

Transform Community Wellness Through Better Health: Help People Thrive With Actionable Self-Care Publications

IHA's expert-written books and booklets empower people with the knowledge to understand and confidently manage their health.

Why Health Literacy Matters

The Challenge:

- Limited health literacy costs the US healthcare system up to \$236 billion annually.
- Adults with limited health literacy face four times higher healthcare costs than those with adequate skills.
- 25% of American adults read at or below the 5th grade reading level.

The Harm:

- Poor health literacy results in unnecessary ER visits, missed work and school, and increased stress for families.
- Communities and individuals with low health literacy experience poorer health outcomes and higher financial burdens.

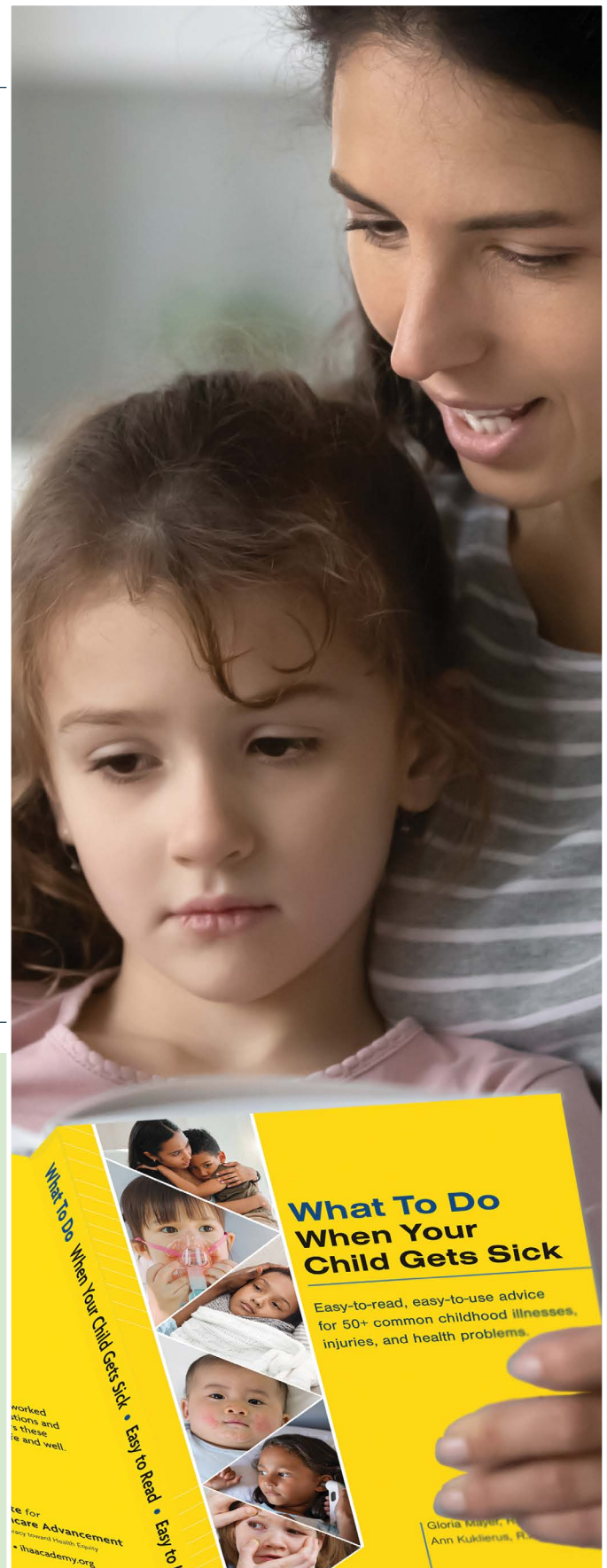
Make Health Education Simple and Effective

Effective self-care is essential to overall well-being. Yet, **88% of American adults struggle to understand and use health information effectively**, leading to unnecessary stress, preventable illness, and higher healthcare costs.

IHA's expert-written books and booklets empower people to gain the knowledge to understand and confidently manage their health.

All IHA Publications Feature:

- Engaging, easy-to-follow calls to action
- Helpful visuals to highlight key points
- Interactive exercises for practiced learning
- Clear, actionable steps with examples
- Plain language explanations for easy understanding
- Content written by healthcare professionals at a 3rd to 5th grade level



IHA's *What To Do When Your Child Get Sick* is proven to reduce ER visits by up to 61% and save families more than \$550 in healthcare costs each year.

Who Uses IHA's Publications?

Our publications are trusted by a wide range of organizations and individuals, including:

- Healthcare Organizations: Hospitals, clinics, and care offices use our resources to educate patients and reduce preventable visits.
- Community Programs: Head Start, public health agencies, and non-profit organizations rely on our publications to empower underserved populations and increase community wellness.
- Educational Institutions: Schools and ESL programs incorporate our books into existing curriculums to teach practical health knowledge.
- Employers: Healthcare employers distribute our booklets during training and onboarding to improve patient-provider communication.
- Families: Parents, seniors, and caregivers turn to our publications for simple, effective health information they can use at home.



All publications available
in English and Spanish,
some in more languages.

Order IHA Publications Today!



Ready to increase health literacy and improve wellness for your community members or patients? Equip your organization with IHA's best-selling books and booklets.

Contact IHA's Publication Sales Team to request samples, get a custom quote, or learn more about our co-branding opportunities.

800-434-4633

About IHA

The Institute for Healthcare Advancement (IHA) is a nonprofit, 501(c)(3) public benefit charity, at the forefront of bridging health literacy and health equity advancement. For over 25 years, IHA has enabled, educated, and supported thousands of healthcare professionals and organizations through industry-leading learning resources and networking communities. IHA offers two complementary platforms designed to empower, educate, and support healthcare professionals and organizations: IHA Health Literacy Solutions Center and IHA Health Literacy Academy.