



## 2010 State Directors' Public Service Announcement Project

### Fast Facts on Health Literacy

- Health literacy means understanding basic information and services needed to make appropriate decisions about your health.
- Health literacy affects economics, morbidity and mortality, ethics, and liability, among other areas.
- Over 77 million Americans have limited health literacy skills.
- Most Americans read at no higher than an eighth grade level (many at much lower levels), and most health care information is delivered at a high school or collegiate level or higher.
- The annual cost of not understanding basic health information is costing between \$106 and \$238 billion a year.
- When one considers the annual health care bill at somewhere around \$2 trillion, this means roughly between 5% and 12% of all health care expenditures are attributable to low health literacy.
- 80% of heart disease, stroke, and Type-2 diabetes, and 40 percent of cancers, can be prevented through inexpensive and cost effective interventions.
- October is Health Literacy Month.
- Resources:
  - <http://www.healthliteracymonth.org>
  - <http://www.continuaalliance.org>
  - <http://www.iom.edu>

### Distribution

The production company, News Broadcast Network, distributes legislator recordings to up to 50 radio stations in their state. In the majority of smaller states, all radio stations are selected. In larger states, radio stations are selected based on market rank, metro rank and format.

News Broadcast Network also follows up with the radio stations. Stations may include the PSAs in their rotations for weeks and even months after receiving them, so we will do our best to provide legislators with a summary of which stations aired their pieces, recognizing that these reports may not be complete. We will also send legislators a copy of their final pieces, which may be included on a legislator's website, or in other outreach efforts.