

CISCRP's Health Literacy Team presents...

# Health Literacy at the movies



*It's Health Literacy Month again, and this time we are headed to the movies!*

THE FOLLOWING  
**HEALTH LITERACY REFRESHER**  
HAS BEEN APPROVED FOR  
**ALL AUDIENCES**



## The 2 dimensions of Health Literacy:

**Personal health literacy** is the degree to which **individuals** can find, understand, and use information and services to inform health-related decisions and actions for themselves and others.

**Organizational health literacy** is the degree to which **organizations** equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.

**The relationship between these two dimensions, and how the elements are accomplished, will be the main focus of your movie analyses!**

## Get Your Popcorn Ready!

Almost any movie or show can portray a health literacy issue.



It could be the focus of the entire story, such as in the films *Philadelphia*, *My Sister's Keeper*, or *Concussion*.

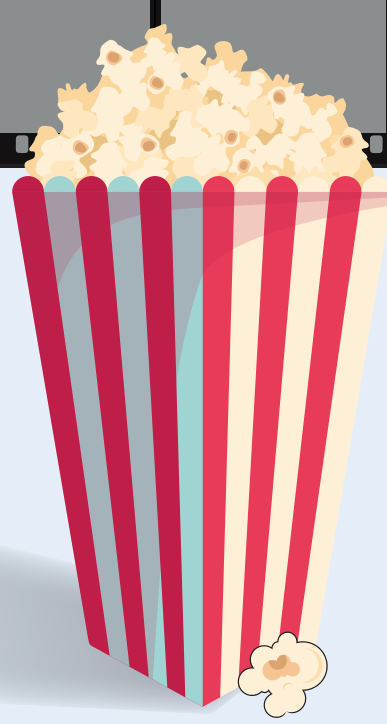


Or there could be a single scene or situation that portrays a potential health issue, for example: misusing a treatment or service, or an embarrassing injury resulting from improper exercise techniques.



Keep in mind that any "health outcomes or problems" may be just a hint that there is an underlying issue to analyse from a health literacy perspective. **For the exercises below, you will be focusing on issues with finding, understanding, and using information or services to make health-related decisions.**

## LET'S START THE SHOW!



### 1. Not Just Understanding Health Information, But Also Using It

Was the health literacy issue related to one or more of these factors?

- A.** finding information or services
- B.** understanding the information or services
- C.** using the information or services to make health decisions

Finding and understanding are key elements in health literacy, but **USING** the information and services to make decisions is the most crucial element.

How were these key elements accomplished? What strategies, such as training or increased transparency, might have better helped the characters use these key elements?

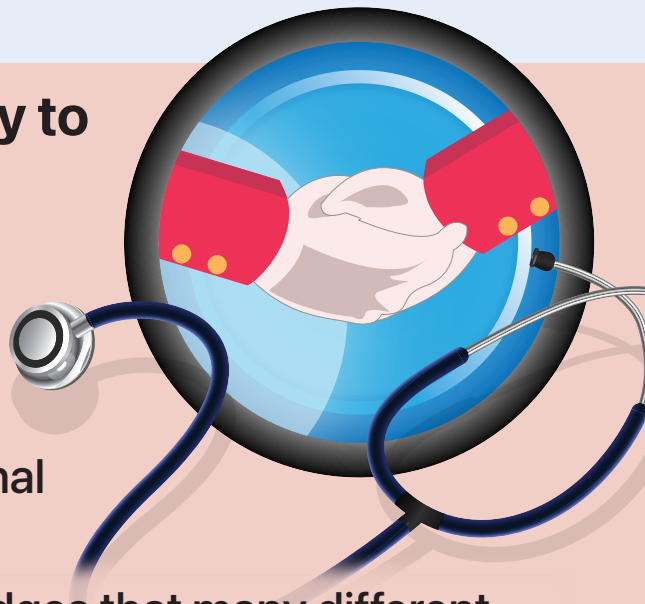
### 2. Organizations' Responsibility to Address Health Literacy

The health literacy issue is portrayed as

- A.** an individual responsibility
- B.** an organizational responsibility
- C.** both an individual and organizational responsibility

Organizational health literacy acknowledges that many different stakeholders have a responsibility to support and improve personal health literacy, including businesses, healthcare providers, health insurers, and others.

What role did the organizations and individuals have in the health literacy issue you identified? Did the portrayal of the issue acknowledge that there is shared responsibility?



### 3. Social Determinants of Health

- What social and cultural factors impacted this issue?
- What were the barriers and facilitators in place?
- How could the barriers be removed, and facilitators improved?

**Health literacy is inextricably linked to health equity.**

What lack of opportunities contributed to the health literacy issue? Brainstorm how the outcome of the situation or story may have been different for individuals who had better opportunities or circumstances.



# The End

...or is it?

Analyzing your entertainment through the lens of Health Literacy can be a fun and interesting activity! Next time you watch a movie or show, make sure Health Literacy makes the final cut.

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