



National Health Education Week 2011

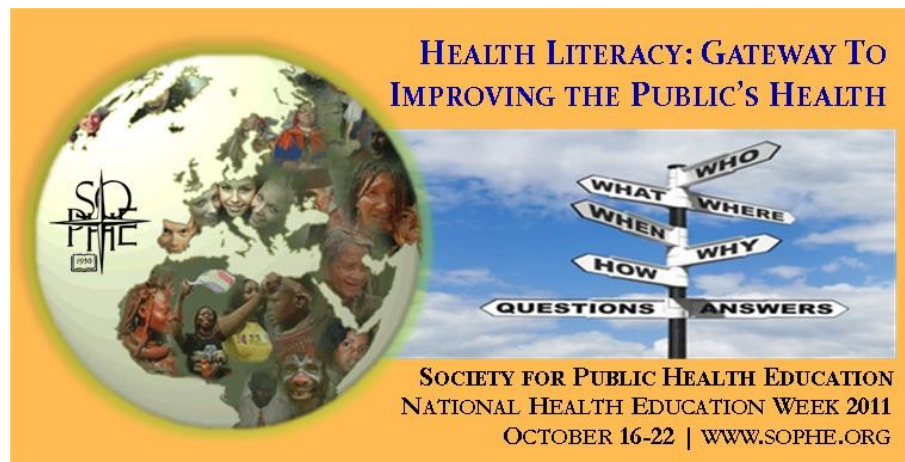
Health Literacy: Gateway to Improving the Public's Health

Since 1995, **National Health Education Week** (NHEW) has been celebrated during the third week of October. This celebration focuses national attention on a major public health issue and promotes consumers' understanding of the role of health education in promoting the public's health. The event is sponsored by the Society for Public Health Education (SOPHE).

This year's NHEW, taking place from October 16-22, will be themed *Health Literacy: Gateway to Improving the Public's Health*. The week calls attention to the importance of health literacy and the critical role individuals, organizations, and communities can play in improving health literacy.

Each day, a different theme will be highlighted:

- **Monday:** Introduction to the "National Action Plan to Improve Health Literacy"
- **Tuesday:** Schools: Integrating Health Literacy into Curriculum
- **Wednesday:** Healthcare System: Practice Changes to Improve Health Literacy
- **Thursday:** Seniors: Health Literacy and Healthy Aging
- **Friday:** Public Health: A Population-Based Approach to Health Literacy



For resources related to National Health Education Week, please visit <http://www.sophe.org/NHEW.cfm>.