



## Meeting Minutes

**Location:** Zoom

**Date:** May 6, 2025

**Time:** 11:00 a.m.

**In attendance:** Adriana Viveros-Sosa, Crystal Mills-Selby, Bet Wong, Kate Culhane-Suluai, Kristen Callaghan, Peggy Geisler, Emma Braun, Amal Reda

### Today's Agenda

- Welcome
- Updates
  - Storefront
    - We have been talking about the storefront on the website.
    - Under Outreach Tools you will find the assets that we have developed.
    - The translations have been finished to Spanish, Haitian-Creole will be available next week
    - You are welcome to share out on social media and within your networks
    - There is a link explaining how to add your logo
    - [www.healthliteracyde.org/outreach-tools/](http://www.healthliteracyde.org/outreach-tools/)
  - Assets

- Assets have been finalized. No more revisions will be done as they will be sent to the printer soon.
  - We aim to have these assets ready by the end of the month.
- Decision Making
  - Consumer Campaign
    - Posters
      - Distribution Strategy
        - We're thinking beyond just distributing materials to individual recipients—we're also considering broader distribution to organizations.
        - You previously shared that having some of these materials printed would be helpful, and we appreciate that feedback.
        - We'd love to hear your thoughts on this approach.
        - One idea is to print a selected version of the materials in each language and create a comprehensive brochure highlighting all available assets. This would allow interested individuals or organizations to purchase additional copies for a small fee.
        - We could also explore offering initial free copies to anchor institutions—such as hospitals and FQHCs—and give them the option to order additional printed materials, co-branded with their logos, for a small fee.
    - Prescription Pad
      - Distribution Strategy
        - Creating an instructions brochure for these assets.

- How can we easily get these to the community and organizations?
- These would be used for tabling, but we also thought these could be used at places where people are seeking medical care.
- **Distributing these assets through Community Health Workers (CHWs) could be a practical and strategic approach.**
- A combination of clinical staff and non-clinical staff could be viable.
- Could do a teach-back training just for CHWs through SCHC and the CHW Association
- The mobile units can also distribute these because they will likely get a referral to meet with a physician.
- Distribution in Senior Community Centers is also a good option.
- We can also hand them out at the upcoming Rural Health Conference on June 12 at DeTech in Georgetown.
- Another resource that could be utilized is Social Services.
- Having an MOU with key stakeholders, hospitals, and healthcare systems about how to use and distribute these assets.
- Feedback Mechanism
  - It may be more practical to contact providers to determine how many cards they've received over the past six months.
  - How can we effectively track utilization, such as whether the cards are being used, how well they

perform, and whether recipients find them helpful?

- We don't want to put too much pressure on clinical teams.
- Having a QR code that the staff can hand to the patient who has used the card, with the opportunity to win a raffle.
- The Education and Training Subcommittee can provide the training that clinical staff may need.
- Christiana has used surveys through QR codes in the past, but they have not gotten a great response unless they were directly asked. They also used some incentives but were only effective when staff engaged the patient directly.
- Perhaps do it digitally so we can track traffic of how many people engage with the asset. Make it a digital access.
- For primary care visits that require digital check-in, could we include a link to the assets with a message like: *"You're all checked in—here's a resource to help you during your appointment"*?
  - Integration might be challenging
  - We could pilot with a smaller group like La Red, for example.
  - This would be not easy to do at Christiana because they are transitioning to a new check-in process, but could be piloted by Beebe, Bayhealth, or another similar healthcare system.
- Tabling
  - Toolkit with/ Teach-back Activity
    - Incorporating teach-back practices at community events.

- We'd like to develop a simple, user-friendly guide on how to use teach-back, especially for those who may be unfamiliar with it.
- We'd also love to know if there are any upcoming events where you're tabling—let us know how we can join or support!
- A short survey could be conducted during tabling events to gather feedback following the use of teach-back.
- Opportunities
  - Crystal would like to incorporate HLCD materials into her upcoming tabling events on **May 15th, May 22nd**, and in **June**. She plans to use teach-back, collect surveys, and educate the senior population on health literacy.
  - Kate also has events coming up during the **first week of June** and at the **Delaware State Fair**.
  - Emma will follow up with both Crystal and Kate to coordinate getting materials printed ahead of these events.
- Health Literacy Month
  - Storytelling/Vignettes
    - Educate the public on what health literacy truly means and why it matters.
    - Engage individuals working in CBOs and healthcare institutions to speak about the importance of HL.
    - Identify and engage champions from key stakeholder groups, including policymakers, organizational leaders (CEOs), healthcare professionals (nurses, doctors, pharmacists), and consumers.
    - HLCD can create a simple video template guideline for these champions to record short, impactful messages.
    - Explore ways to include the patient perspective—could you help us identify someone willing to share their experience?

- Any of us can also offer a patient testimony if needed; for example, Adriana is willing to do this if her organization is okay. She can contact some of her patients to see if they are willing to share their testimony.
  - Patients can feel reluctant to share their stories right after their appointments, so starting within the council would be a good idea to help other people feel more comfortable sharing their stories.
  - We can create some guidelines on how to make these videos.
- Partner Updates
  - Join the Rural Health Conference on June 12 at DelTech, we would love to have you there. You can sign up [here](#).
  - The Breast Cancer Coalition will be hosting a fair on Saturday, May 4<sup>th</sup>. It will be in Dover at the Modern Maturity Center, and another one on May 7. Also hosting a Lunch and Learn on July 9<sup>th</sup> in Bear. Adriana will share all flyers.
- Next Steps:
  - Emma will coordinate with Crystal and Kate to ensure materials are printed before their events (May 15, 22, June, and Delaware State Fair).
  - Consider anchor institution outreach to offer free samples and co-branded printed versions for a small fee (e.g., hospitals, FQHCs).
  - Develop an instruction brochure for using the prescription pad asset.
  - Explore MOUs with hospitals and healthcare systems to support asset distribution.
  - Create a simple guide for using teach-back at tabling events.
  - Conduct short surveys at tabling events to gather feedback.
  - Gather patient stories/testimonials. Adriana may be able to participate or reach out to potential patients.

- Focus storytelling around educating the public on what health literacy is and why it's essential.