

# METROWEST SHARED PUBLIC HEALTH SERVICES

October 2023



## Health Literacy Awareness Month

During health literacy month, we should be working to put health literacy awareness into action!

As healthcare professionals, we should consider ourselves to be literacy ambassadors. It is important that we make sure our colleagues, staff and community partners understand the importance of using health literacy concepts. (See page 2 for helpful talking points about health literacy!)

Together, we can better the relationship between our organizations and the people we serve by Improving health literacy together!

## Health Literacy Month Toolkit includes:

- Social media graphics (and GIFS)
- Suggested social media post blurbs
- Shareable videos
- Print resources
- Health Literacy Month branding options
- and more!

HEALTH LITERACY  
IS A PATH TO



**Access the  
toolkit here!**



# Health Literacy Talking Points/Facts:

Here are some of the CDC's health literacy talking points that you can also use when making the case for building a health literate organization.

- **9 out of 10 adults struggle to understand and use personal** and public health information when it's filled with unfamiliar or complex terms.
- Limited health literacy costs the healthcare system money and results in higher than necessary morbidity and mortality. **Improving health literacy could prevent nearly 1 million hospital visits and save over \$25 billion a year.**
- We can improve health literacy if we **practice clear communication strategies and techniques**. Clear communication means presenting familiar concepts, words, numbers, and images in ways that make sense to the people who need the information.
- **Testing information products with your intended audience and asking for feedback** are the best ways to know if you're communicating clearly.
- **Clear communication builds trust with your audience.** When your audience trusts you, they're more likely to follow your recommendations.



# Important Information:



## CHES Paper Survey

Paper copies of the community health assessment are now available. Email [CHEI@mass.gov](mailto:CHEI@mass.gov) to request the PDF file(s). Please note that there are a couple of agreements to initial & sign and any paper copies will need to be entered by manually by us (ie- you, your staff, or the shared services team can help too).

**For materials in other languages, visit the [Community Health Equity Survey Promotion Toolkit here](#).**

## Survey Template

MAPC has created a survey template for resident input on using opioid abatement funds that can be accessed [here](#). ←



**If you're interested in using this template, MAPC would be happy to send you a version that's specific for your municipality!** It would be beneficial if everyone could be asking similar questions so that there is consistent data across our SSA, and across MAPC's catchment area. For questions about the template, please email Claire Hoffman at [choffman@mapc.org](mailto:choffman@mapc.org)

# Webinar and Training Opportunities:

## Protecting Kids in Cars: Approaches to Child Passenger Safety

**About:** Attendees will better understand what occurs during a crash and how proper restraint selection and use saves lives and reduces injuries.

Community-based strategies for ensuring proper installation and use of car seats, including in-person and virtual inspections.

**When:** October 18th, 2023  
1:00–2:00pm

**[Register here to attend.](#)**

## CDC Briefing on Fall & Winter Virus Season

**About:** Updates on the fall and winter virus season along with the CDC's new communications efforts to address the spread of flu, COVID-19, and RSV.

**When:** October 4th 2023  
12:00–1:30pm

**[Register here.](#)**



# Webinar and Training Opportunities Continued:

## Shelter Management and Emergency Mass Care About:


- Discussing migrant/shelter families
- Understand Mass Sheltering operations
- and more!


**When:** October 17th 2023  
3:00-4:30pm


THE PUBLIC HEALTH POWER HOUR SERIES PRESENTS:


## SHELTER MANAGEMENT AND EMERGENCY MASS CARE


with Sandra Martin, Inspector / Health Agent, BRPC

 **Tuesday, October 17, 2023**

 **3-4:30 PM**


 Pre-register to receive Zoom link


 <https://tinyurl.com/2wxr9ah>

 1.5 CEUs for REHS/RS/CHO  
For health directors, agents/inspectors, & Boards of Health

**Anticipated agenda:**

- Define Mass Sheltering
- Identify Relevant Housing Code Sections
- Discuss Migrant/Family Shelters
- Review Volunteering and ICS Best Practices
- Understand Mass Sheltering Operations

 **WMPHA**  
WESTERN MASSACHUSETTS PUBLIC HEALTH ASSOCIATION

 **BRPC**



**Register here.**

# Save a Life, Get a SAMBOX!



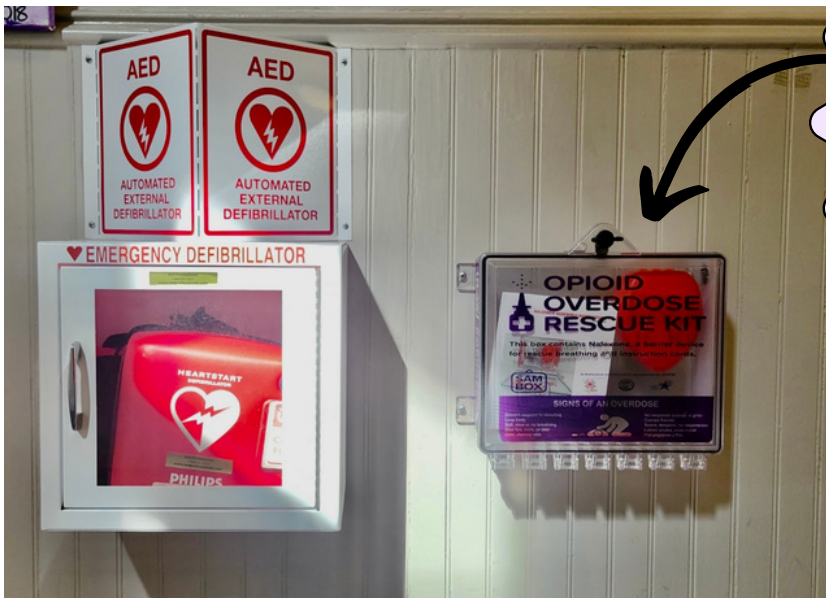
The SAMBOX Opioid Overdose Rescue Kit

A Massachusetts Public Health Initiative brought to you by the Massachusetts Health Officers Association (MHOA)



# Save a Life, Get a SAMBOX

The **SAMBOX** initiative is an opioid recovery harm reduction initiative that brings together the awareness of the Massachusetts Good SAMaritan Law and Overdose Assistance Law with the use of an opioid response rescue kit (Naloxbox).



Congratulations  
Hudson on  
getting their very  
own SAMBOX!

**Who's next?!**



Order your SAMBOX [here](#).

# COVID-19 Vaccine Campaign:

## Customizable Messages:

Did you know that National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM) has resources that are **customizable** on Canva?!



# GET THE FACTS

SAFE AND



EFFECTIVE

The *Get the Facts* campaign is based on CDC guidance, offering facts about COVID-19 vaccines.

These facts address cost, ingredients, side effects, eligibility and more.

Each set of materials includes **translations in more than 30 languages** as well as the ability for you to customize the logo, URL, photo and more.

No need to create the material, just customize it to fit YOUR community!

**Find customizable messages here.**



# THANK YOU!



## **Reminders:**

- *If you need any documents to be copied in another format (pdf, jpeg, png, etc.) please feel free to email them to Thalita (tcampelo@townofhudson.org)*
- *All available communication materials and campaigns can be found [here](#).*
- *Materials may be used on social media and can be updated upon request.*
- *Please reach out to Deanna for any additional communications requests, questions or needs.*