

Health Information for the 90%



We all need information about our health.

75% of adults have looked for health or medical information.

60% of adults have searched for health information online.

Searching for health information is one of the **top 3 most popular** online activities.



BUT most of us can't understand it.

More than 1 in 2 adults can't:

Use a BMI graph to find their healthy weight

22	23	24	25	26	27	28	29	30
119	124	129	134	138	143	148		

58
59
60
61
62
63
64

Understand a vaccination chart

HepB PCV IPV
DTaP MMR
Varicella HepA

Read a drug label



Health literacy

is a bigger issue than you think.

Health Literacy is the capacity to find, understand, and use the basic health information and services needed to make everyday health decisions.

Who's at risk?

Older adults are 3 times more likely to have below basic health literacy skills than adults ages 16 to 49.

Hispanic/Latino adults are 4 times more likely to have below basic health literacy skills than white adults.

People with poor health are 5 times more likely to have below basic health literacy skills than people with good health.

We all are.



Only 10% of adults have the skills needed to use health information that is routinely available in health care facilities, retail outlets, and the media.



What about the other 90% of us?

We deserve

PLAIN LANGUAGE INFORMATION

about our health!

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