

Celebrate Your Own Health Literacy Month

October is Health Literacy Month! Why should we celebrate? If we, as health educators, don't take the lead, who will? The goal is for all our students, families and staff to possess the skills, knowledge and attitudes needed to be health-literate individuals. **Use this tip sheet to help make Health Literacy Month a big event in your school.**

BRAINSTORM

- **Start early.** As we all know, school calendars fill up quickly. What are your goals for Health Literacy Month?
- **What skills/content does your community need the most help with?** Finding data to support this can strengthen your “why” (e.g., CDC’s Youth Risk Behavior Survey, local data).
- **Who can help you?** Teamwork makes the dream work! How can you get students, teachers and the community involved? Can you engage other content areas (e.g., math, science, reading)?
- **Consider event ideas.** How about a community night with a community sponsor related to health and wellness — or a health education fair during the school day that’s open to parents and the community?
- **Can you find funding?** Start with your principal to see if there are building or district funds available. Then, reach out to your PTA or local health organizations and ask about available grants.
- **Start small.** It’s okay to let your Health Literacy Month event grow over time!

HAVE A PLAN BEFORE YOU ASK

- When asking your community and school to start something new, it’s helpful to have a vision! **Be prepared to sell your idea of what Health Literacy Month is and why it is so important.**

ADVOCATE AND CELEBRATE

- You can impact your school, students and families, but can you impact education policy? Yes, you can! Social media can be a powerful tool — use it to show why all students need health education ... and need to be health literate! **Share your celebration using #HealthLiteracyMonth.**
- Don’t forget to make notes for next year about what worked and what you would like to do differently. Reflection is key!

[Learn more at shapeamerica.org](https://shapeamerica.org)