

Subject Index

A

- ABE (adult basic education):
ESOL (English for speakers of other languages) classes as, 50, 264, 265, 266, 267;
HEAL:BCC project role in, 267–270e, 271e, 284; purpose of, 50, 264, 265–266
- Abridged Record of Family Traits, 190
- Abt Associates, 208, 209, 210
- Ad Hoc Committee on Health Literacy, 1
- AdAge (magazine), 99
- Adolescents: hours of television watched by, 94, 104–105;
Who's the Boss (TV show) on underage drinking by, 104
- Advertisements: America Responds to AIDS campaign (CDC), 229–231; antibiotic resistance print ad, 47e; antismoking banner for public buses, 214e; Baby Monitor (TV spot), 211–213, 212e; Camel cigarettes, 221; Dr. Kilmer's Swamp Root Kidney Liver and Bladder Cure ad, 110–111e; "Fight the Fear with Facts" (AIDS ad), 230–231e; health literacy advanced through media, 110–114; Internet lack of accountability for claims of, 135; Lydia Pinkham's Vegetable Compound (19th-century ad), 24e; polio shots radio announcement (1958), 34; product placement, 114–115; television DTC pharmaceutical, 103, 110–114. *See also* Health messages
- African Americans. *See* Blacks (Non Hispanic)
- Age differences (Internet use), 122fig

- AIDS. *See* HIV/AIDS
- Alaska Natives: proportion of AIDS cases among (1985-1999), 226*fig*; type 2 diabetes and, 2, 246
- Alcohol: product placement of, 114; television references to, 104–105
- Altman Foundation (New York City), 141
- America Responds to AIDS campaign (CDC), 229–231
- American Association for the Advancement of Science, 185
- American Cancer Association, 209
- American Cancer Society, 7
- American Diabetes Association, 247, 254
- American Eugenics Society, 190
- American Evaluation Association, 271
- American Heart Association, 209
- American Indians: diabetes nutrition programs for, 250–260; proportion of AIDS cases among (1985-1999), 226*fig*; role of culture in diabetes prevention/care for, 248–250; type 2 diabetes among, 2, 245–260
- American Lung Association, 28, 209
- American Medical Association, 42, 50
- American Medical Association Foundation, 89, 92
- Anthrax events (2001):
 American public reactions to, 170–172; antibiotic resistance issue of, 180–181; basic public health questions about, 165, 170; Internet information on, 175–177, 176*e*; opinion polls taken on public reaction to, 14, 171, 180; scientific uncertainty and, 177–181; time line of, 166*e*–169*e*
- Antialcohol literacy program, 15–16
- Antibiotic resistance:
 anthrax events (2001) and issue of, 180–181; print ad on, 47*e*
- Asian Americans English literacy levels, 13*t*
- Avian flu: CDC web site information on, 84, 86–89; Oprah Winfrey TV show interview on, 84–86, 87

B

- Baby Basic phases: listed, 146–147; phase 1: collaboratively identifying the need, 147–151; phase 2: field testing with providers and pregnant mothers, 151–153; phase 3: developing best practice guidelines for using *Baby Basics*, 154–155; phase 4:

- Baby Basics toolbox for change, 155–159, 160t
- Baby Basic Prenatal Health Literacy Program: *Baby Basics Moms Club Curriculum* used in, 157e–158e; *Baby Basics* planner used in, 156e; *Baby Basics* prompt cards used in, 157; creation of, 145–146, 154; four development phases of, 146–159; fundamental goals of, 146; health literacy/fundamental literacy skills reinforced in, 155; key strengths and uniqueness of the, 162; model used for, 159, 161–162; toolbox evaluation of key indicators used in, 155–160t. *See also* Health promotion
- Baby Basics: Your Month by Month Guide to a Healthy Pregnancy*: best practice guidelines for using, 154–155; cover of, 148e; description and contents of, 145–146, 148–151; focus group comments on, 152–153; sample page from, 151e; toolbox for change used in, 155–160t
- Baby Basics initiative (2004), 141–142
- Baby Basics Moms Club, 159, 161
- Baby Monitor (TV spot), 211–213, 212e
- Bear Coming Down Stream (play), 258
- Behavior change models: HIV/AIDS prevention and education, 233–234; informed consumer decision making and, 37–38
- Bioterrorism: anthrax events (2001), 14, 165–182; scientific uncertainty and, 177–181
- Birth defect folklore, 188
- Blacks (Non Hispanic): English literacy levels among, 13t; preterm birth rates for, 3; proportion of AIDS cases among, 226fig–227; role of culture in diabetes prevention/care for, 249; type 2 diabetes and, 2; uninsured among, 38
- Book media, 99
- Boston Globe* (newspaper), 216, 218, 219
- Breast cancer: communicating incidence of, 201; community efforts regarding, 36–37; HEAL:BCC (CDC) education project on, 263–285
- Breast and Cervical Cancer Resource Kit* (HEAL), 269
- The Breast and Cervical Cancer Sourcebook* (ELI), 268
- BSE (bovine spongiform encephalopathy), U.S.

- BSE, *continued*
 Department of Agriculture
 press release on, 8–9
- C**
- Camel cigarettes
 advertisements, 221
- Campaign for Tobacco-Free
 Kids, 209
- Cancer: education on breast,
 36–37, 201, 263–285;
 education on cervical,
 263–285; family history of
 colorectal, 7–8
- CDC (Centers for Disease
 Control): AIDS community
 campaign funding/guidelines
 of, 36, 233, 235; America
 Responds to AIDS campaign
 by, 229–231; anthrax
 information found on website
 of, 175–177, 176e; on benefits
 of health literacy, 2;
 community planning
 guidelines by, 36; Diabetes
 Surveillance System of, 246;
 on education and tobacco use
 relationship, 207; example of
 topic from web site of, 84,
 86–89; HEAL:BCC project
 funding by, 264; Healthstyles
 survey (1999) by, 101;
 HIV/AIDS reporting by,
 225–227; MTCP funding
 contributions from, 208;
 tobacco prevention/cessation
 program funding
 recommended by, 209; on
 tobacco-related causes of
 death, 206
- CDE (community diabetes
 educator), 250
- Center for Media and Public
 Affairs, 103
- Cervical cancer: *Breast and
 Cervical Cancer Resource Kit*
 (HEAL) on, 269; *The Breast
 and Cervical Cancer Sourcebook*
 (ELI), 268; HEAL:BCC
 (CDC) education project on,
 263–285
- Children: hours of television
 watched by, 94, 104–105;
 polio shot campaign for,
 28–34
- Chunking information, 72
- Cipro (ciprofloxacin), 180, 181
- Civic literacy: definition of,
 56–57, 208; elements of and
 promotion of, 61–63;
 Massachusetts Tobacco
 Control Program (MTCP)
 promotion of, 207–220; skills
 related to, 219
- Cohesion (sentence), 79–80,
 81e, 89, 300–301e
- Commission on
 Macroeconomics and Health,
 246
- Committee on Public
 Education, 95, 105
- Communication: definition of
 health, 5; print language,
 50–51, 69–91, 155, 172–177;

- spoken language, 82–91, 305–306. *See also* Health messages
- Communication model:
frames/framing messages, 72–74; meaning making, 74–75; scaffolding
communication architecture, 70*t*, 77; schematic of, 69–72
Congressional Record, 190
- Consumer decision making, definition of, 5
- Cooperative composing, 305
- Crow Diabetes Project, 257–260
- Cultural literacy: America Responds to AIDS campaign (CDC) promoting, 229–231; conflicts in communicating about HIV/AIDS, 228–235; definition of, 57, 64–66, 224; HIV/AIDS definition in context of, 223–225; participatory approaches to, 244–245; role in diabetes prevention and care, 248–261; San Francisco AIDS Foundation (SFAF) promoting, 236–240
- Cultural relevance, 244–245
- Culture: ability to influence, 243–244; definitions of, 243; relationship between language and, 260–261; spoken language and differences in, 306; type 2 diabetes as epidemic of, 245–248
- “Cynthia says” Website, 130
- D**
- Daschle letter (anthrax letter), 179
- Death: diabetes as leading cause of, 246; leading causes (2000) in the U.S., 41*fig*; tobacco-related causes of, 206. *See also* Infant mortality
- Deficit cultural literacy approach, 245
- Diabetes. *See* Type 1 diabetes; Type 2 diabetes
- Diabetes Surveillance System (CDC), 246
- Digital Divide Network, 124
- DiversityRX, 66
- Division of Reproductive Health, 3
- DNA (deoxyribonucleic acid): challenges of understanding, 203; examples of everyday life impact of, 184; as gene metaphor, 192–193; genomics knowledge related to, 183; importance of basic familiarity with, 185, 187, 189; list of metaphors for, 195–196. *See also* Genomics
- The DNA Files* (National Public Radio), 197–198
- Dolan DNA Learning Center, 190–191
- Down syndrome, 144
- Dr. Kilmer’s Swamp Root Kidney Liver and Bladder Cure ad, 110–111*e*

DTC (direct-to-consumer)
 pharmaceutical advertising,
 103, 110–114

E

ELI (Massachusetts Cancer
 Education and Literacy
 Initiative), 268, 283–284
 Environmental Protection
 Agency, 50
 Environmental tobacco smoke,
 206, 211–213
 ESOL (English for speakers of
 other languages) programs,
 264, 265, 266, 284
 Ethical issues (Internet),
 135–136
 Ethnicity. *See* Racial/ethnic
 differences
 Ethnographic observation,
 304
 Eugenics, 189–193
 Eugenics Archive of the Dolan
 DNA Learning Center, 190
 Evaluation: benefits of, 265;
 choosing quantitative or
 qualitative approach to,
 281–283; description and
 functions of, 271–273;
 HEAL:BCC, 273–277; health
 literacy measurements used
 in, 277–278; lessons learned
 from, 283–285; outline of
 process, 272; reliability and
 validity issues of, 282
 Evaluation design: choosing,
 278–281; qualitative,

281–283, 290, 304;
 quantitative, 281–283, 304
 Expert-driven cultural literacy
 approach, 244

F

Family history (colorectal
 cancer), 7–8
 FAP (familial adenomatous
 polyposis), 8
 “The Father’s Age” (Eisenberg,
 Murkoff, & Hathaway), 144
 Federal Food, Drug, and
 Cosmetic Act (1938), 26
 Federal Trade Commission
 “plain English” project
 (1970), 34
 Field testing health messages,
 303–305
 “Fight the Fear with Facts”
 (AIDS ad), 230–231e
 Fitter Family Contest, 190–191e
 Florida’s presidential election
 ballots (2000), 75–76e
 Focus groups: comments on
Baby Basics: by, 152–153; field
 testing health messages using,
 305
 Food and Drug Act (1906), 26
 Food pyramid, 250
 Four Winds Nutrition Model:
 adaptations for Mandan,
 Hidatsa, and Arikara Nation,
 253–254e, 255e; applying the,
 254–257; origins of, 250–251;
 overview of, 251–253; Plains
 Indian food model

development of, 251; two versions of, 252e
 Fundamental literacy, 56, 143, 145, 155

G

Gallup polls: on America Responds to AIDS campaign, 230; on Anthrax events (2001), 14
 Gay Men's Health Alliance (GMHA), 240
 Gay Men's Health Crisis, 232
 Gender differences: in Internet health information use, 121; in newspaper readership of health news, 98
 Gene metaphors: brief history of, 189–193; complex science communicated using, 194–198; listed, 195–196; quick primer on, 193–194
 General Social Survey (2000), 97
 Genetic disorders folklore, 188
 Genetic screenings, 199–203
 Genomics: definition of, 183; folklore on birth defects/genetic disorders versus, 188; gene metaphors, 189–198; gene metaphors and, 189–198; health literacy challenge of communicating risk and, 199–203; potential benefits of researching, 183–187. *See also* DNA (deoxyribonucleic acid)

Government Performance Results Act, 274
 Graphics/layout guidelines, 310–311
 Greater Lawrence Tobacco Free Community Mobilization Network, 214, 215

H

Harris Interactive, 121
 Harvard School of Public Health, 104
 HEAL:BCC Curriculum, 270e
 HEAL:BCC (Health Education and Adult Literacy: Breast and Cervical Cancer Project): as basic education and health literacy project, 264–266; evaluation of, 273–277; HEAL:BCC Curriculum, 270e; logo for, 264e; marrying theory with practice by, 276–277; origins and development of, 266–270; three main goals of, 275; *Word List* and *Passport to Health* of, 271e
 HEAL:BCC *Passport to Health*, 269, 271e, 284
 HEAL:BCC *Word List*, 269, 271e, 284
 HEAL (Health Education and Adult Literacy) Project, 268–269, 283–284
 Health: connections between mass media and, 94–95; facilitating sustainability of,

- Health, *continued*
 51–54; relationship between health literacy and, 2–3, 10–16; relationship between literacy and, 39–40; as resource for living, 249–250; smoking as threat to, 205–206
- Health Care Financing Administration, 38
- Health communication:
 communication model for, 69–77; definition of, 5; print language, 50–51, 69–91, 155, 172–177; spoken language, 82–91. *See also* Health messages; Medical information
- Health education: ABE (adult basic education) form of, 264, 265–266, 267–270e, 271e, 284; anthrax events (2001) as missed opportunity for, 14, 165–181; on antibiotic resistance, 47e, 180–181; definition of, 5; diabetes nutrition, 250–260; early history of, 27–34; HEAL:BCC, 263–285; prenatal, 143–162; relationship between health literacy and, 12; tuberculosis, 27–31
- Health Education and Adult Literacy (HEAL) Project, 268–269, 283–284
- Health information: chunking, 72; disadvantages/barriers to using Internet for, 128t–136; using Internet to access, 118–129; online searches by topic, 123t
- Health insurance: ability to read/understand policies of, 81; comparing and choosing plan for, 58; managed care models of, 38; serious equity problems of, 38
- Health Insurance Portability and Accountability Act (HIPAA) [1996], 57–58
- Health InterNetwork project (WHO), 136
- Health Literacy: Help Your Patients Understand* (video), 92
- Health literacy: barriers to, 12–13; civic literacy in context of, 56–57, 61–63, 207–221; communicating genomics and risk challenge of, 199–203; consequences of low, 1–4; cultural literacy in context of, 57, 64–66, 223–240, 243–261; definition of, 4, 5–6; distinguishing between literacy and, 45–46; evolving field of, 49–55; guidelines for advancing, 287–313; historical considerations of, 21–22; IALS (International Adult Literacy Survey) on, 12; key terms associated with, 4–6; media content advancing,

- 103–115; multidimensional model of, 55–67; NALS survey on level of, 11–12; new definition of, 55; REALM (Rapid Estimate of Adult Literacy in Medicine), 277–278; relationship between health and, 10–16; scientific literacy in context of, 56, 58–61, 186–187; smoking and, 207; TOFHLA (Test of Functional Health Literacy in Adults), 277–278; in the 21st century, 40, 42; types of literacy combining to form, 54–55. *See also* Medical information
- Health literacy guidelines: 1: general guidelines, 288–290; 2: for vocabulary, 291e–293; 3: for sentences, 293e–299e; 4: for text structure, 299–302e; 5: for giving instruction, 302–303; 6: for field testing, 303–305; 7: for spoken language, 305–306; 8: for translation, 306–309; 9: for web design, 309–310; 10: for graphics and layout of print materials, 310–311; 11: for media use, 311–312
- Health literacy history: consumer protection, 26–27; early public health promotion/education, 27–34; informed consumer decision making (1980s and 1990s), 35–38; patent medicines, 23–26, 24e; social movements and advocacy (1960s and 1970s), 34; during the 21st century, 38–42
- Health literacy
multidimensional model: civic literacy, 56–57, 61–63; cultural literacy, 57, 64–66; fundamental literacy, 56, 57–58; integrating the literacies, 66–67; media and the Internet, 63–64; overview of, 56–57; scientific literacy, 56, 58–61
- Health literacy realities: 1: fundamental literacy and health literacy are different capacities, 46; 2: how people understand health messages varies, 47–48; 3: health literacy is productive and generative, 48–49
- Health messages: clear and simple, 50–51; conflicts related to HIV/AIDS, 228–235; field testing, 303–305; framing, 72–74; general guidelines to use for, 288–290; giving instructions through, 302–303; implications for spoken and written, 90–91; model of communication and, 69–75; reading element of, 75–81; sentences used for, 78–79, 293e–299e; spoken language,

- Health messages, *continued*
 82–89, 305–306; of television advertising, 103, 110–114; text structure used in, 299–302*e*; USPS postcard regarding suspicious mail, 172–175, 173*e*; vocabulary to use for, 77–78, 291*e*–293; web design for, 309–310. *See also* Advertisements; Health communication; Medical information; Print language
- Health promotion: definition of, 4; HIV/AIDS prevention programs, 36, 229–240; polio shots, 28, 31–34; relationship between literacy and, 13–16. *See also* Baby Basic Prenatal Health Literacy Program; Health education; Public health
- Health Protective Association, 28
- Health risks: family history of colorectal, 7–8; genetic screenings for, 199–203
- Health and science news media, 107–109
- Healthfinder website, 126
- Healthstyles survey (1999) [CDC], 101
- Healthy People 2010*, 39
- Hispanics. *See* Latino/Latina Americans
- HIV/AIDS: changing cultural definitions of, 223–224; community collaboration to inform public about, 35–37; conflicts in communicating about, 228–235; consequences of low health literacy on, 2; history in the U.S., 225–227, 226*fig*; Joint United Nations Programme on HIV/AIDS (UNAIDS) study on, 101; public dialogue over, 227–228
- HIV/AIDS prevention programs: America Responds to AIDS campaign (CDC), 229–231; CDC guidelines/funding of, 36, 233, 235; San Francisco AIDS Foundation (SFAF), 236–240
- HNPCC (hereditary nonpolyposis colorectal cancer), 8
- Hola Bebé*. *See* *Baby Basics: Your Month by Month Guide to a Healthy Pregnancy*
- HRT (hormonal replacement therapy), 109–110
- Human Genome Project, 185, 192–193
- Hurricane Katrina, 124–125
- Hyperglycemia, 247
- Hypoglycemia, 247

I

- IALS (International Adult Literacy Survey), 12
- Illiterate, 45
- Infant mortality: tragedy of, 142; U.S. rate of, 142–143. *See also* Death

- Information. *See* Health information
- Informed consumer decision making: community collaboration to improve, 35–37; models of behavior change to facilitate, 37–38
- Institute for the Future, 40
- Institute of Medicine, 3, 4, 91
- Instruction giving guidelines, 302–303
- Internet: disadvantages/barriers to health-related use of, 127–136; health care use of, 118–128; health information use by age, 122*fig*; health topics searched online, 123*t*; jargon used on the, 137–139; opportunities and cautions for using the, 127–129*t*; population using the, 119*t*–120; seeking anthrax answers on the, 175–177, 176*e*; typical health care searches done on the, 120–125. *See also* Mass media; Websites
- Internet Corporation for Assigned Names and Numbers, 136
- Internet use barriers: complex language used, 129–130; complex scientific information, 131; conflicting information found, 132; difficulty in navigating, 130; dominance of English, 130–131; ethical issues, 135–136; inappropriate framing and content, 132; lack of accountability for advertising claims, 134–135; lack of censorship as, 127, 129; local unavailability of services, 133; privacy issues, 133–134; questionable accuracy/timelines for information, 131–132
- Interviews (one-on-one), 304–305
- Ipsos-NPTD Pharm Trends survey, 112
- J**
- Jakarta Declaration of 1997, 4
- JAMA (publication), 108
- Joe Cool (cartoon character), 221
- Joint United Nations Programme on HIV/AIDS (UNAIDS) study, 101
- K**
- Koch's Postulates (1890), 178
- L**
- Language: of America Responds to AIDS campaign, 229–230; *Baby Basics* sensitivity to, 155; gene metaphors, 189–198; impact of September 11, 2001 on, 16–17; Internet and dominance of English, 131; Internet jargon and, 137–138;

Language, *continued*

- Internet use of complex, 130;
making meaning out of,
74–75; making medical
language clear and simple,
50–51; model of
communication on, 69–75;
reading and, 75–81;
relationship between culture
and, 260–261. *See also* Print
language; Spoken language
- Language differences:
characteristics of people and,
16–18; ESOL (English for
speakers of other languages)
classes for, 50, 264, 265, 266;
FTC “plain English” project
(1970), 34; HEAL:BCC
program accommodation of,
283; providing medical
information accommodating,
10; translation to
accommodate, 306–309
- Latino/Latina Americans: AIDS
cases among (1985–1999),
226*fig*; English literacy levels
among, 13*t*; role of culture in
diabetes prevention/care for,
249–250; type 2 diabetes and,
2, 246; uninsured among, 38
- Literacy: antialcohol literacy
program in context of, 15–16;
civic, 56–57, 61–63, 207–221;
cultural, 57, 64–66, 223–240,
243–261; distinguishing
between health literacy and,
45–46; fundamental, 56, 143,
145, 155; health risk
understanding and level of,
171–172; minorities and levels
of English, 12, 13*t*; Nepal
Women’s Empowerment
Project (WEP) on, 17; reading
element of, 75–81;
relationship between health
and, 39–40; relationship
between health education
and, 12; relationship between
health promotion and, 13–16;
research on consequences of,
14–15; scientific, 56, 58–61,
186–187; social norms
created/questioned through,
17; types combining to form
health literacy, 54–55
- Literacy realities: 1: fundamental
literacy and health literacy are
different capacities, 46; 2: how
people understand health
messages varies, 47–48
- Long Island Breast Cancer
Coalition, 36–37
- Los Angeles Times*, 124
- Lydia Pinkham’s Vegetable Com-
pound (19th-century ad), 24*e*

M

- Magazine media, 99
- Managed care models, 38
- March of Dimes, 3, 28, 31–34
- Mass media: books, 99;
connections between health
and, 94–95; health literacy
advanced through content of,

- 103–115; health literacy guidelines for use of, 311–312; health literacy multidimensional model and the, 63–64; introduction to the, 94–103; magazines, 99; newspapers, 96–98; product placement in, 114–115; radio, 100–101; television, 94, 95, 101–103, 110–114, 211–213. *See also* Internet; Websites
- Mass media content:
 advertising, 103, 110–114;
 dueling experts, 109–110;
 entertainment, 103–105;
 health and science news, 107–109; news, 105–107
- Massachusetts Cancer Education and Literacy Initiative (ELI), 268, 283–284
- Massachusetts Question 1 Tobacco Tax Advisory Committee, 211
- Maternal health, 2–3
- Medicaid: ability to read/understanding eligibility for, 81; example of 12th–15th-grade level text on, 6–7; managed care programs and, 38
- Medical Health Research Associates (New York City), 159
- Medical information:
 complexity of, 6–9; example of 12th–15th-grade level text on, 6–7; provided in languages other than English, 10. *See also* Health communication; Health literacy; Health messages
- Medicare prescription drug plan promotions, 98
- Medizine* (magazine), 99
- Mental chunking, 72
- Minorities: English literacy problems among, 12, 13*t*; uninsured among, 38. *See also* Racial/ethnic differences
- Modern Maturity* (magazine), 99
- Mortality rates: infant, 142–143; leading causes of death, 41*fig*, 246; tobacco-related causes of death, 206
- MTCP (Massachusetts Tobacco Control Program): anti-smoking banner for public buses promoted by, 214*e*; budget cuts affecting, 220; community programs promoted by, 214–216; comprehensive nature of, 209–210; mass media health literacy campaign by, 210–211; origins of, 207–209; secondhand smoke targeted by, 211–214; youth participation promoted by, 216–219
- N**
- NALS (National Adult Literacy Survey), 11–12
- Narrative (mental chunking), 72

- National Adult Literacy Survey (1992), 40
- National Cancer Institute, 50, 206
- National Center for Chronic Disease Prevention and Health Promotion, 246
- National Center for Health Statistics, 3, 143
- National Center for the Study of Adult Learning and Literacy, 50
- National Diabetes Information Clearinghouse, 2, 246
- National Human Genome Research Institute (NIH), 185
- National Institute of Diabetes and Digestive and Kidney Diseases, 246, 249
- National Institute of General Medical Sciences, 192
- National Institutes of Health, 185
- National Public Radio, 197
- National Science Board (NSB) report (2002), 120
- National Telecommunications and Information Administration (NTIA), 119, 120, 121, 122, 175
- National Tuberculosis Christmas Seal Campaign (1907), 29e
- Native Americans. *See* American Indians
- Nature* (publication), 108
- Nazi Germany eugenics, 190
- Nepal Women's Empowerment Project (WEP), 17
- New England Journal of Medicine*, 108
- New Orleans Times-Picayune*, 125
- New York Times*, 184, 227
- New York Times/CBS News anthrax poll (2001), 171
- Newborn health, 2–3
- News magazine programs, 103
- News media: characteristics of, 105–106; use of dueling experts by, 109–110; health and science, 107–109; public health campaigns and values of, 106t–107
- Newspapers: *Boston Globe*, 216, 218, 219; characteristics of, 96; content of, 97–98; gender differences in readership of health news in, 98; *New York Times*, 171, 184, 227; readership of, 96–97
- NFIP (National Foundation for Infantile Paralysis), 28, 31–34
- Nielsen Media Research study, 94
- Non-Latino blacks. *See* Blacks (Non Hispanic)
- Northeast Tobacco Free Network, 214, 215
- NTA (National Tuberculosis Association), 28, 29, 30
- Nutrition programs: Crow Diabetes Project, 257–260; efforts to develop tribe-

specific, 257; Four Winds Nutrition Model, 250–258.
 See also Type 1 diabetes; Type 2 diabetes

O

Ogilvy and Mather, 229
 Older Americans: definition of, 11; NALS survey on health literacy of, 11–12; television viewing by, 102
 One-on-one interviews, 304–305
 Oprah Winfrey TV show interview, 84–86, 87
 Ottawa Charter for Health Promotion, 4, 249–250

P

Pacific Islander English literacy levels, 13t
 PACT NEPAL, 17
 Participatory cultural literacy approach, 245
 Partnership for Clear Health Communication, 1, 50–51
Passport to Health (HEAL:BCC), 269, 271e, 284
 Patent medicines, 23–26, 24e
 Pennsylvania Society campaign (1895), 27–28
 Pew Internet and American Life Project, 121
 Pew Research Center, 96, 98, 171
 Pharm Trends survey (Ipsos-NPD), 112

Pharmaceuticals: Medicare prescription drug plan promotions, 98; television DTC advertising of, 103, 110–114; U.S. versus European practice of advertising of, 111–112
 Physician health literacy roles, 49–50
 Plains Indian food model, 251–257
 Polio (infantile paralysis): campaign strategies used against, 33–34; NFIP (March of Dimes) campaign against, 28, 31–33; promoting Salk vaccine trials (1953–1954), 33
 “Polio Pledge” leaflet (1952), 32
 Polio shots radio announcement (1958), 34
 Polo “buy the shirt” campaign, 114
Polymerase Chain Reaction and Other Methods for In Vitro DNA Amplifications, 184
 “The Power of Prevention: Steps to a Healthier US Program and Policy Perspective” (2003), 40
 PRAMS Working Group, 143
 Prenatal education: Baby Basics Program, 146–162; history of, 143–144; *What to Expect When You’re Expecting* influence on, 143–146
 Print language: *Baby Basics* use of, 155; of CDC website

Print language, *continued*
 anthrax information, 175–177, 176e; frames/framing messages, 72–74; graphics and layout of, 310–311; health messages, 50–51, 69–91; meaning making, 74–75; scaffolding communication architecture, 70t, 77; schematic of, 69–72; transcription of spoken versus, 83–90, 88t; translation of, 306–309; USPS postcard regarding suspicious mail, 172–175, 173e; web design for, 309–310. *See also* Health messages; Language; Reading

Privacy issues: HIPAA (1996) protections, 57–58; Internet health information and, 134–135

Product placement, 114–115

Public health: early history of, 27–34; models of behavior change used by, 37–38; polio shots radio announcement (1958), 34; social marketing approaches to, 37; social movements/advocacy (1960s and 1970s), 34. *See also* Health promotion; U.S. Public Health Services

Public health education: areas of potential mismatch between news values and, 106t–107; FTC “plain English” project (1970), 34;

informed consumer/
 community collaboration, 35–38; NFIP (now March of Dimes), 3, 28, 31–34; tuberculosis, 27–31

Public Understanding of Biotechnology initiative (South Africa), 185

Q

Qualitative research, 281–283, 290, 304

Quantitative research, 281–283, 304

Quasi-experimental design, 280–281

R

Racial/ethnic differences: in preterm birth rates, 3; proportion of U.S. AIDS cases and, 226fig–227; of television viewers, 102; type 2 diabetes and, 2, 245–248. *See also* Minorities

Radio media, 100–101

Randomized control trials, 279–280

Reading: cohesion element of, 79–80, 81e, 89; complexity of sentences and, 78–79; relevance and context elements of, 80–81; skills associated with, 75–77; vocabulary element of, 77–78. *See also* Print language

REALM (Rapid Estimate of Adult Literacy in Medicine), 277–278

Reliability, 282

Research Assessment Exercise (UK), 274

Risk factors: family history of colorectal, 7–8; genetic screenings for, 199–203

S

S-TOFHLA, 278

Salk vaccine trials (1953-1954), 33

Salon magazine, 114

San Francisco AIDS Foundation (SFAF), 236–240

Scaffolding of communication architecture, 70t, 77

SCHIP (State Children's Health Insurance Plan), ability to read/understanding eligibility for, 81

Science and Engineering Indicators report (2004), 132

Science and health news media, 107–109

Science (publication), 108

Scientific literacy: definition of, 56, 186–187; research on public understanding of, 58–61

Scripts (mental chunking), 72

Secondhand smoke, 206, 211–213

Section 508 (Rehabilitation Act), 130

Sentences: active versus passive form of, 297e; avoiding multiply embedded, packed, 298e–299e; checklist for writing clear, 299e; cohesion of, 79–80, 81e, 89, 300–301e; complex versus simple, 294e–295; complexity of, 78–79; important aspects of, 78, 79e, 293; reducing use of nominal forms to improve readability, 297e; revising groups of, 293e; transforming long, complex, 296e

September 11, 2001, 4, 16–17

Sexual behavior influences, 95

SmokeLess States National Tobacco Policy Initiative, 209

Smoking. *See* Tobacco use

Social marketing, definition of, 5

Social marketing approaches, 37

Southern Newspaper Association, 125

Spoken language: cultural differences in, 306; implications for health messages, 90–91; transcription of written versus, 83–89, 88t; translation of, 306–309; understanding basic functions of, 82–83. *See also* Language

STOP AIDS, 232

Sulfanilamide elixir (1937), 26

T

Tax stamp (cigarette package), 71e

- Teens Against Tobacco, 216
- Television: Baby Monitor (TV spot), 211–213, 212e; DTC pharmaceutical advertising on, 103, 110–114; health message advertising on, 103, 110–114; hours watched by children/adolescents, 94, 104–105; influence on daily life by, 101–102; influence on sexual behavior, 95; Medicare prescription drug plan promoted by, 98; product placement in, 114–115
- Terrorism: anthrax events (2001), 14, 165–182; scientific uncertainty and, 177–181; September 11, 2001, 4, 16–17
- Text structure: advance organizer used in, 301e; checklist for, 302e; cohesion of, 79–80, 81e, 89, 300–301e; guidelines for effective, 299–302
- Thalidomide deaths (1950s), 26–27
- Tobacco Master Settlement Agreement (1998), 209
- Tobacco products: product placement of, 114; television references to, 104–105
- Tobacco use: health literacy and, 207; as health threat, 205–206; Massachusetts Tobacco Control Program (MTCP), 207–220
- Today* (TV news show), 178, 180
- TOFHLA (Test of Functional Health Literacy in Adults), 277–278
- Top-down cultural literacy approach, 245
- Translation guidelines, 306–309
- Tuberculosis education: campaign strategies used for, 30–31; early history of, 27–30
- 2000 Florida presidential election ballots, 75–76e
- Type 1 diabetes: description of, 247; programs for prevention and treatment of, 250–260; role of culture in prevention and care of, 248–250
- Type 2 diabetes: consequences of low health literacy on, 2; description of, 247; as epidemic of culture, 245–248; programs for prevention and treatment of, 250–260; role of culture in prevention and care of, 248–250

U

- UCLA/Johnson & Johnson Healthcare Institute study, 146
- UMDN (University of Medicine and Dentistry of New Jersey), 154
- UNESCO, 45
- Uninsured population, 38
- United Health Foundation, 47
- United Nations Children's Fund, 3

United Nations Population Fund, 3

United States: estimated Internet access/use (2002) in the, 119*t*–120; history of HIV/AIDS in the, 225–227, 226*fig*; infant mortality rate of, 142–143; most common causes of death (2000) in the, 41*fig*; NALS survey on health literacy level in the, 11–12; National Adult Literacy Survey on literacy rates in, 40

Urban Institute's National Survey of American Families, 38

U.S. Department of Agriculture press release, 8–9

U.S. Department of Health and Human Services, 1, 39, 40, 66, 206

U.S. Food and Drug Administration, 50, 111

U.S. Government Accountability Office, 989

U.S. National Cancer Institute, 268

U.S. National Science Board, 132

U.S. News and World Report, 178

U.S. Post Service (USPS), 172–175, 173*e*

U.S. Public Health Services, 33.
See also Public health

V

Validity, 282

Verbal communication. *See* Spoken language

“A Very Short Story,” 73

Vocabulary: examples of normalization of, 292*e*; general guidelines on use of, 291–293; hard-to-read versus easy-to-read, 291*e*; simplifying, 77–78

W

Web design guidelines, 309–310

WEBSAT analyzer tool, 131

Websites: American Diabetes Association, 247; American Evaluation Association, 271; “Cynthia says,” 131; health messages and design of, 309–310; Healthfinder, 126; Northeast Tobacco Free Network, 214; privacy statements of, 134–135; proposal for “.health” domain names, 136; Section 508 (Rehabilitation Act), 131; STOP AIDS, 232; WEBSAT analyzer tool, 131; World Wide Web Consortium, 131.
See also Internet; Mass media

“What Are the Risk Factors for Colorectal Cancer?” (ACS), 7–8

What to Expect Foundation, 145, 162

What to Expect When You're Expecting (Eisenberg, Murkoff, & Hathaway), 143, 145

WHO Health Promotion Glossary, 4

Who's the Boss (TV show),
104

WIC (Women, Infants, and
Children), 147

Women: communicating breast
cancer incidence in, 201;
HRT (hormonal replacement
therapy) and, 109–110; infant
health and role of health
literacy of, 3; Internet health
information use by, 121;
Nepal Women's
Empowerment Project (WEP)
on literacy of, 17; prenatal
education for, 143–162

Word List (HEAL:BCC), 269,
271e, 284

Workman Publishing, 145

World Bank, 3, 39

World Education: basic health
education research by, 50;
HEAL:BCC project of,
263–285; Health Education
and Adult Literacy (HEAL)
Project of, 268–269; literacy
and health relationship
research by, 39; Massachusetts
Cancer Education and
Literacy Initiative (ELI) by,
268

World Health Organization, 3,
4, 55, 136

World Wide Web Consortium
website, 130

Y

Your Genes, Your Choices
(Baker), 185