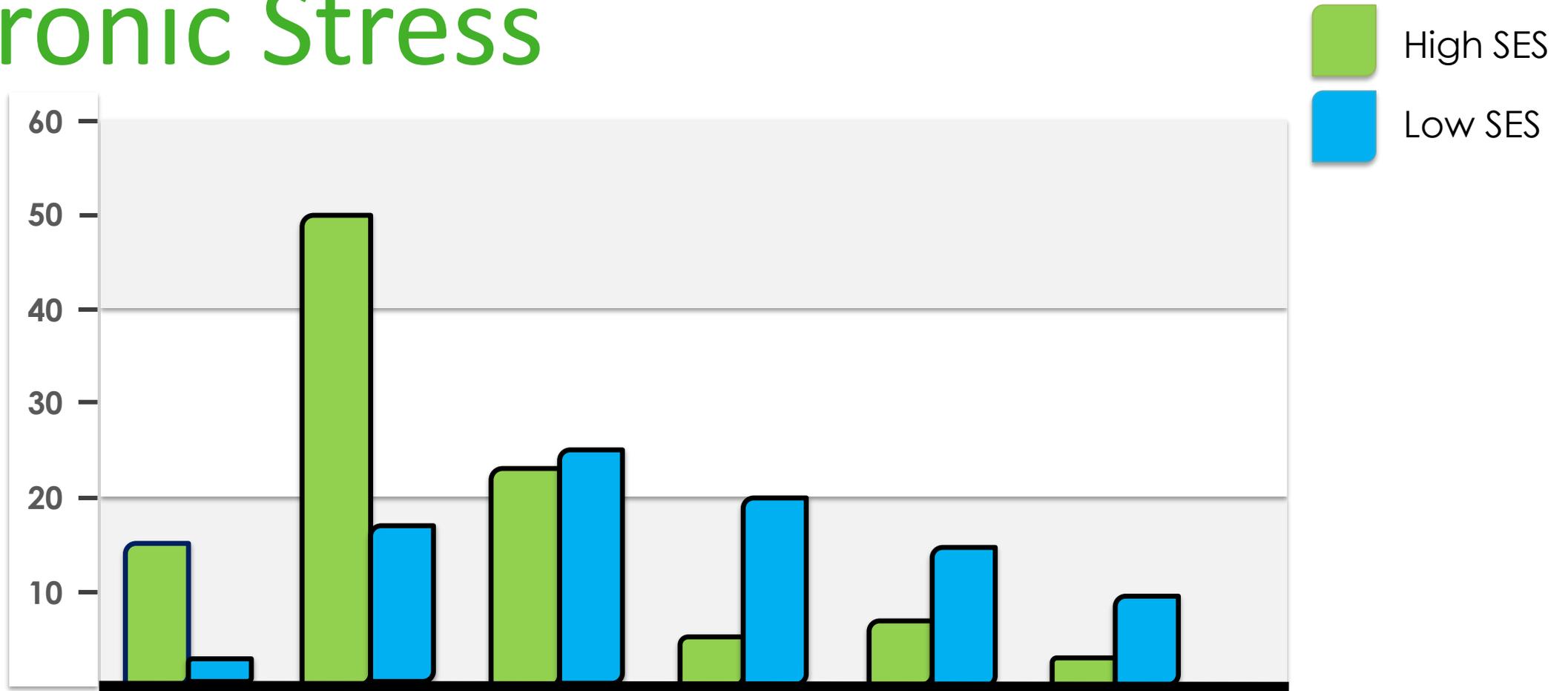
Transportation insecurity

Physical/emotional abuse

LGBTQ

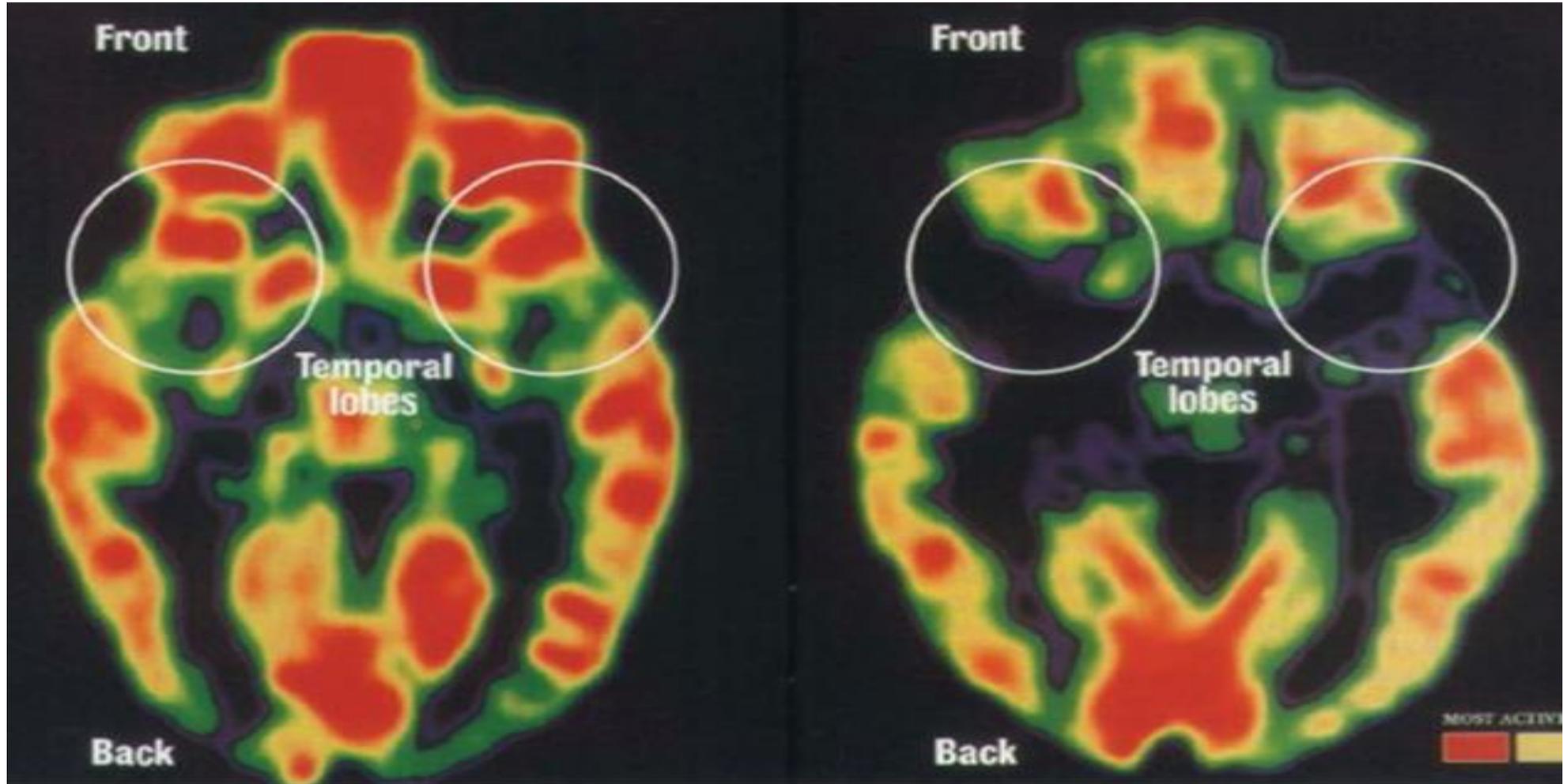
Disabilities

# Chronic Stress



“Children subjected to such stress may lack crucial coping skills and experience significant behavioral and academic problems in school.”

*Teaching with Poverty in Mind* by Eric Jensen



Source: [www.developingchild.harvard.edu](http://www.developingchild.harvard.edu)

Is linked to over 50 percent of all absences (Johnston-Brooks, Lewis, Evans, & Whalen, 1998).

Reduces motivation, determination, and effort (Johnson, 1981).

Reduces neurogenesis (growth of new brain cells) (De Bellis et al., 2001).

Impairs attention and concentration (Erickson, Drevets, & Schulkin, 2003).

# Situational Stress

There are times when even the most literate individuals are not able to process and retain information.





**Introduction** Extraction of teeth and other oral surgery are serious surgical procedures. Postoperative care is very important. Careful attention to the following instructions will help prevent complications, minimize discomfort, and promote proper healing.

**Keep The Mouth Clean** Beginning the day after surgery, begin gently rinsing. You can use warm salt water, diluted mouthwash or simply water. Tooth brushing can resume the day after surgery as well. Avoid the areas of surgery and use a soft toothbrush. As healing progresses, normal brushing techniques may be resumed.

**Bleeding** Gauze pressure is the most effective way to control bleeding. When you leave the office you will most likely be biting on a piece of gauze. This piece should be left in place for at least 30 minutes before removing it. After 30 minutes, the gauze should be removed. It is common to have slight bleeding or oozing for several days. If heavy bleeding continues, replace the gauze with a fresh folded piece. Be sure of proper placement of the gauze over the site of bleeding. Leave this piece in place under steady pressure, undisturbed for one hour. Resting, with the head elevated on a couple of pillows, is also helpful. Do not get excited. If bleeding does not subside, call for further instructions.

**No smoking, spitting, use of drinking straws, vigorous rinsing for 72 hours.** This may cause persistent bleeding or dislodge of the blood clot. Smokers should be aware that smoking could impair healing. It is recommended that patients recovering from oral surgery should no longer smoke.

**Pain** The local anesthetic wears off in one to three hours. **Some form of pain reliever should be taken before the numbness goes away.** Tylenol, aspirin or ibuprofen (Motrin, Advil) is usually adequate. For more involved surgery, such as removal of impacted teeth, the doctor may prescribe stronger pain relievers. Take these medications as prescribed. Do not drive or operate machinery while on this medication.

**Antibiotics** If you have been prescribed antibiotics, take all of the medication as directed. This drug is meant to treat or prevent infection.

**If you experience any adverse reaction to the medication, such as nausea, rash or itching, discontinue the medication. A rash or itching may indicate an allergic reaction to a medication. Antihistamines (Benadryl) will usually counteract the hives, rash, and itching. Swelling of the lips, tongue or difficulty breathing may represent a more severe allergic reaction and you should seek medical attention immediately.**

**Sutures** In most cases dissolvable sutures are used. These sutures will come out on their own in 2 days to 2 weeks. If any sutures are bothering you, or you have concerns regarding your sutures, please contact the office during normal office hours. If the surgeon elects to use sutures that require removal, we will schedule a return appointment for you.

**Discoloration** You may develop black, blue, green or yellow discoloration resembling a bruise to the tissue. This is due to a slight oozing of blood beneath the tissue and is of little significance. This is a normal postoperative event and will resolve in a few days to a week.



So how do  
we engage?



**Clear messages**

**Less words**

**More graphics**

**Video**

**Text messaging**

**Social media**

**How are people learning and communicating in their personal lives?**

**Identify your  
biggest  
challenges.  
Create short  
videos to  
address  
them.**





# Babies Love

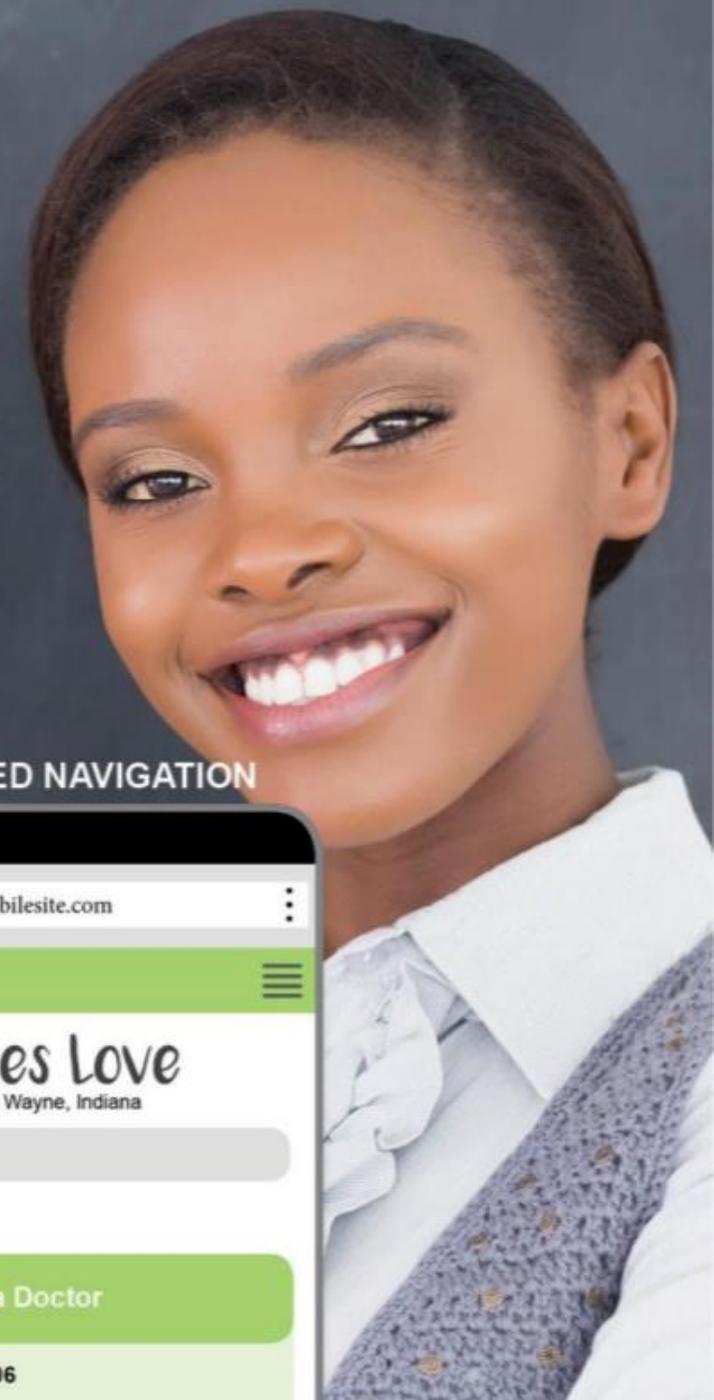
of Fort Wayne, Indiana

## MOBILE SITE

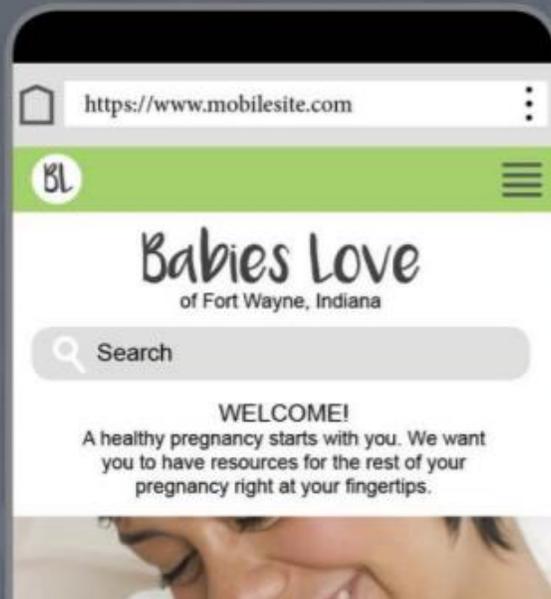
With our new mobile site, expecting mothers will have access to valuable information about local resources to help them through their pregnancy.

**Women will be able to:**

- Find health tips and information
- Search for a doctor in their area
- Get personal responses to their questions



TOP



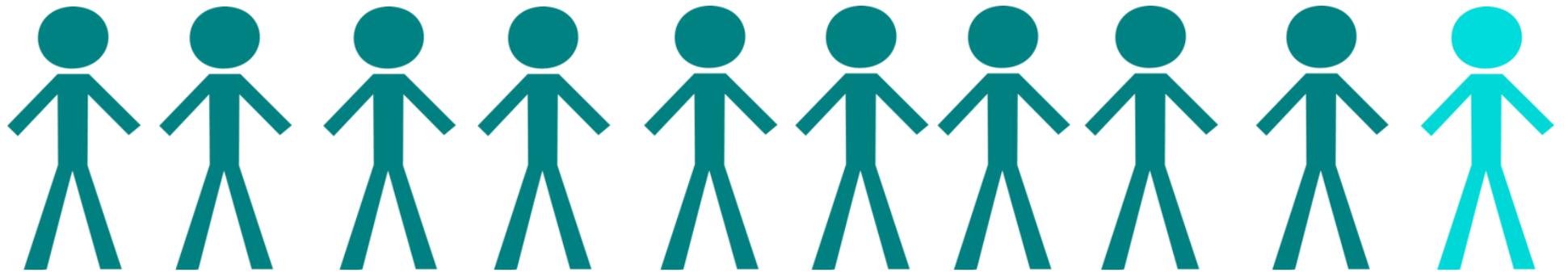
NAVIGATION



EXPANDED NAVIGATION



# Why “plain language” is not the answer



- Semi-annual shoe stock up event
- Buy one get one 50%
- All women's shoes in stores and at [target.com](https://www.target.com)

# Semi-annual shoe stock-up event



**BUY ONE  
GET ONE 50% OFF**  
all women's shoes in stores and  
at [Target.com/womensshoes](https://www.target.com/womensshoes)

GENUINE LEATHER  
BOOT ONLY AT  
TARGET.COM

**Dear Parent or Caregiver:**

At..., we want to make sure we are providing the best possible care for you and your family. We know that there are problems that many families face. So, we are asking everyone these questions to make sure that you know about all the resources available to you. You do not have to answer all the questions if you don't want to.

<b>Child's Name:</b>	<b>Phone Number:</b>
<b>Preferred Language:</b>	<b>Best time to call:</b>

1. Do you always have enough food for your family?	<input type="checkbox"/> No <input type="checkbox"/> Yes
2. Do you have safe child care or preschool for your children?	<input type="checkbox"/> No <input type="checkbox"/> Yes
3. Do you have trouble paying your heating bill in the winter?	<input type="checkbox"/> No <input type="checkbox"/> Yes
4. Do you feel safe in your house or apartment?	<input type="checkbox"/> No <input type="checkbox"/> Yes
5. Are you worried that your house or apartment is making you sick?	<input type="checkbox"/> No <input type="checkbox"/> Yes
6. Are you worried about becoming homeless?	<input type="checkbox"/> No <input type="checkbox"/> Yes
7. Do you have trouble getting rides to the doctor's office or other appointments?	<input type="checkbox"/> No <input type="checkbox"/> Yes
8. Are you able to pay for your child's medicines?	<input type="checkbox"/> No <input type="checkbox"/> Yes
9. Do you often feel like you need help managing your stress?	<input type="checkbox"/> No <input type="checkbox"/> Yes
10. Is there something you need help with right away?  - (For example: I don't have food for tonight, I don't have a place to sleep tonight)	<input type="checkbox"/> No <input type="checkbox"/> Yes



# Home Environment Screening

Please fill out the form below. We are asking everyone these questions to make sure that you know about all the resources available to you. You do not have to answer all the questions if you don't want to or if they don't apply to you. None of the information you give us will be shared with anyone, unless you give permission.

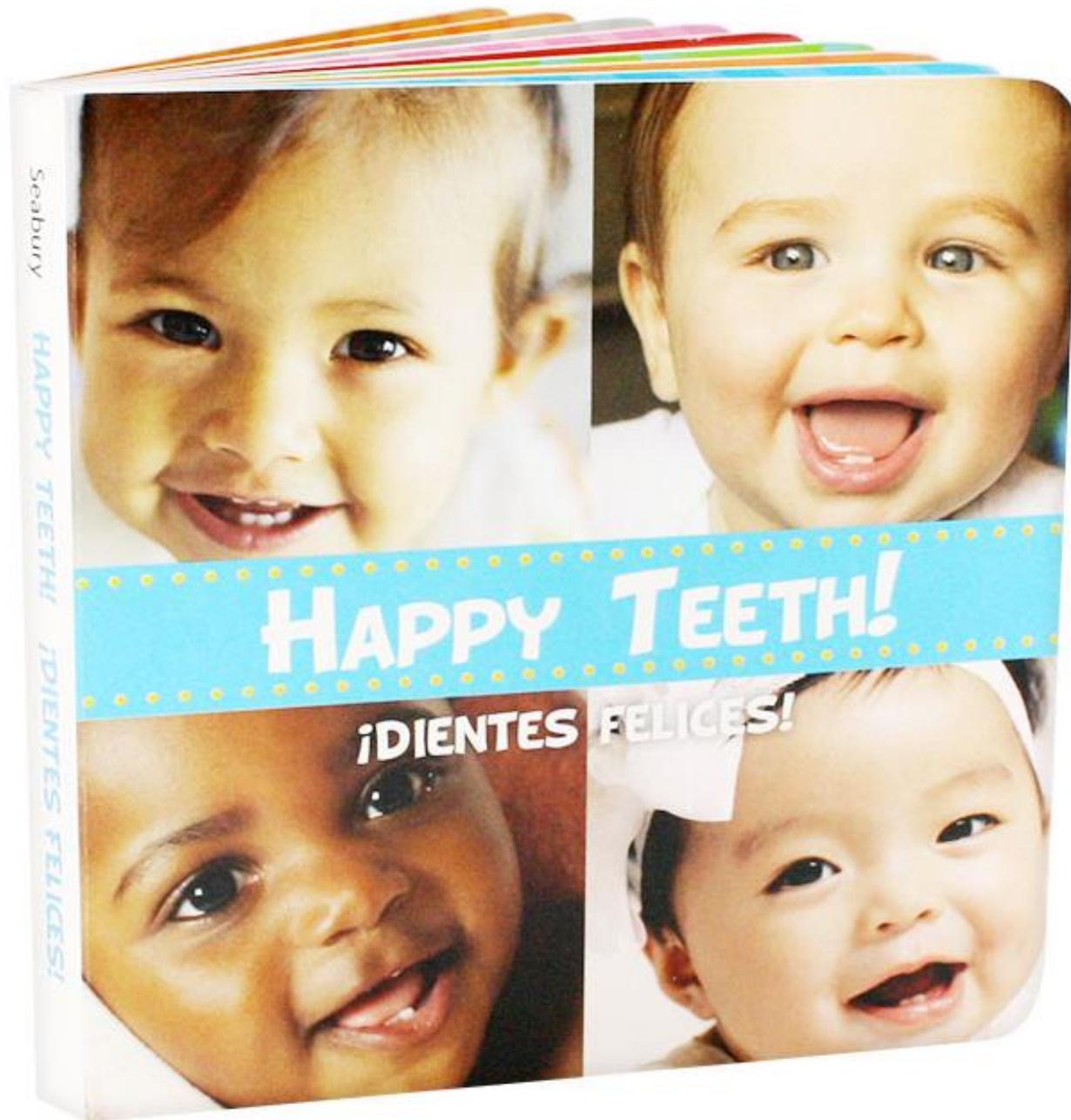
Name:	Phone Number:
Preferred Language:	How would you like to be contacted? <input type="checkbox"/> Call <input type="checkbox"/> Text

	1. Are there times when you don't have enough food for your family?	<input type="checkbox"/> YES <input type="checkbox"/> NO
	2. Do you worry that your child is not learning what they need to at their childcare or preschool?	<input type="checkbox"/> YES <input type="checkbox"/> NO
	3. Do you have trouble paying your heating bill in the winter?	<input type="checkbox"/> YES <input type="checkbox"/> NO
	4. Do you feel unsafe in your home?	<input type="checkbox"/> YES <input type="checkbox"/> NO
	5. Are you worried that your home is making you sick?	<input type="checkbox"/> YES <input type="checkbox"/> NO
	6. Do you have concerns about your current or future living situation?	<input type="checkbox"/> YES <input type="checkbox"/> NO
	7. Do you have trouble getting rides to the doctor's office or other appointments?	<input type="checkbox"/> YES <input type="checkbox"/> NO
	8. Do you have trouble paying for your child's medicines?	<input type="checkbox"/> YES <input type="checkbox"/> NO
	9. Do you often feel like you need help managing your stress?	<input type="checkbox"/> YES <input type="checkbox"/> NO
	10. Is there something you need help with right away?	<input type="checkbox"/> YES <input type="checkbox"/> NO



“This form looks like someone took the time to make this and they care about the answers. The other form looks like a test and I don't know if I will fail.”

“It looks more appealing and comfortable.”



Seabury

HAPPY TEETH!

¡DIENTES FELICES!

**HAPPY TEETH!**

**¡DIENTES FELICES!**

# WIC Intervention

- What is WIC?
- Serves 50% of babies born in the US
- Provided training and teaching materials





# RECOMMENDED AGE OF FIRST DENTAL VISIT

Pre training: 43%

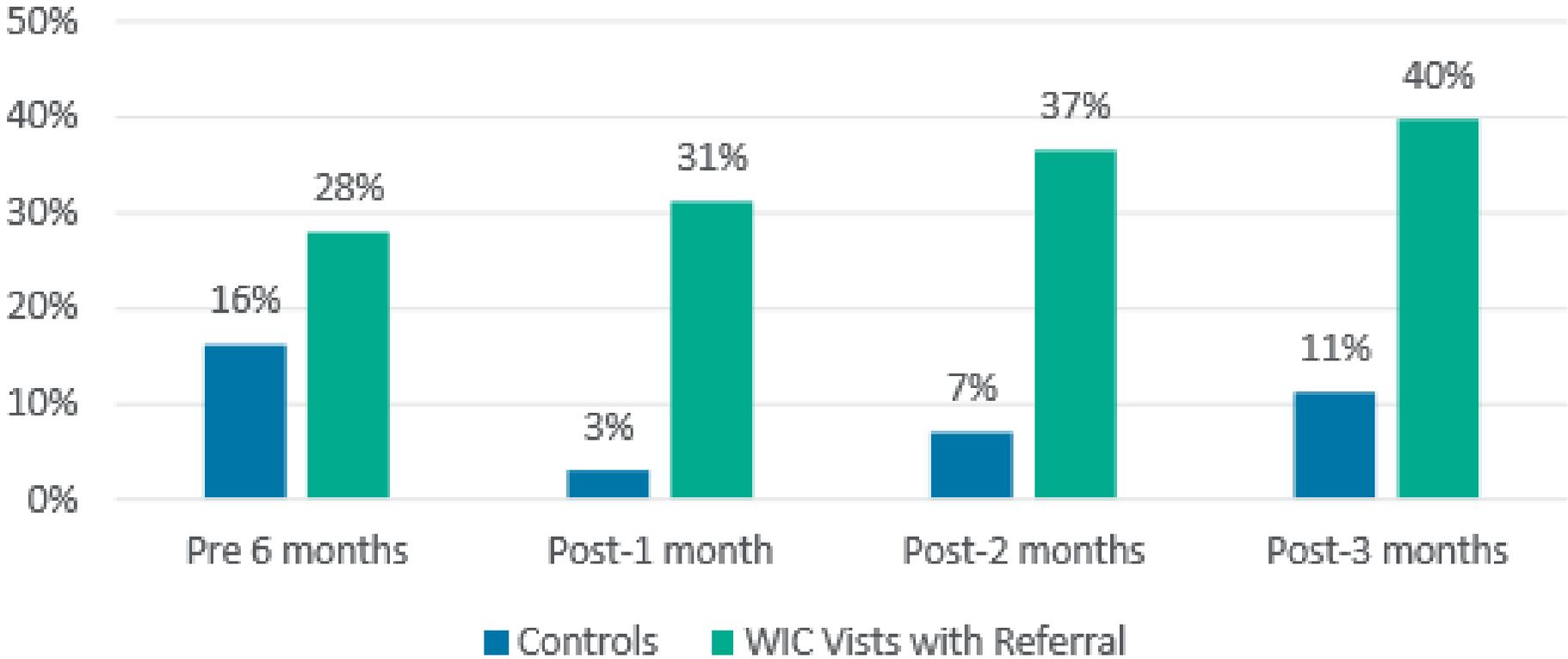
Post training: 95%

# VERY COMFORTABLE WITH TALKING ABOUT ORAL HEALTH

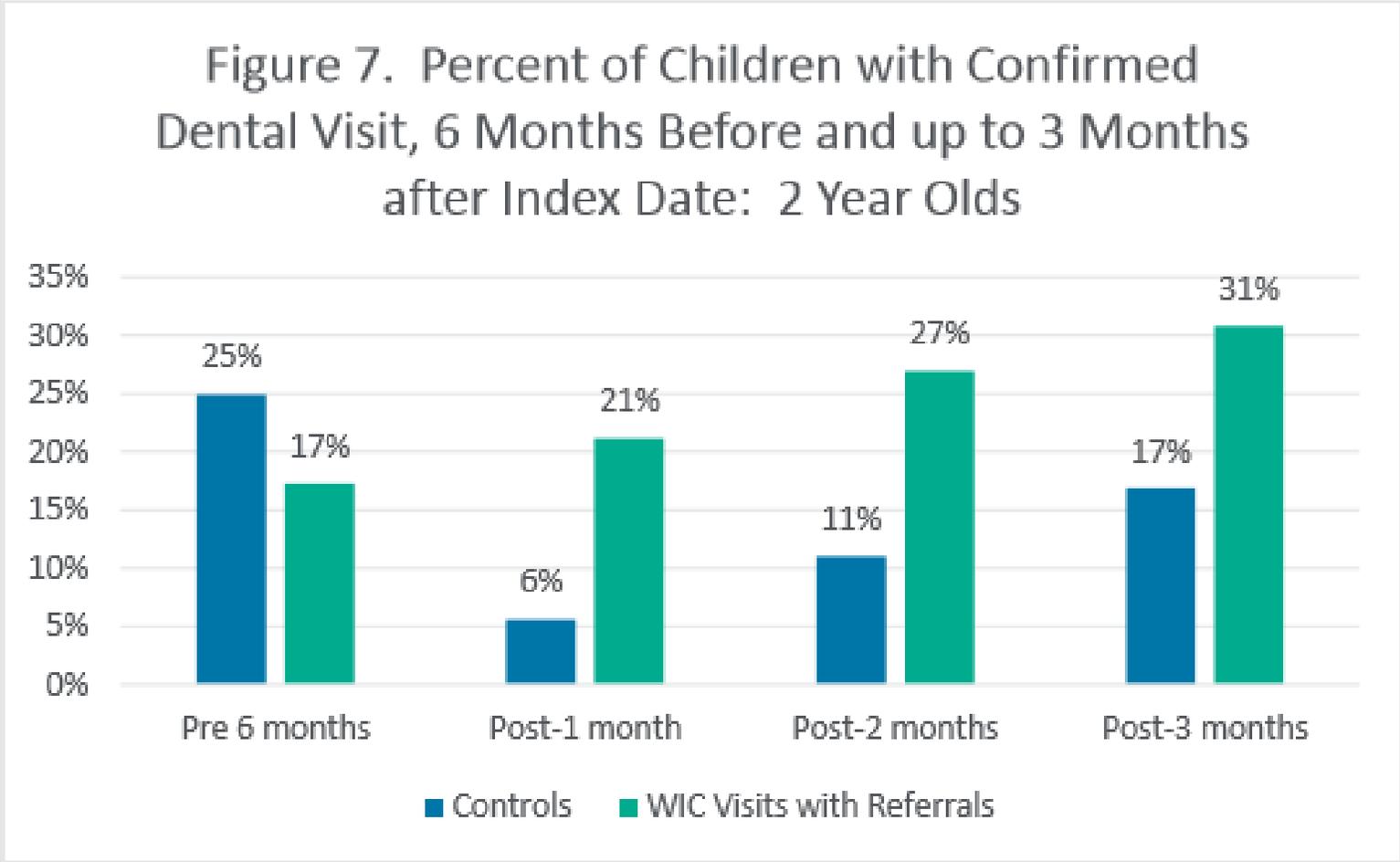
Pre training: 36%

Post training: 86%

Figure 6. Percent of Children with Confirmed Dental Visit, 6 Months Before and up to 3 Months after Index Date: 1 Year Olds



Two year old children were more likely to see a dentist when referred by a WIC clinic, but the frequency of dental visits among controls increased compared to children less than 2 years (Figure 7).



Two year old children were more likely to see a dentist when referred by a WIC clinic, but the frequency of dental visits among controls increased compared to children less than 2 years (Figure 7).

Figure 7. Percent of Children with Confirmed Dental Visit, 6 Months Before and up to 3 Months after Index Date: 2 Year Olds

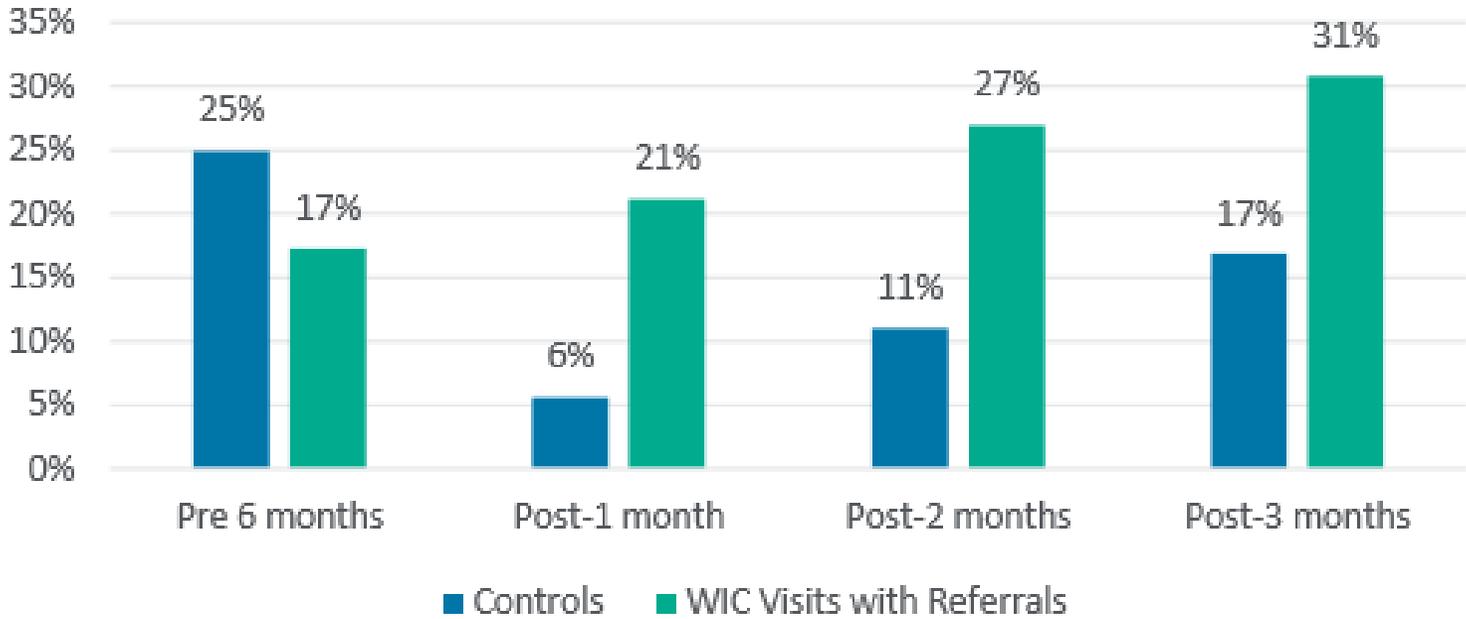
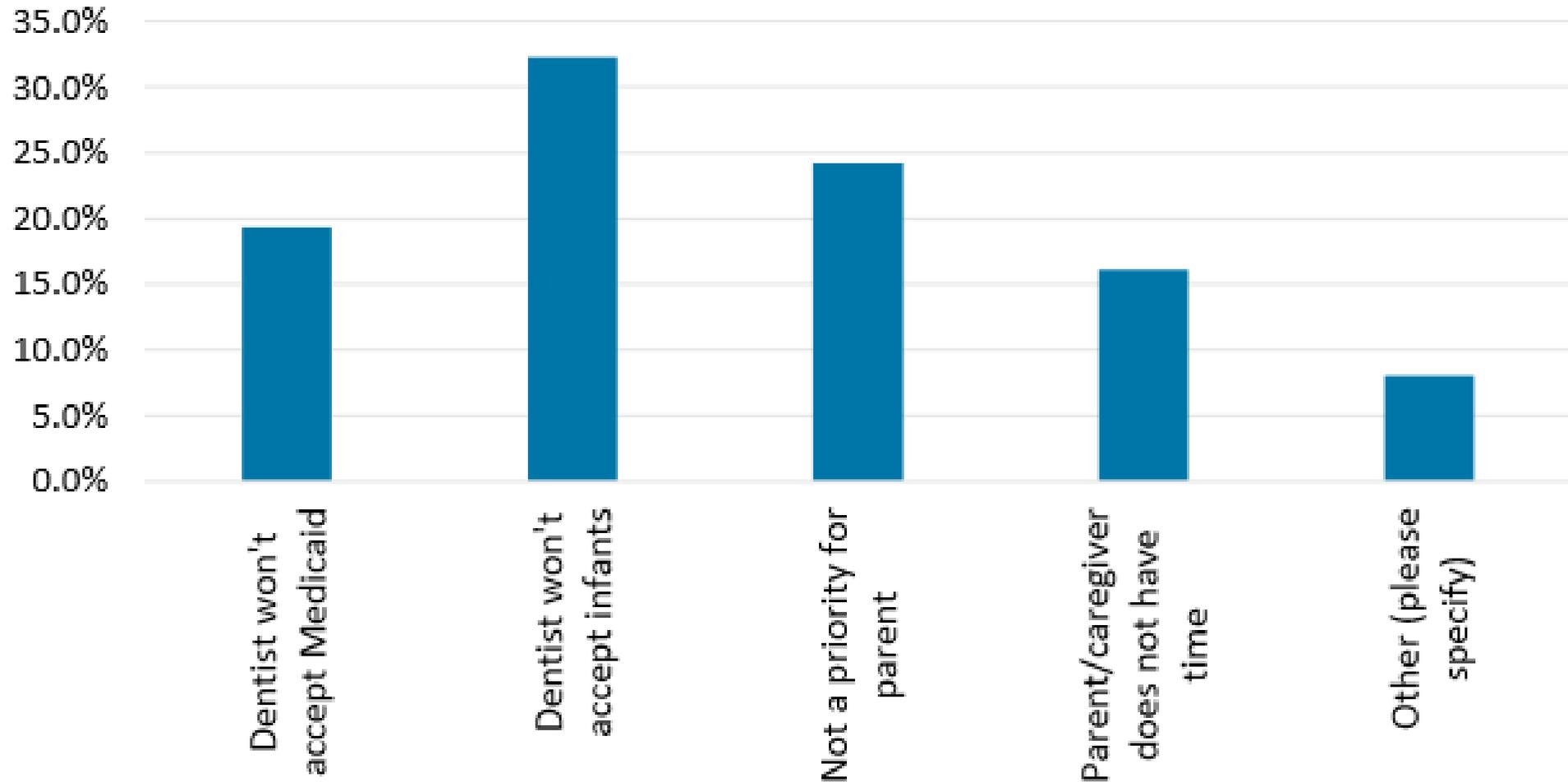


Figure 1. Feedback Received on Dental Referral







# Brochure Apocalypse

Think about the last project you worked on where written materials were developed.

How could you have communicated in a different way?



Dr. Holli Seabury

[hseabury@deltadentalmi.com](mailto:hseabury@deltadentalmi.com)

260.760.4831