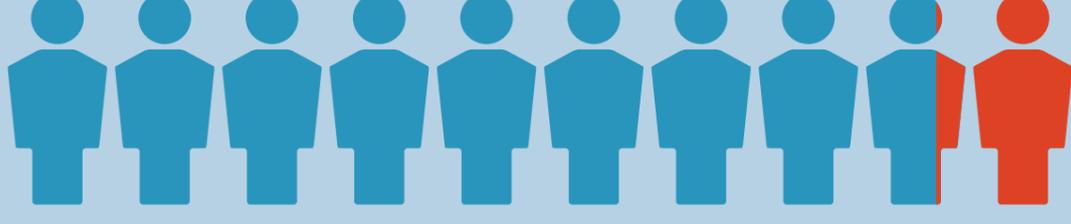


Improve **Environmental Health** Communication for *Everyone*

FACT Nearly **90%** of people will struggle to understand what you're saying in your health information.

Health literacy is a problem — and it's serious.



Only **12%** of adults have the skills needed to understand health information routinely available in health care facilities, retail outlets, and the media.

People with poor health are **5 times more likely** to have below basic health literacy skills than people with good health.

More than **1 in 2** adults can't use a BMI graph to find their healthy weight, read a vaccination chart, or understand a drug label.



Environmental health information can be even more difficult to understand because it includes:

- ✓ Complicated scientific **jargon**
- ✓ Difficult **numbers** and unfamiliar **units**
- ✓ Tricky **concepts** like exposure pathways, hazards, and substances

• n-Nitrosodiphenylamine
• Diisopropyl Methylphosphonate
• Polybrominated Diphenyl Ethers
• 3.7 to 5.5 ng/L
• 0.110 ppb to 965 ppb
• <0.05 µg/g

But **YOU** can help improve environmental health communication by:



Writing all your materials in **actionable** and **plain language**

Using **assessment tools** like the Clear Communication Index



Testing your materials with your audience



Advocating to leadership and colleagues that plain language is a priority



Incorporating **health literacy** into staff trainings

Here's why using clear communication is **SO** important:



Transparent language helps **build trust** in your organization.



Writing concise, simple messages **saves time** and **money**.



Clear writing makes **internal communication** easier too.



Audiences are more likely to **understand** your messages and **take action** on their health.

Start working for clear communication in your organization today!

"Hey, let's **test these materials** with our audience first to see if we got it right."



"There are a few things that we can change in this fact sheet to make it easier to understand — like clarifying the **main message** from the beginning."

"Let's go back and **define the difficult terms** and put the numbers in context."

You can make your environmental health information **simple, clear, and actionable**. And we'll all be healthier for it.

Source of statistics:

<https://nces.ed.gov/pubs2006/2006483.pdf>

<https://nces.ed.gov/surveys/piaac/>



National Center for Environmental Health Agency for Toxic Substances and Disease Registry