



# **Moving Health Literacy Forward: Social Media's Role**

4th Biennial Wisconsin Health Literacy Summit  
April 13, 2011

Sarah Welch and Megan Rooney  
Health Literacy Missouri

# Health Literacy Missouri



**Our mission is to improve the health of all Missourians.**

Founded December 15, 2009

# What we do

- Help improve health facility environment
- Train health professionals to improve communication skills
- Teach patients communication skills
- Support community groups
- Provide a free, online library of health literacy materials



# Why Social Media?



# Why Social Media?

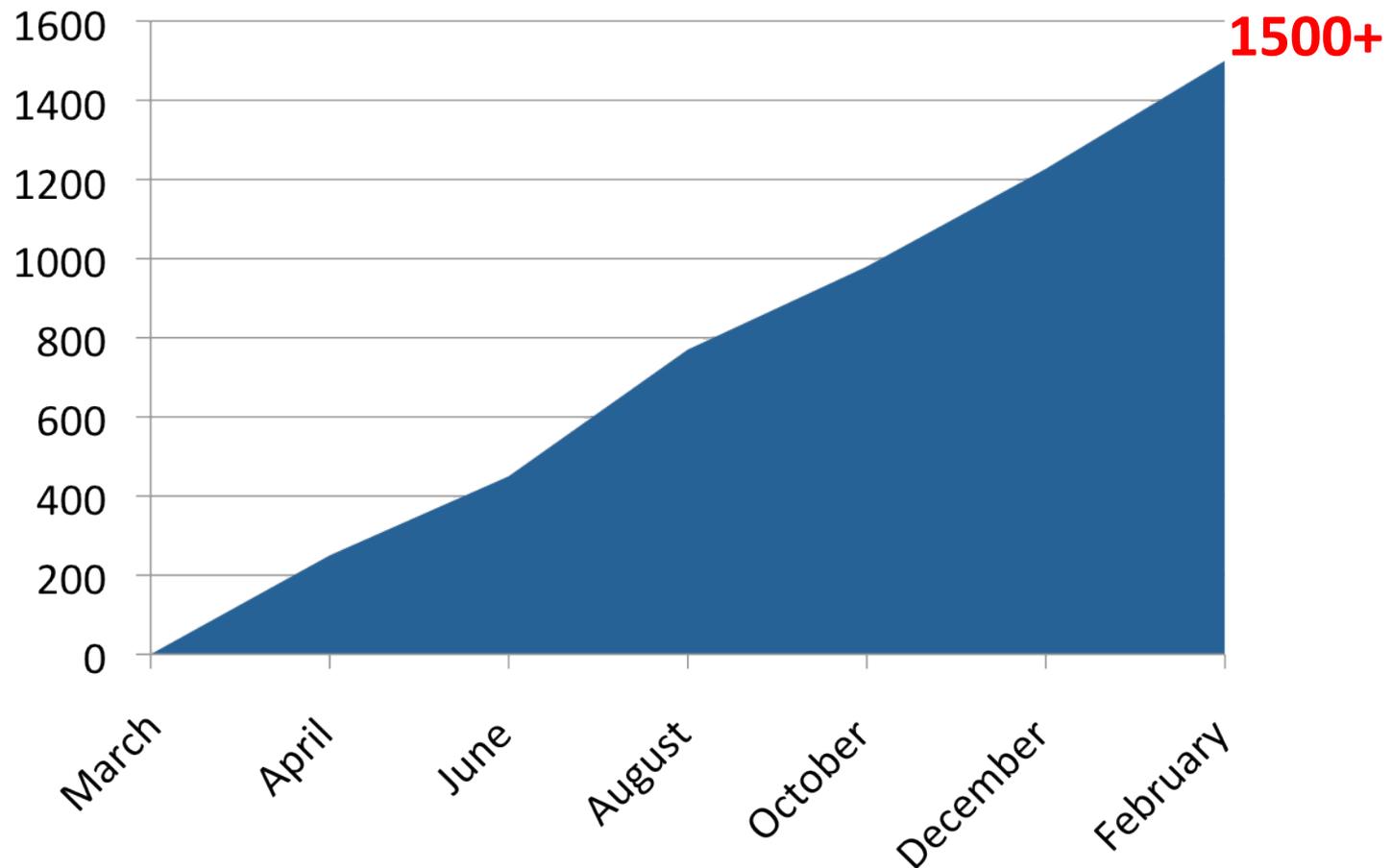


- **79%** of American adults go online:
  - **83%** look for health information
  - **61%** use social network sites
    - Boomer generation fastest growing
  - **8%** use Twitter

--Pew Research Center's Pew Internet & American Life Project



# Growth of our social media network: 2010-2011





## • Twitter

• @healthlitmo



## • Vimeo

• Health Literacy Missouri



## • Facebook

• [www.facebook.com/  
healthliteracymissouri](http://www.facebook.com/healthliteracymissouri)



## • YouTube

• HealthLitMo325



## • LinkedIn

• Health Literacy Missouri



## • Delicious

• healthliteracymissouri



## • Flickr

• Health Literacy Missouri

## • List serve

• Health Literacy Digest

## • Blogging

▪ Plain Talk Blog



- Wall
- Hidden Posts
- Info
- Notes
- Discussions
- Photos (6)
- Resources
- Twitter
- YouTube
- Video

343 people like this

Likes See All

- Minnesota Literacy Council
- Missouri Foundation for Health (MFH)
- American Public Health Association (APHA)
- St. Louis Regional Health Commission (RHC)
- CDC

Unlike Share

# Health Literacy Missouri

Non-Profit Organization Edit Info

Edit Page



Wall Health Literacy Missouri · Most Recent

Share: Status Photo Link Video

Write something...

## Health Literacy Missouri Dominic's Experience with Health Literacy



Mar 11, 2011 12:29pm Length: 1:54

419 Impressions · 0% Feedback Friday at 12:29pm · Like · Comment · Share

## Health Literacy Missouri Making Strides Toward Improving Health Literacy Online. Thanks for the mention @healthfinder! #healthlit



Making Strides Toward Improving Health Literacy Online | e-Patients.net e-patients.net

This is a guest post by Jessica Mark, healthfinder.gov and Outreach Program Manager, Health Communication and eHealth Team in the Office of Disease Prevention

430 Impressions · 0% Feedback Friday at 9:53am · Like · Comment · Share

## Health Literacy Missouri We'll be starting a community garden this spring.



Health Literacy Missouri - Message from the President and CEO bit.ly

Last week, I noticed buds forming on the tips of tree branches. Crocus bulbs have begun to burst from the soil. The weather here in St. Louis has been unpredictable at best. Sunny and warm on one day, gray and frigid the next. But it's impossible to deny it: Spring is almost here.

550 Impressions · 0% Feedback March 9 at 2:43pm · Like · Comment · Share

## Health Literacy Missouri A good reminder that using plain language requires a conscientious effort.

## Health Literacy Missouri - Plain Talk Blog

Admins (12) See All



- Use Facebook as Health Literacy Missouri
- Promote with an Ad
- View Insights
- Suggest to Friends

### You and Health Literacy Missouri



- 4 friends like this.
- IHA Health Literacy, Health Literacy Wisconsin

### Quick Tips

Get more people to like your Page with Facebook Ads today!

Get More Connections

### Sample Ad: Health Literacy Missouri

The text of your ad will go here.



Like · Megan Rooney likes this.



# Health Literacy MO

**@HealthLitMO** St. Louis, MO, USA  
 Dedicated to health understandable by all.  
<http://www.healthliteracymissouri.org>

**Following**

Message

Timeline

Favorites

Following

Followers

Lists



**HealthLitMO** Health Literacy MO

National Conference on Health Communication, Marketing, and Media: <http://twurl.nl/l6zgz3>

2 hours ago



**HealthLitMO** Health Literacy MO

Making Strides Toward Improving Health Literacy Online. Thanks for the mention @healthfinder! #healthlit <http://fb.me/EzJrvvgf>

11 Mar



**HealthLitMO** Health Literacy MO

We'll be starting a community garden this spring. <http://fb.me/Dvv9RzOG>

9 Mar



**ShebaMuturi** Elisheba Muturi by HealthLitMO

Poor health literacy impact: patient injected insulin into orange and then ate it! <http://wapo.st/e7d6ze> via @FloridaLiteracy

9 Mar



**HealthLitMO** Health Literacy MO

@HealthEdDesk Thanks!

9 Mar



**HealthLitMO** Health Literacy MO

A good reminder that using plain language requires a conscientious effort. <http://fb.me/T43VBTj3>

9 Mar



**HealthLitMO** Health Literacy MO

Terrence Howard on colon cancer screenings (might make you cry). <http://fb.me/TEYYd1o9>

8 Mar



About @HealthLitMO

**1,370**  
Tweets

**1,365**  
Following

**1,218**  
Followers

**78**  
Listed

## Connections

Also followed by @gkratermann, @HlthLitStudents, @HealthLitLA, and more.



You both follow @gkratermann, @HlthLitStudents, @HealthLitKY, and more.



## Following 1,365



## Similar to @HealthLitMO · view all



**ePublicHealth** · Follow  
Terry Ruth VanDuyn



**scotthensley** · Follow  
Scott Hensley



**patientpower** · Follow  
Patient Power



**MarianneDiNaps** · Follow  
Marianne DiNapoli



Michelle Roberts

Page 1 of 7 [>](#) [>>](#)

### Back to Reality

Jen Kresse  
Mar 8, 2011

### So, a guy walks into his doctor's office...

Michelle Roberts  
Mar 1, 2011

### Students and Health Literacy—Beyond Academic

Michelle Roberts

## So, a guy walks into his doctor's office...

Mar 1, 2011

My guy is a very intelligent man. He is an engineering analyst at a Fortune 500 company. When one of the kids encounters a tough math problem, its him they beeline for. He reads Carl Jung for fun. He doesn't even need me to help him match his ties to his shirts (well, most of the time).

Still, when it comes to doctors' appointments, this otherwise bright and articulate fellow goes stone silent.

The first time I accompanied him to a medical appointment was by happenstance. We were running errands together and his annual doctor's visit was on the list somewhere between Target and Trader Joe's.

At some point, we found ourselves in his doctor's office – my guy up on the crinkly paper and me in the visitor's chair. As soon as the doctor walked in, Mr. Always Has Something To Say suddenly didn't. And the doctor wasn't much better. Before long, I noticed that the words passing between these two men didn't amount to much more than a syllable here or a grunt and a nod there.



I could hold my tongue no longer when a new prescription was prescribed and I had no idea what



# Health Literacy Missouri

Discussions Members Promotions Jobs Search More...

Forward this group



My Activity

Start a discussion or share something with the group...

Maximum length is 200 characters.

Attach a link

Share

## Most Popular Discussions



Michelle Stop Following

### How do I learn to communicate better with my patients?

Provider-patient communication is an extremely important part of health care. Good communication can help patients follow recommended treatments, improve health outcomes, decrease health care costs, improve patient satisfaction, reduce incidence of malpractice lawsuits, and ...

posted March 5, 2010

See more »



Sarah Stop Following

### Healthy People 2020 questions for HealthLit Chat

Please share your thoughts on the following questions on Healthy People 2020:

- \* What initiatives are currently addressing the health literacy objectives under the Health Communication and Health Information Technology section?
- \* Where do you see other opportunities ...

posted 1 month ago

See more »



Sarah Stop Following

### Health reform

In honor of the one-year anniversary of the Affordable Care Act and with our upcoming health literacy discussion on Twitter on March 3: How has health care reform affected your work? How do you see health literacy as part of the legislation's goals?

posted 13 days ago

See more »



Sarah Stop Following

### Healthy People 2020

Healthy People 2020 was launched today. What objectives are you most excited about?

**Healthy People 2020 - Improving the Health of Americans** [healthypeople.gov](http://healthypeople.gov)

Learn the ways that Healthy People 2020 is planning to improve the health of all Americans in 10 years

posted 3 months ago

Sarah Bzdega 3 months ago • Thanks for your great comments, Doug. We at Health Literacy Missouri especially agree that working together to improve the health ... »

See more »



## Manager's Choice



How do I learn to communicate better with my patients?

Michelle Roberts

See all »

## Updates: Last 7 Days



Sarah Bzdega started a discussion: Health reform

13 days ago • Like • Add comment



Heather Pautler has joined the group.

13 days ago • Send message



Heidi Hale has joined the group.

13 days ago • Send message

See all updates »

Ads by LinkedIn Members



### MS in Prevention Science

Help reduce substance abuse and more. Earn a Masters in Prevention Science



### HCCA Compliance Institute

April 10-13 Orlando FL: Presented by The Health Care Compliance Association



### Grants For Grad School

Return to school. Grants may help you pay for your Graduate Degree.



## Michelle's Bookmarks

Bookmarks | Network | Tags | Subscriptions | Inbox

See more bookmarks in [Popular](#), [Recent](#), or [look up a URL](#).

healthliteracymissouri Type a tag

Bookmarks 537

Display options

08 MAR 11 [Engaging Patients - Improving Patient Safety](#)

EDIT | SHARE | DELETE

40

reference initiative

07 MAR 11 [USP Pictograms](#)

EDIT | SHARE | DELETE

8

tool communication

04 MAR 11 [America's Health Rankings](#)

EDIT | SHARE | DELETE

60

reference

03 MAR 11 [Healthfinder.gov Content Syndication - Home](#)

EDIT | SHARE | DELETE

3

tool

01 MAR 11 [MyMercy is Here! Connect with Your Doctor and Your Health Online. | Mercy](#)

EDIT | SHARE | DELETE

reference

[Social Media Policies and Procedures \(Part 1\) | Daniel Hoang](#)

EDIT | SHARE | DELETE

90

socialmedia

28 FEB 11 [The Nonprofit Quarterly](#)

EDIT | SHARE | DELETE

130

reference

[Social media: A guide for researchers | Research Information Network](#)

EDIT | SHARE | DELETE

161

socialmedia

[Five Ways Nonprofits Can Use Social Media to Build Their e-Newsletter List « Nonprofit Tech 2.0 Blog :: A Social Media Guide for Nonprofits](#)

EDIT | SHARE | DELETE

30

socialmedia

[HOW TO: Claim Your Nonprofit's "Company Page" on LinkedIn « Nonprofit Tech 2.0 Blog :: A Social Media Guide for Nonprofits](#)

EDIT | SHARE | DELETE

9

socialmedia

1 2 3 4 5 6 7 ... 53 54 Next >

537 Bookmarks

- Save a new bookmark
- Edit public profile
- Bulk edit
- Browse these bookmarks

Tags People Options

Top 10 Tags

reference	111
website	75
tool	65
socialmediahealth	62
blog	56
communityengage	41
socialmedia	38
curriculum	31
webevents	30
hinitiative	27

All Tags 33

articletoread	17
blog	56
communication	24
communityengage	41
consent	1
consumer	6
culturalcomp	2
curriculum	31
development	1
evaluation	5
game	6
global	3
Hadil	6
healthreform	24
hinitiative	27
HLM	2
HR	1
IT	1
Karolina	3
languagetranslate	7
laura	17
librarydesign	2
mobile	1
photography	1
plainlanguage	16
policy	7
presentations	2
reference	111
socialmedia	38

[Health Literacy Missouri](#) · [Sets](#)

[Slideshow](#) [Share This](#)

[Arrange](#) | [Edit](#) | [Order prints](#) | [Delete this set](#)



# HLM Grand Opening

[Thumbnails](#) | [Detail](#) | [Comments](#)



On October 6th, 2010 we opened our doors to the neighborhood for the first time. Local restaurants provided food and drink, and we had local music as well. Great to meet our neighbors!

45 photos | 16 views | [Add a comment?](#)

Items are from 07 Oct 2010.



[Feed](#) – Subscribe to the set "HLM Grand Opening"



## Your videos

24 Uploaded / 0 Other Credits / 24 Total

Videos 1-12 of 24

Show me

newest

videos in

thumbnail

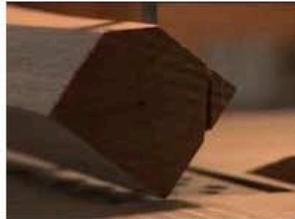
format

[Search these videos](#)



**HLM Overview 2010**

5 months ago



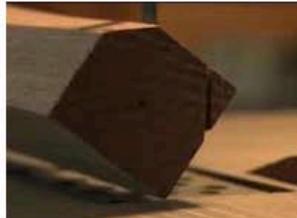
**Health Literacy Missouri Public Service Announcement #3**

5 months ago



**Health Literacy Month Public Service Announcement - 15 seconds**

5 months ago



**Health Literacy Month PSA - Marty Ratermann**

5 months ago



**A Patient's Story**

8 months ago



**Seed to Table Best Practices**

8 months ago



**Health literacy in Adult Education Best Practices**

8 months ago



**Health literacy in hospitals best practices**

8 months ago



**YOO Magazine**

8 months ago

### Your videos

Here are all your videos on Vimeo. Choose "Uploaded" to view the videos you have uploaded to Vimeo. Choose "Other Credits" to see the videos that you are credited in by other users.

We recommend using the sort bar which allows you to see your videos in different orders or formats. If you are looking for a particular video of yours, use the "search these videos" link.

### Advertisement



**Vimeo Plus, more of what you want**

# Social Media Goals



•Build a network

•Be an expert

•Develop relationships



The screenshot shows the Facebook profile for Health Literacy Missouri. The page header includes the Facebook logo, a search bar, and navigation icons. The profile picture is a blue map of Missouri with the text 'Health Literacy MISSOURI'. The page is categorized as a 'Non-Profit Organization'. Below the header is a gallery of six photos showing various community events and people. The main content area features a 'Wall' section with a 'Share:' button and options for Status, Photo, Link, and Video. A text input field contains the placeholder 'Write something...'. Below this is a video post from Health Literacy Missouri titled 'Dominic's Experience with Health Literacy', dated 'Mar 11, 2011 12:29pm' with a length of '1:54'. The video has '419 Impressions' and '0% Feedback'. At the bottom of the post are icons for Like, Comment, and Share.

## Tools we use:

- Wall posts
- Events pages
- Photo galleries
- Discussion board
- Notes
- Resource page
- Twitter feed
- Video



## People like the personal connection to us:

- Personal stories and photos
- Events
- Achievements
- Blog posts
- Media coverage

# Facebook: Lessons learned



## Health Literacy Missouri

New Plain Talk Blog: Students and Health Literacy—Beyond Academic  
#healthlit



### Health Literacy Missouri – Plain Talk Blog [www.healthliteracymissouri.org](http://www.healthliteracymissouri.org)

The “academic” approach to health literacy doesn’t always have to focus on research. I’ve recently had the pleasure to work with two different student organizations at the University of Missouri in Columbia that approach health literacy as a volunteer opportunity for advocacy. The groups’ members ar

676 Impressions · 0.59% Feedback

📅 February 23 at 10:52am · Like · Comment · Share

👍 2 people like this.



**Annie Bastida** LIKE LIKE LIKE a million times!! :-)

February 23 at 11:07am · Like



**Kristin Morrison** Totally agree with you Annie! Go Mizzou

February 23 at 12:46pm · Like

Write a comment...



I like this.

us:



## HealthLitMO

National Conference on Health Communication, Marketing, and Media: <http://twurl.nl/l6zgz3>

about 8 hours ago via twitterfeed

Making Strides Toward Improving Health Literacy Online. Thanks for the mention @healthfinder! #healthlit <http://fb.me/EzJnvgof>

7:53 AM Mar 11th via Facebook

We'll be starting a community garden this spring. <http://fb.me/Dvv9RzOC>

12:43 PM Mar 9th via Facebook

 **ShebaMuturi** Poor health literacy impact: patient injected insulin into orange and then ate it! <http://wapo.st/e7d6ze> via @FloridaLiteracy

11:52 AM Mar 9th via HootSuite

Retweeted by HealthLitMO

@HealthEdDesk Thanks!

10:38 AM Mar 9th via web in reply to HealthEdDesk

A good reminder that using plain language requires a conscientious effort. <http://fb.me/T43VBTj3>

9:58 AM Mar 9th via Facebook

Terrence Howard on colon cancer screenings (might make you cry). <http://fb.me/TEYYd1o9>

9:58 AM Mar 8th via Facebook

## Be an expert:

- Post links to resources, research and news
- Update followers on our work

## Connect:

- Ask questions
- Respond to posts
- Retweet
- Post messages likely to be retweeted
- Participate in discussions
- Post highlights during & after events
- Highlight stories

twitter



## People like information:

- News items
- Interesting facts
- Valuable resources: websites, toolkits, blogs

## People like to engage in professional dialogue:

- Twitter Town Halls

# Twitter: Lessons learned



**HealthLitMO** Health Literacy MO

Are you health literate? Here's a test: <http://bit.ly/gZFJKt> #healthlit  
<http://fb.me/GXGPqQ43>

7 Feb



**widfm** WI Family Medicine

Are you health literate? Take this short test: <http://bit.ly/gZFJKt>  
#healthlit #WiHLS ( via @HealthLitMO )

7 Feb ☆ Favorite ↻ Retweet ↩ Reply



**LiteracyKC** Literacy Kansas City

@HealthLitMO Thanks for sharing the #healthliteracy test! Shows how important #literacy skills are in making everyday important decisions

7 Feb



**healthlitwriter** Cate Polacek, MFA, ELS

RT @HealthLitMO: Are you health literate? Here's a test:  
<http://bit.ly/gZFJKt> #healthlit <http://fb.me/GXGPqQ43>

7 Feb



**colleen\_young** Colleen Young

RT @HealthLitMO: Are you health literate? Here's a test:  
<http://bit.ly/gZFJKt> #healthlit <http://bit.ly/i3fGd3> #hcsma #hcsma

7 Feb

# Twitter Town Hall



HLM 'War Room'

## What is it?

An interactive online experience where participants post messages with a focus for a set period of time on Twitter.

## Details:

- A monthly discussion on a health literacy topic
- Draws around 80 people
- More than 400 posts in 1.5 hours.

# Small investment, big payoff



- International audience
  - 66 different countries
- Sparked ongoing discussions
- Raised our awareness of health literacy information
- Increased website traffic:
  - 21,000 visits
  - 11,000 different users
  - 10% of visits from Twitter
- Boosted ranking in “health literacy” Google search
  - consistently in the top results
- Building our reputation as a robust health literacy resource

# Social Media: Lessons learned



- Social media is essential to an organization's growth
- Don't just self-promote; engage and be a resource
- Have a voice
- Each site has a different purpose
- Experiment with new ideas
- *Be creative, have fun!*

# Where do we go from here?

## *Connect with Patients and Consumers*





Wall

-  Info
-  Photos (131)
-  Discussions
-  Reviews
-  Links
-  Events

944

people like this

Likes

See All



DFW Area Moms

Take a Step  
Against Cervical  
CancerBaylor Health  
Care System

Sage Intergy

The da Vinci  
Surgical Robot

Add to My Page's Favorites

Create a Page

Report Page

Share

## Macarthur Obgyn

Like

Local Business · Irving, Texas



Wall

Macarthur Obgyn · Top Posts ▾



Macarthur Obgyn

Macobgyn on WFAA Good Morning Texas featuring the da Vinci® Surgical System

Good Morning Texas featuring the da Vinci®  
Surgical System | MacArthur OB/GYN  
macobgyn.com

Saturday at 10:52am · Share

5 people like this.

Heather Welch Fortenbury GMT was an awesome  
experience! And the DaVinci Surgical System is an amazing  
piece of equipment. I feel great! Thanks Dr. L!!!

Saturday at 10:59am



Kellie Pringle awesome job Dr. Livingston! Great segment!

Saturday at 11:35am



Julie Rubin Liberman Great interview, Dr. Jeff!

Saturday at 12:36pm



Macarthur Obgyn

Half Of Adult Males Carry HPV – Science News

www.sciencenews.org

Human papillomavirus lingers for months in men, study shows

Friday at 11:15am · Share



Macarthur Obgyn

MacArthur Obgyn will be on Good Morning Texas WFAA Channel 8 at 9:49  
am this morning discussing da Vinci Robotic hysterectomy. Tune in or set  
your DVR.

March 10 at 8:29am via iPhone

5 people like this.



Judy Walker Busch Cool

March 10 at 9:27am



Liz-Rhodski Danson that machine is awesome!

March 10 at 9:55am

## Alternative medicine problems patients need to know about

6 COMMENTS

in MEDS

by Alex Lickerman, MD

 Tweet 15

Americans spend an astounding 34 billion dollars on [alternative medicine](#) annually. Given that so many of us put our faith in alternative care, I wanted to clear up some common misconceptions about it to help people make wiser choices when and if they turn to it.

### What is alternative medicine?

In general, alternative medicine is used to describe practices outside the bounds of conventional medicine. It's also often connoted to include practices that haven't been shown to be effective. Mainstream scientists often criticize alternative medicine as charlatanism, arguing that anything alternative that's been proven to work is in fact ... mainstream medicine. Advocates of alternative medicine, in contrast, typically point to their personal experiences as proof of the effectiveness of many such "unproven" interventions.

[\[click to continue...\]](#)

{ 6 comments }

## ASA addresses drug shortages to ensure patient safety

0 COMMENTS

in MEDS



KevinMD.com on Facebook

You like this. Unlike

enter e-mail for updates

 Subscribe

43976 readers  
BY FEEDBUCKET

31k Followers  
twittercounter.com

**Breaking Medical News.**  
Now Available for **Android®** Phones

**FREE Download** ▶▶  
from the Android Marketplace





### CME Spotlights

MDS Treatment Monitoring Flowsheet and Algorithm [more...](#) 

Hep B in Immigrant Populations: Challenging Cases in Primary Care [more...](#) 

Diabetes Diagnosis and Management 



Connecting Family and Friends When Health Matters Most

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## Share CaringBridge with Your Community

Sharing CaringBridge flyers, information cards and posters within your community helps spread the word about the free service to people who need it.



[Download CaringBridge Materials](#)

Next Topic: [Steady Support for Premature Twin Boys](#)



### Create a Website

It's quick, easy and free. Create a site for a loved one or yourself. You can start a site and transfer it to someone, too.

[See How it Works](#)

[Create a Website](#)

### Visit a Website

- Enter Website Name -

[Visit a Website](#)

Don't know the Website Name? Contact the site author.

[Access a Classic CaringBridge Website](#)

### Share Our Service

Know someone who needs support due to cancer, premature birth, injury or other significant health challenge?

#### Spread the word

[Start a Site for Someone in Need](#)

[Tell Someone about CaringBridge](#)

[Find More Ways to Share CaringBridge](#)

### Connect with Us



[Become a Fan on Facebook](#)



[Follow @CaringBridge on Twitter](#)



[Find us on YouTube](#)

### Terms of Use, Privacy Policy and Copyright Policy Update

Our [Terms of Use](#), [Privacy Policy](#) and [Copyright Policy](#) have been updated effective 01/19/2011.

### Personal Stories [View All Stories](#)



**Unexpected Purpose.** A family receives support through CaringBridge after teen sustains critical injuries in a car accident.

[Unexpected Purpose](#)

### Powered by Generous Donors

CaringBridge is powered by a grateful, engaged community. You can make a difference in the lives of people who depend on CaringBridge. **Support our mission:** To amplify the love, hope and compassion in the world, making each health journey easier.

[Donate Today](#)

[home](#)[my diary](#)[forum](#)[blog](#)[news](#)**15% off sitewide****tiny\*prints**

## The Easiest Food Diary you will ever keep



Setup your own Twitter-based food diary in moments



Track what you eat and your weight through your mobile phone or the web



Enter calories for foods you know, have CrowdCal fill in the blanks

[Get started now!](#)**sign up**

or connect with

Sign in with Facebook

## recently tweaten

user	just ate	calories	when
<b>kitzzy</b>	chili	N/A	10 minutes
<b>kitzzy</b>	brown rice	N/A	10 minutes
<b>kitzzy</b>	biscuits	N/A	10 minutes
<b>dajero1</b>	salad, tuna, 1/2 pita	275	24 minutes
<b>dajero1</b>	rice krispee treat	90	24 minutes
<b>dajero1</b>	green tea	0	24 minutes
<b>Homeflower</b>	salad	16	24 minutes

## what people are saying



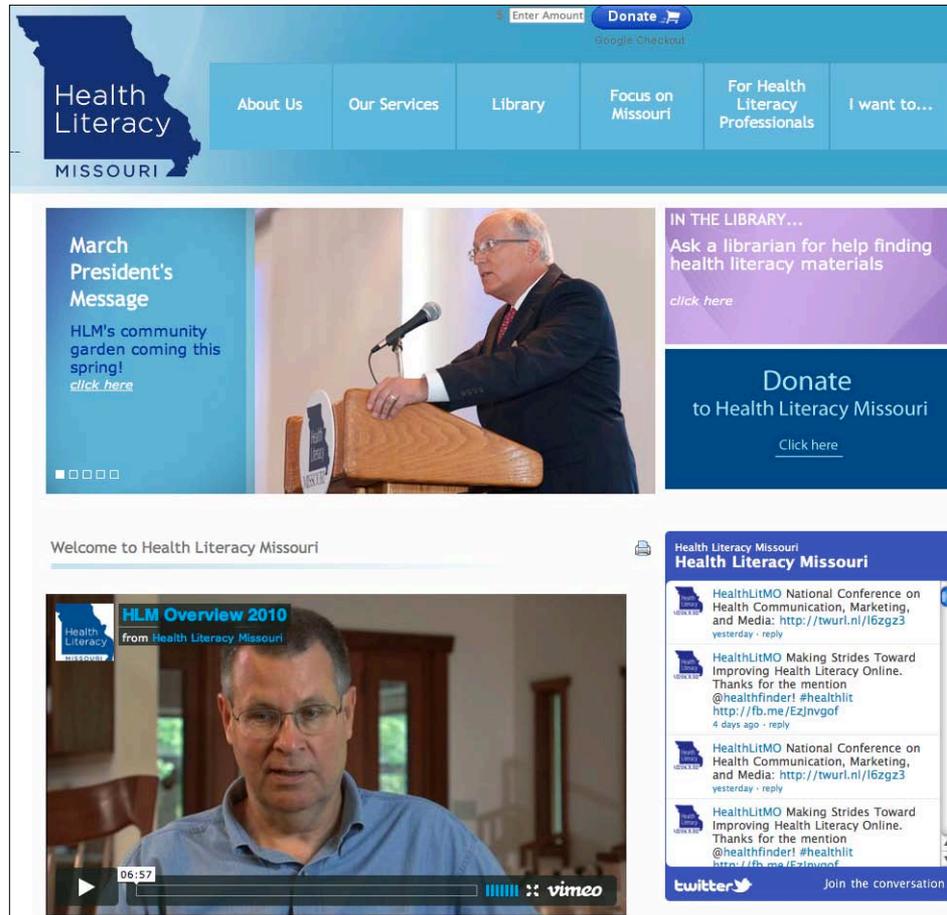
"I lost over 12 pounds using TWYE!"

## TWYE in the press

## see how it works!

Not sure how to use TWYE?  
Check out our tutorial video

# Health Literacy Missouri



The screenshot shows the Health Literacy Missouri website. At the top left is the logo with a map of Missouri. To the right is a navigation menu with links: About Us, Our Services, Library, Focus on Missouri, For Health Literacy Professionals, and I want to... Above the menu are 'Enter Amount' and 'Donate' buttons with a shopping cart icon, and a 'Google Checkout' link. Below the menu is a large banner area. On the left, a blue box contains the text 'March President's Message' and 'HLM's community garden coming this spring!' with a 'click here' link. In the center is a photo of a man in a suit speaking at a podium. On the right, a purple box says 'IN THE LIBRARY...' and 'Ask a librarian for help finding health literacy materials' with a 'click here' link. Below that is a dark blue box with 'Donate to Health Literacy Missouri' and a 'Click here' link. Below the banner is a 'Welcome to Health Literacy Missouri' section. On the left is a video player showing a man speaking, with a title 'HLM Overview 2010 from Health Literacy Missouri' and a 'vimeo' logo. On the right is a Twitter feed with three tweets about the HealthLitMO National Conference on Health Communication, Marketing, and Media, and HealthLitMO Making Strides Toward Improving Health Literacy Online. The tweets include links and mentions of @healthfinder! #healthlit.

Visit our website: [www.healthliteracymissouri.org](http://www.healthliteracymissouri.org)

Contact: [swelch@healthliteracymissouri.org](mailto:swelch@healthliteracymissouri.org)