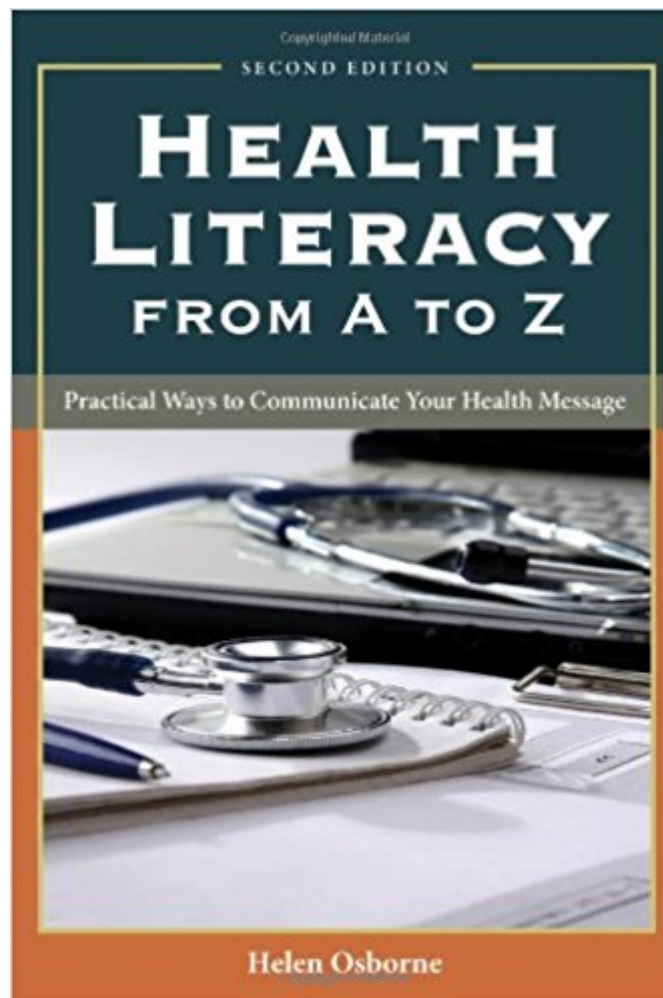




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Health Literacy From A To Z: Practical Ways To Communicate Your Health Message



Synopsis

A Best-Seller on ! Health Literacy From A to Z, Second Edition is included in the 2015 edition of the essential collection of Doody's Core Titles. Doody's Review Service, 5 Stars, Score 100!

AWARDS for The Second Edition: Two-time winner of New England Chapter of the American Medical Writers Association awards: 2012 Will Solimene Award for Excellence in Medical Communication 2012 Neil Duane Award of Distinction 2012 Medical Book Awards: Honorable Mention in the Non-Physicians category

Clear communication of your health message can make all the difference in effective patient care. Health Literacy from A to Z: Practical Ways to Communicate Your Health Message, Second Edition is an easy to use handbook designed for the busy health professional. Filled with ideas and strategies that can be used in everyday practice, Health Literacy from A to Z is a first-of-its-kind resource. Learn the key principles and strategies of effective health communication presented in a simple, informal manner by one of the nation's leading experts in health literacy. Whether you are a physician, nurse, pharmacist, allied health professional, case manager, public health specialist, practice manager, health care educator, student or family caregiver this book is for you. Instructor Resources include a Sample Syllabus and PowerPoint Presentations.

What's New in the Second Edition of Health Literacy from A to Z

The Second Edition is updated and revised to reflect current health literacy research and practice with new information about timely health literacy topics. This edition has 14 new chapters including 4 chapters about "Technology" and 7 chapters focused on "Know Your Audience." Highlights "Starting Points" with an introduction to key information. "Strategies, Ideas, and Suggestions" with lots of practical, how-to tips. "Stories from Practice" showcasing real-life experiences from a wide range of perspectives to help make key points come alive. "Sources to Learn More" including an extensive list of books, articles, websites, podcasts, and other resources.

New Topics

- Business Side of Health Literacy
- Communicating When Patients Feel Scared, Sick, and Overwhelmed
- General Public: Talking with Patients about What They Learn from the Media
- Organizational Efforts, Advocacy, and Collaborations
- Regulatory and Legal Language
- Website Writing
- Blogs and Social Media
- Audio Podcasts
- Email and Text Messages
- Interactive Multimedia

Sections focusing on, "Know Your Audience" with in-depth information about:

- Children and Youth
- Emotions and Cognition
- Hearing Loss
- Language and Culture
- Literacy
- Older Adults
- Vision Problems

The First Edition was the 2006 Winner of the New England Chapter of the American Medical Writers Association, Will Solimene Award for Excellence in

Medical Communication!

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Customer Reviews

Helen Osborne M.Ed., OTR/L. Recognized for her expertise in health literacy, Helen helps health professionals communicate in ways that patients and their families can understand. She does so through a range of consulting, training, and writing services. Helen is president of Health Literacy Consulting based in Natick, Massachusetts. She is also the founder of Health Literacy Month, a worldwide campaign to raise awareness about the importance of understandable health information. In addition, Helen produces and hosts the podcast series, Health Literacy Out Loud. Helen brings clinical experience, educational training, and patient perspective to all her work. She gives health literacy presentations across the United States and Canada as well as overseas. She also serves as a plain language writer/editor on numerous projects. Several of these have won plain language awards from the National Institutes of Health. For many years, Helen was a columnist for the Boston Globe Media's On Call magazine, writing about patient education and healthcare communication. She is the author of several books, including the award-winning Health Literacy from A to Z: Practical Ways to Communicate Your Health Message -- considered by many as the most important health literacy reference today.

Had to buy it for a class. I enjoyed the subject matter.

Required for class!

Chapters were short and easy to read.

Just what I needed.

Great book. Came as described. It worked well for the class I was taking. It served as a good reference source.

It drives me nuts when health care professionals describe a medication as reducing the risk of some negative outcome by 50% without also explaining that the risk, to begin with, is only 1 out of 1000. And I'll never forget the doctor who looked at my medical records and told me I was unremarkable - without explaining that "unremarkable" is medical jargon meaning I was in good condition. These two issues are among the hundreds that Helen Osborne addresses in her book. Osborne is a highly-experienced expert on communication in the health care field. While much of the book is targeted to health care providers, it's also a valuable resource for patients - or anyone who may someday become a patient. The book excels in describing the many factors that influence communication, such as age, culture, emotions, cognition, past experience, current limitations, and ethics. You can read the book from A to Z, if that's your preferred approach. Or you can look up a topic of interest, such as Document Design, Interpreters and Translations, Listening and Speaking, Numeracy, Visuals, or any of the others, including several important chapters on Knowing Your Audience. My favorite way to read it is to open it up anywhere and read whatever is on that page, because everything in the book is practical what-to-do and how-to-do-it. And every single page offers advice that's worth paying attention to. In addition to strategies, ideas and suggestions, every chapter offers stories and examples and a list of related resources. Although the focus of this book is health care, most of the wisdom in the book is relevant to communication in other contexts as well, such as communicating to customers and communicating to audiences. Indeed, everyone who cares about communicating so as to understand and be understood can benefit by reading this book.

Most doctors think they have a great bedside manner; and that they communicate well with their patients. However, the sad reality is that most patients find talking to doctors very frustrating. Doctors use a lot of jargon - and most are not good at explaining concepts such as risk and

probability. Poor communication leads to unhappy patients - and increases the risk of being sued for doctors as well. This is where health literacy comes in. It can bridge the gap between doctors and patients, so that both are on the same page. Unfortunately, this is a topic with which most doctors are unfamiliar; as a result of which they fail to use simple tools which would help to improve doctor-patient communication. This book provides a great solution to this ubiquitous problem. It's very well-written; easy to read; and chock-full of facts and information, which can be used daily in clinical practise. I especially love the Stories from Practise which provide real life examples of how these tools can be used !

As Patient/Family Education Coordinator for our hospital I spent a over a year learning "piecemeal" what is offered in a nutshell in this book. It also gives detailed "Sources to Learn More" at the end of each chapter. No digging for additional info - it is right there at your fingertips. I wish I had had this book when I first started in this position. It would have been helpful in steering me on a more efficient path. You can easily just choose a chapter to read, but I ended up reading it cover to cover. While this would make a great text book (and should be required for anyone responsible for communicating health information), it is presented in such a way that it is an enjoyable read.

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