

# Health Literacy Leadership Tribute

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# Health Literacy Leadership Tribute

October is our health literacy month and this year I am encouraging a focus on health literacy leadership. Leaders are the ones who have the courage to go first and open a path for others to follow. We call them:

Health literacy champions  
Health literacy trailblazers  
Health literacy changemakers

Health literacy leadership is leadership without titles. It is about serving and improving people, communities, services, organizations, systems, cultures and societies where we live, love and work to leave no one behind.

I am proud to present some of the many who have inspired me through my health literacy journey so that they can inspire you too.

Face the challenge, be the change!

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Kristine Sørensen

Paola Ardiles  
Guda Alemayehu  
Roy Batterham  
Cindy Brach  
Peter Chang  
Christina Dietscher  
Gerardine Doyle  
Irving Rootman  
Ilona Kickbusch  
Barbara Kondilis  
Graham Kramer  
Sabrina Kurtz-Rossi  
Diane Levin-Zamir  
Rob Logan  
Jennifer Manganello  
Laurie Myers  
Don Nutbeam  
Catina O'Leary  
Helen Osborne  
Richard Osborne  
Michael Paasche-Orlow  
Jürgen Pelikan  
Joanne Protheroe  
Jany Rademakers  
Irving Rootman  
Gill Rowlands  
Tin Tin Su  
Kristine Sørensen  
Chris Trudeau  
Duong V. Tuyen  
Sandra Vamos  
Stephan Van den Broucke  
Michael Villaire  
Josefin Wängdahl

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# Quotes

# October is health literacy month

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Every health care professional and organization has the ability and responsibility to increase health literacy by making health information easy to understand and health systems easy to navigate

Cindy Brach



1

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Health Literacy is a critical component  
of the democratization of health

Ilona Kickbusch

A portrait of Stephan van den Broucke, a middle-aged man with short, graying hair and a goatee, wearing a dark suit jacket over a light-colored checkered shirt. He is looking directly at the camera with a slight smile. The background is a blurred office setting with wooden paneling and a white wall.

# 2

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Health literacy can be considered as a  
modifiable risk factor of  
socioeconomic disparities in health

Stephan van den Broucke



A portrait of Laurie Myers, a woman with long, straight, light brown hair and blue eyes, smiling warmly. She is wearing a dark blazer over a patterned top. The background is a soft, out-of-focus light blue. A large white number '3' is positioned on the right side of the image, with a thick purple horizontal line extending from its base to the left.

3

I believe one way to improve health literacy and global healthcare is to make medical and health information as clear as possible for patients around the world.

Laurie Myers



A portrait of Sandra Vamos, a woman with shoulder-length wavy brown hair, wearing black-rimmed glasses and a dark blue and white striped top. She is smiling and looking directly at the camera. The background is a solid dark blue. A large white number '4' is positioned on the right side of the image, with a thick blue horizontal line underneath it.

# 4

Health literacy is a bridge between health and education, offering a route for innovative health education and health promotion earlier in the life-course with children and youth in educational settings as a global investment

Sandra Vamos



# 5

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Health literacy should be evidence-based and increase equity, participation, understanding, and action. Too few interventions meet that standard; some have surprisingly weak evidence. We must do better

Andrew Pleasant





# 6

For those of us in the healthcare system,  
health literacy is fundamentally about showing  
respect, kindness, and love

Michael Villaire



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Health literacy is both a social and a structural determinant of health

Rob Logan





8

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Health literacy is essential for empowering individuals, organizations and society in their quest to promote health

Diane Levin

A close-up portrait of Jürgen Pelikan, a middle-aged man with short, graying hair and blue eyes. He is wearing a dark suit jacket over a light blue and white checkered shirt. The background is a dark, solid color. A large white number '9' is positioned on the right side of the image, with a thick blue horizontal line extending from its base towards the left.

9

Health literacy is an attractive concept because it can be measured and modified on the personal, organizational and societal level

Jürgen Pelikan

A close-up portrait of a woman with short, dark brown hair and blue eyes. She is wearing a dark blue top with a white geometric pattern and a thin silver necklace. The background is a blurred crowd of people.

# 10

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Health literacy encompasses more than  
reading and understanding  
- it is also the capacity to act

Jany Rademakers





11

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Consider health literacy when we talk

Peter Chang

A portrait of Paola Ardiles, a woman with dark, wavy hair, smiling. She is wearing a dark blazer over a bright blue top and matching blue earrings. The background is a neutral, light brown color. A large white number '12' is positioned on the right side of the image, with a horizontal blue line extending from its base across the width of the page.

12

Youth health literacy: Empowering youth  
by sharing knowledge and sharing power

Paola Ardiles



13

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Health Literacy is a powerful force  
for self-determination and social justice

Michael Paasche-Orlow





14

Not considering refugees' health literacy when working with health promotion efforts for refugees can increase inequality in health instead of the opposite

Josefin Wångdahl

A portrait of Helen Osborne, a woman with short grey hair, smiling. She is wearing a blue top and a colorful beaded necklace. The background is a textured grey wall. A large white number '15' is overlaid on the right side of the image, with a yellow horizontal bar underneath it.

# 15

Health literacy is bigger than any one person, program, or profession. Together we can make a big difference

Helen Osborne

A portrait of a middle-aged man with glasses perched on his head, smiling. He is wearing a light blue shirt. The background is a light blue wall with vertical lines.

# 16

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Responding to health literacy involves looking at the complex world of health and healthcare through the eyes of those who most struggle to make sense of it and helpfully re-designing it

Graham Kramer



A close-up portrait of a woman with curly, reddish-brown hair and blue eyes, smiling slightly. She is wearing a black top with ruffled shoulders and gold earrings. The background is a light blue wall with a yellow abstract painting on the left.

17

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Health literacy is a field of study and practice that can transform community health and health care for all

Sabrina Kurtz-Rossi



A portrait of Roy Batterham, a man with short brown hair and glasses, smiling. He is wearing a green polo shirt. The background is a blurred indoor setting with blue tones. A large white number '18' is positioned on the right side of the image, with a thick yellow horizontal line underneath it.

# 18

While health education is about planting seeds of health information, health literacy is about understanding the soil: it is a bottom-up perspective focused on understanding people as lifelong learners and their differences

Roy Batterham



# 19

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Focused attention on health literacy at individual, service and community levels is crucial to the attainment of good health and provision of effective healthcare

Joanne Protheroe

A portrait of Jennifer Manganello, a woman with long, wavy brown hair, wearing black-rimmed glasses, a blue earring, and a pearl necklace. She is looking directly at the camera with a slight smile. The background is a light blue wall. The number '20' is overlaid on the right side of the image, with a blue horizontal line underneath it.

# 20

It is important to educate the community,  
health providers, and health organizations  
about health literacy

Jennifer Manganello



A close-up portrait of a woman with blonde hair and glasses, smiling slightly. The background is blurred. The number '21' is overlaid on the right side of the image.

# 21

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Health literacy is required to create  
health equity and social justice

Catina O'Leary

A professional headshot of Christopher Trudeau, a middle-aged man with short, graying hair, wearing black-rimmed glasses, a dark blue suit jacket, a light blue dress shirt, and a red patterned tie. He is smiling slightly and looking directly at the camera against a textured, light blue background.

# 22

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Health literacy and the law are not mutually exclusive. Health literacy helps to increase patient understanding while better protecting healthcare organizations from lawsuits

Christopher Trudeau



Systematically contributing to better health literacy means to empower people and to improve the quality of navigation, information and communication in health systems and services

Christina Dietcher





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Health literacy protects

Guda Alemayehu





# 25

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Health literacy is like an ingredient  
that makes you feel the meals

Tuyen V Duong

A close-up portrait of a woman with short, light brown hair and blue eyes, looking directly at the camera with a neutral expression. The background is a solid light blue color.

26

Health literacy brings freedom  
to choose health

Gill Rowlands



# 27

Limited health literacy gives rise to significant personal costs, health service costs and societal costs - these costs need to be measured using an evidence-based approach

Gerardine Doyle



UCD Michael Smurfit  
Graduate Business School



A portrait of Richard Osborne, a middle-aged man with short, graying hair, wearing glasses, a blue button-down shirt, and a dark suit jacket. He is smiling slightly and looking directly at the camera. The background is a solid, muted blue color.

# 28

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If we don't embed health literacy thinking and intervention tools into global health and development programs, we will not be able to reach the UN Sustainable Development Goals

Richard Osborne



# 29

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Health literacy isn't just how you frame it.  
It's how you access, share, and propagate its  
bounty in the larger community

Barbara Kondilis



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Health literacy is the most promising way  
to a healthy community

Tin Tin Su



A portrait of Don Nutbeam, a middle-aged man with grey hair, wearing a light blue shirt and a dark tie. He is smiling slightly and looking towards the camera. The background is a solid blue color.

# 31

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Health literacy is not only a personal asset, but also a health right that requires a systemic response from governments and from health organisations

Don Nutbeam



# October is health literacy month

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Health literacy is a powerful  
key to empowerment

Irving Rootman

Health literacy  
Face the challenge  
Be the change

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Global Health Literacy Academy



The power of health literacy will profoundly  
change health systems in the future to meet  
people where they are

Kristine Sørensen



