



Atlantic Summer
Institute on
Healthy and Safe
Communities

l'Institut d'été
sur les collectivités
sûres et en santé au
Canada atlantique

Posterboard Presentation

Moving Health Literacy Forward

Presenter

Jinny Greaves, Catherine
O'Bryan and Norman Finlayson



Description of Presentation

Do you know that 65% of Islanders do not have the minimum skills needed to understand and use health information?

Are you interested in learning about the challenges people with low literacy face when

they try to get and use health information?

Are you interested in learning about the challenges that health professionals face when communicating with patients?

The PEI Literacy Alliance has completed a needs assessment that looks at adult learners, health professionals, and how health information is communicated.

This poster highlights our key findings. It also highlights some health literacy trends, the situation in PEI, and offers some suggestions to enhance health literacy in PEI.

Jinny, Catherine and Norman work at the PEI Literacy Alliance. Collectively they bring 26 years of experience working on the issues of literacy.

Jinny Greaves works as Researcher with the PEI Literacy Alliance. She has worked on many literacy issues with a focus on health literacy. She has facilitated focus groups with adult learners and delivered plain language workshops to health professionals.

Catherine O'Bryan is Executive Director of the PEI Literacy Alliance. She lives in Rice Point in her hand-built home. Language and learning are Catherine's passions.

Norman Finlayson is a Researcher and the PEI Literacy Alliance office manager, and has worked for the Alliance since 1997. Norm was the author of "A Guide to Social Assistance in PEI" and he coordinated the 2007 PEI Health and Literacy Summit. Norm and his wife Heather Irving are proud of their two daughters, two dogs, a cat and a white rat.



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How you will benefit

- What health literacy is and what the trends are;
- Challenges faced by people with low health literacy and challenges faced by health professionals when communicating health information; and
- Some suggestions to improve the communication of health information.

Handouts

Health and Literacy fact sheet
Summary of Health Literacy Research project
Health Literacy and Essentials Skills fact sheet
PEI Literacy Alliance brochures

Resources

PEI Literacy Alliance Website - www.pei.literacy.ca
PEI Literacy Alliance Blog - <http://literacytalkpei.blogspot.com>
National Adult Literacy Database - www.nald.ca

Contact Information



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