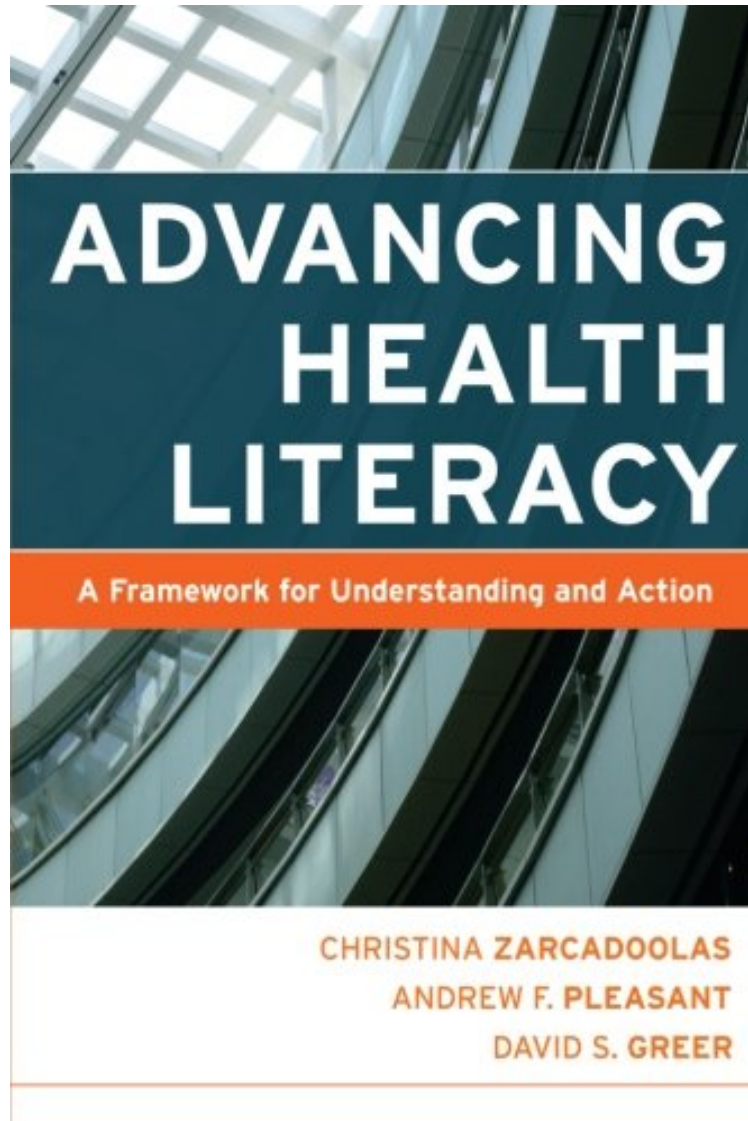


Advancing Health Literacy: A Framework for Understanding and Action

Christina Zarcadoolas, Andrew Pleasant, David S. Greer
*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#698496 in Books Jossey-Bass 2006-06-16 2006-06-05 Original language: English PDF # 1 9.00 x 1.10 x 6.00l, 1.08 #File Name: 0787984337396 pages | File size: 20.Mb

Christina Zarcadoolas, Andrew Pleasant, David S. Greer : Advancing Health Literacy: A Framework for Understanding and Action before purchasing it in order to gauge whether or not it would be worth my time, and all praised Advancing Health Literacy: A Framework for Understanding and Action:

0 of 0 people found the following review helpful. This is a pretty nice primer on health literacy 101 specifically aimed at ...By OtokiThis is a pretty nice primer on health literacy 101 specifically aimed at people who will be in the health

care field. 1 of 1 people found the following review helpful. Compact, easy to read and study
By Meehan J. Becker
I wish more textbooks were of this caliber - small, easy to read (because it's smaller and also how it is written), and contains all the important information without being wordy or including tons of pictures to distract from the text. The book is also very informative, there is a lot more to health literacy than one would expect.
1 of 1 people found the following review helpful. Easy Read - Good Cases
By Professor Light
on theory - strong on cases. Provides easy to read cases studies on literacy issues in the Native American and T2DM, HIV policy, pre natal etc.

Advancing Health Literacy addresses the crisis in health literacy in the United States and around the world. This book thoroughly examines the critical role of literacy in public health and outlines a practical, effective model that bridges the gap between health education, health promotion, and health communication. Step by step, the authors outline the theory and practice of health literacy from a public health perspective. This comprehensive resource includes the history of health literacy, theoretical foundations of health and language literacy, the role of the media, a series of case studies on important topics including prenatal care, anthrax, HIV/AIDS, genomics, and diabetes. The book concludes with a series of practical guidelines for the development and assessment of health communications materials. Also included are essential techniques needed to help people make informed decisions, advocate for themselves and their community, mitigate risk, and live healthier lives.

"hellip;an important book because it teaches us lessons from the history of health communications and moves us forward." (PsycCritiques, 08/08/2007) "This is one of the most understandable, useful, and practical texts available to assist with developing, implementing, and evaluating community health programs." (Choice, February 2007) "We recommend that public health directors make this book required reading for everyone in their communications department." (New England Journal of Medicine, February 15, 2007)
From the Back Cover
Advancing Health Literacy addresses the crisis in health literacy in the United States and around the world. This book thoroughly examines the critical role of literacy in public health and outlines a practical, effective model that bridges the gaps between health education, health promotion, and health communication. Step by step, the authors outline the theory and practice of health literacy from a public health perspective. This book covers the history of health literacy, theoretical foundations of health and language literacy, the role of the media, and a series of case studies on important topics including prenatal care, anthrax, HIV/AIDS, genomics, and diabetes. The book also includes practical guidelines for the development and assessment of health communications materials.
About the Author
Christina Zarcadoolas, Ph.D., is associate clinical professor in the Department of Community and Preventive Medicine, Mount Sinai School of Medicine, in New York City. She is a sociolinguist who has spent thirty years studying language and literacy of vulnerable populations. Andrew F. Pleasant, Ph.D., is an assistant professor in the Department of Human Ecology and the Extension Department of Family and Community Health Sciences at Rutgers, the State University of New Jersey in New Brunswick, New Jersey. He previously served as a temporary advisor to the World Health Organization in Geneva, Switzerland, and actively conducts research both in the United States and internationally. David S. Greer, M.D., is dean of medicine emeritus, and professor of community health emeritus at the Division of Biology and Medicine, School of Medicine, Brown University. Greer has been a family doctor, researcher, medical school leader, community leader, and mentor to countless health professionals for many decades. He was a founding director of International Physicians for the Prevention of Nuclear War, which won the Nobel Peace Prize in 1985.