



HEALTH CARE INSTITUTE

Empowered Families & Healthy Children



UCLA Anderson

es



OUR mission

All families should be empowered with the tools to build a healthy future for their children. At the Health Care Institute (HCl), we strive to improve the health literacy of families in underserved communities, changing the trajectory of health for generations to come.



Health literacy: The degree to which individuals have the capacity to obtain, process, and understand basic health information and make appropriate decisions.*

*Ratzan, SC and RM Parker. 2000. Introduction. In National Library of Medicine current bibliographies in medicine: Health literacy, edited by C.R. Selden, M. Zorn, S.C. Ratzan, and R.M. Parker. NLM Pub. No. CBM 2000-1. Bethesda, MD: National Institutes of Health.

the challenge

LOW HEALTH LITERACY

What do you call a health situation that...

- ✓ Threatens over 90 million Americans
- ✓ Costs billions of dollars a year
- ✓ Can't be detected by physical exam, blood test or any state-of-the-art diagnostic equipment

...A SILENT EPIDEMIC

\$73
billion

ANNUAL COST TO THE AMERICAN ECONOMY



MORE LIKELY TO USE EMERGENCY SERVICES

4X
higher

ANNUAL HEALTH CARE COSTS PER PERSON



GREATER NUMBER OF MEDICATION AND TREATMENT ERRORS

HEALTH LITERACY influences

the ability to



Evaluate and interpret health information



Make health decisions



Navigate health systems



Communicate with health care providers

Health literacy is fundamental to individuals to make decisions, manage their health, and achieve health equity.

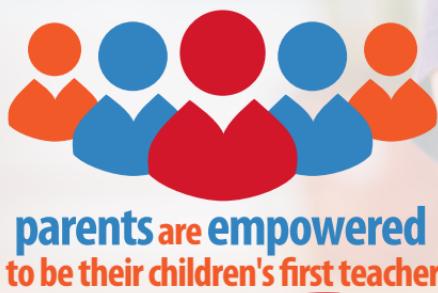
Using proven training techniques, the Health Care Institute assists families, especially those most at risk, in overcoming the challenges caused by low health literacy.

a solution

THE HEALTH CARE INSTITUTE

Health literacy emerged as the focus of the Health Care Institute (HCI) after Dr. Ariella Herman surveyed approximately 600 directors of Head Start* programs nationwide in 2001. The survey cited poor attendance at parent trainings and low health literacy as key obstacles to parents becoming better informed about their children's health. To effectively disseminate knowledge and empower families, materials had to be tailored to the audience's literacy level, language and culture.

The HCI was developed to empower parents and prove that challenges of low health literacy can be surmounted. Parents can gain the knowledge and skills to care for a sick child, enabling them to become the first line of defense for their children's health. In turn, this relieves pressure on the health care system, reduces medical costs to the public, and has untold benefits for society.



*The Head Start program, administered by the Administration for Children and Families (ACF) within the Department of Health and Human Services (HHS), promotes school readiness of children under 5 from low-income families through education, nutrition, health, social and other services.

effective implementation

We follow a research-based approach that:

- » Enables early childhood organizations to empower families with knowledge, tools, and resources.
- » Engages families to actively participate in health decisions.
- » Provides families the opportunity to adopt a sustainable healthy lifestyle.

Our diverse health-promotion portfolio targets prevention with culturally appropriate health literacy materials.

health promotion

treatment
of common
childhood
illnesses

oral health
prevention

diabetes
obesity
prevention

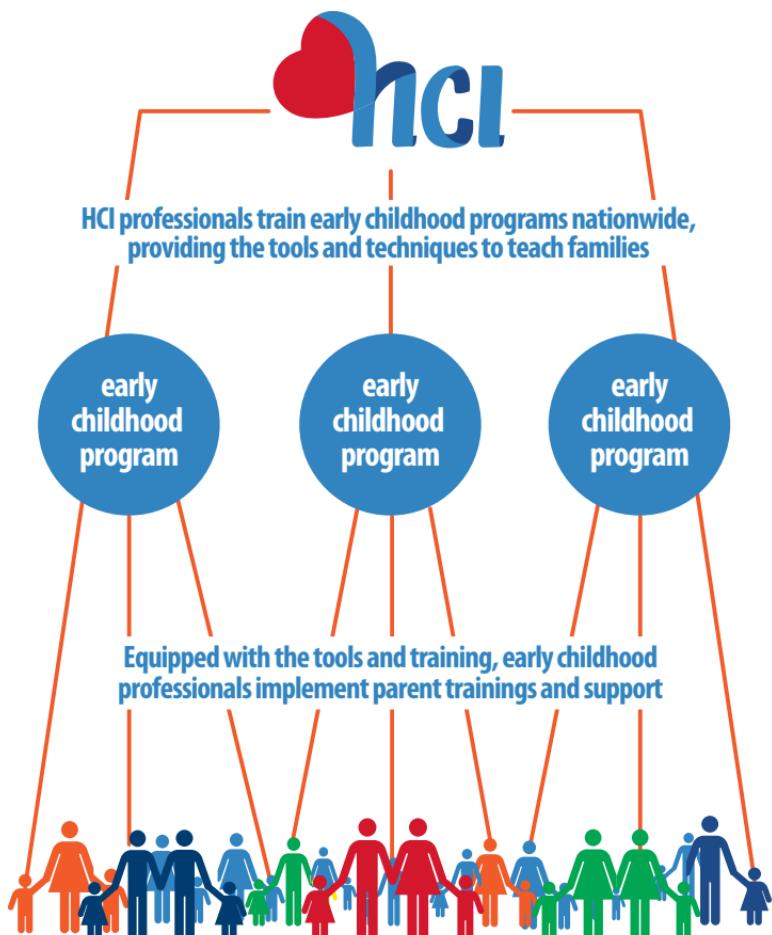
safety
and injury
prevention

mental health
and wellness

implementation

HOW IT WORKS

We use a unique, proven model to train early childhood administrators and staff who, in turn, use the tools provided to teach parents.



it's strategic

OUR ELEMENTS OF SUCCESS

Health Improvement Project



HCI's core strategic element –
a systems approach to health promotion

key elements include

TRAIN THE TRAINERS

- » Unique structured framework that builds leadership capacity
- » Skill building: project management, marketing, parent/staff/community engagement
- » Mock training

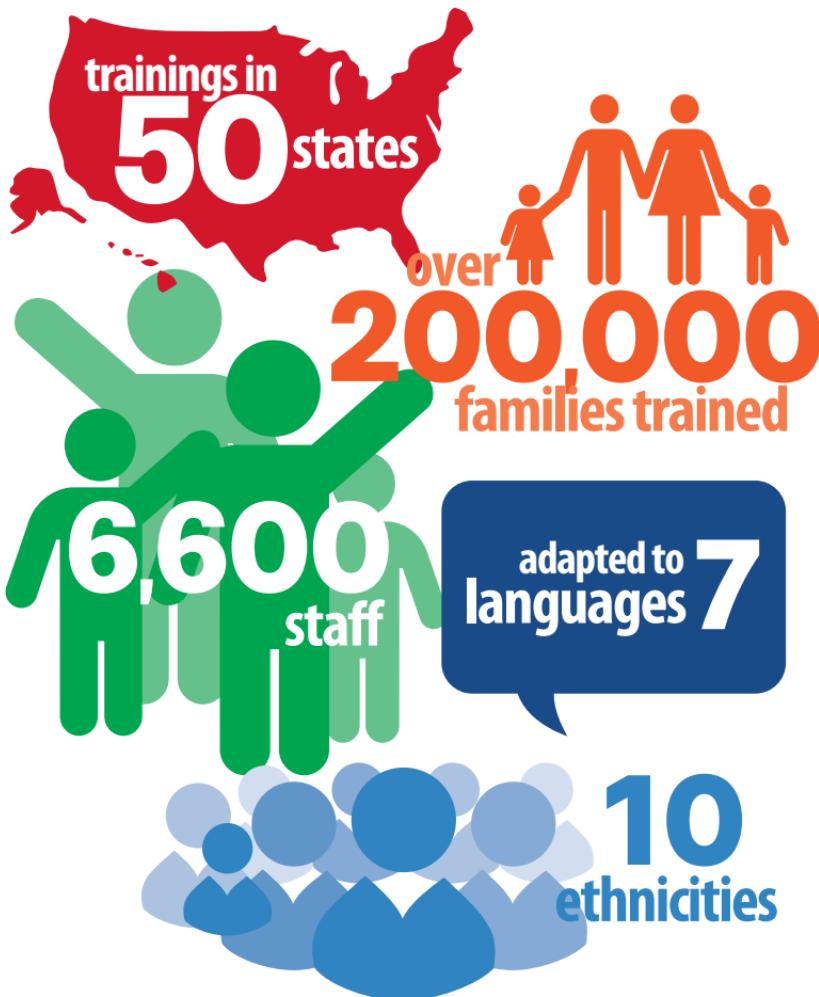
PARENTS/STAFF TRAINING

- » Culturally adapted, low-literacy materials
- » Adult learning principles
- » Experiential group learning activities
- » Creation of social networks

FOLLOW UP AND REINFORCEMENT

- » Reinforces learning and promotes behavior change
- » Continuous quality improvement through data collection
- » Maintains momentum
- » Sustainability

our reach

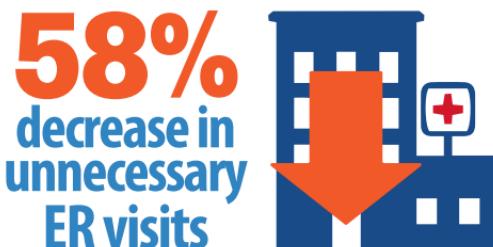
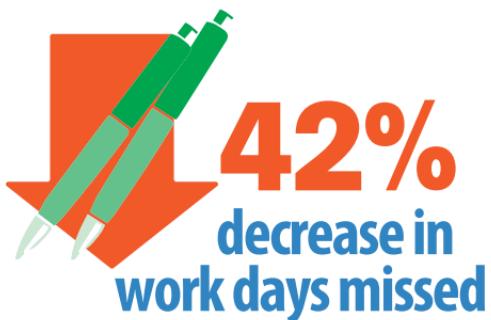


- + multiple community types
- + multiple organization types



our impact

COMMON CHILDHOOD ILLNESSES



ORAL HEALTH



our impact

MENTAL HEALTH

Parents
recognize
SYMPTOMS
of STRESS

68%
increase 



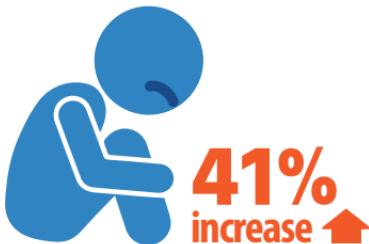
Parents
better able to
MANAGE STRESS

71%
increase 



68%
increase 

Parents recognize
symptoms of
DEPRESSION



41%
increase 

Parents better able to
support their children
EXPERIENCING TRAUMA

EAT HEALTHY, STAY ACTIVE



— why invest in HCI

early childhood education programs can....



Improve the health literacy of both staff and families



Increase parents' work attendance



Strengthen their management capacity to better plan and implement trainings, achieve performance standards and build a culture of health and wellness



Increase staff and parent engagement (85% attendance at trainings)



Increase school attendance, leading to improved school readiness



Strengthen their community partnerships to increase communication with health care providers

The HCI is leading the way in setting entire families on a better trajectory for health. Parents have discovered a sense of empowerment and an increase in knowledge and confidence to make health decisions for their families.

HCI is unique



We have developed a strong evidence-based model for health promotion in underserved communities



Measured outcomes are consistent across a variety of settings, languages and cultures



Our trainings increase knowledge, change health behavior, and reduce unnecessary health services



Adaptable to many health topics



Continuous quality improvement



Our model is sustainable; Head Start programs continue to use our methods and materials 10 years after completing the program

We believe every family, regardless of socioeconomic background, should achieve their full potential for health and well-being.

The Health Care Institute creates healthier communities... one family at a time.

families say

My grandson was sick this weekend and I used the dosage cup so I would not overdose or underdose him. That's what I learned at the training.

The training made me more confident in treating my children at home correctly. I learned things that I didn't do correctly and now know what to do.

This was the first health class I have had that I enjoyed and at the same time received valuable and useful information.

staff say

Inspiration to do parent trainings in a different way. HCI Is family engagement at its best!

The training is a great tool for parents. It empowers them to take control of their children's health and advocate for their children. Our staff also gained additional training and resources that enhanced delivery of services.

It was great to see parents making the connections between school and health, as well as the change in parents' reactions from the start of the training to the end.

in depth

HCI & DR. HERMAN

Dr. Ariella Herman brings her quantitative and data analysis skills to bear on research related to social issues, having been a key contributor to the UCLA Head Start Management Fellows Program for over 25 years. Teaching in this program has provided her with a core knowledge and familiarity with the specific health literacy needs of at-risk, low-income families across the United States who represent many cultures, ethnicities, and languages.

In 2001, through funding provided by Johnson & Johnson Family of Companies, Dr. Herman began the UCLA Health Care Institute. The HCI team developed, tested and implemented a portfolio of health promotion and prevention training materials that were translated and culturally adapted for several languages, ethnicities and cultures. What makes HCI unique is the application of management theory and practice to health promotion. They developed the L.O.V.E.[®] methodology, which is currently integrated across the HCI training curriculum. Dr. Herman's cross disciplinary background in management and



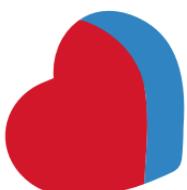
“
My work is all about empowering the underserved families in the United States with the knowledge to live healthier lives.



“
engineering contributed to the skillful creation of a systems approach to health promotion that has allowed for replicability and scalability.

Dr. Herman has received numerous teaching and health literacy recognitions and awards while at UCLA. The UCLA Health Care Institute is a partner in the Head Start National Center on Early Childhood Health and Wellness.

As of 2019, HCI has trained over 200,000 families.



ARIELLA HERMAN, PH.D.
RESEARCH DIRECTOR &
PRINCIPAL INVESTIGATOR
UCLA | HEALTH CARE INSTITUTE

FOUNDING PARTNER

Johnson & Johnson
2001-2017

CURRENT FUNDER

 **OFFICE OF HEAD START**
An Office of the Administration for Children & Families

OTHER IMPORTANT FUNDERS

 **FIDELITY CharitableSM**



Washington State
Health Care Authority

contact us

HEALTH CARE INSTITUTE

www.anderson.ucla.edu/price/jnj/hci



A close-up portrait of a young girl with voluminous, curly dark hair. She has bright green eyes and is smiling broadly, showing her teeth. She is wearing a pink t-shirt with a tropical leaf print. The background is slightly blurred.

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Harold & Pauline Price Center
for Entrepreneurship & Innovation