HEALTH LITERACY FOR HEALTH PROMOTION
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As school nurses, it is of vital importance that we advocate the best health ever to the school populace. A relatively new concept in health literacy is health promotion. Health promotion consists of an array of results to health education and communication activities. From this angle, health education is directed towards improving health literacy.

Previously, there has been some insufficiency in addressing social and economic factors of health included in educational programs. There have been evidences showing successive decline in the role of health education in contemporary health promotion. Such lack may be the cause of the underestimated potential role of health education in the social determinants of health.

One way to address this concern is the utilization of ‘health outcome model’. This model highlights health literacy as a main consequence from health education. The concept of health literacy identifies differences between functional health literacy, interactive health literacy and critical health literacy. From this perspective, the careful analysis of the model led to improving health literacy. This means that more than transferring information, the skills to read health pamphlets and set appointments successfully are part and parcel of successful health promotion.

As health advocates particularly in the school sector, improving the access of students and teachers as well as the entire community to health information and their ability to use the information effectively are critical points in empowering health literacy.

Careful consideration in improving health literacy is critical to empower health education and promotion. Content and methods should be carefully considered and given utmost weight in planning steps in the delivery of health literacy activities.

More personal forms of communication and school-based and community-based educational outreach should be focused on better arming people to overcome structural barriers to
health. An extensive and effective health literacy plans should be included in various education programs in addition to the existing and planned health programs in the health and nutrition section of the Department of Education in partnership with other government agencies concerned with community health.

References: