



HERO FORUM²⁰²³
Doing Well by Doing Good:
How Responsible Organizations are
Addressing Societal Challenges

Health Literacy 2.0 as a Pathway to Personal Health Engagement: Doing Good for Employees and the Community

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This dynamic panel session will address the core elements of health equity -- health disparities, health literacy, social determinants of health and personal determinants of health -- with a focus on next generation health literacy deemed health literacy 2.0. Health literacy 2.0 is based on elements of behavioral science using gamification, data for personalization and analytics, and interactive multimedia content to address diverse learning needs and preferences. Hear from panelists from both the community and employer settings about how they see health literacy as foundational to better health, better business, and serving the greater good.

Learning Objectives

After completing this session, participants will be able to:

1. Explain how health literacy 2.0 employs gamification, data personalization, and interactive multimedia content to address diverse learning needs and preferences based on behavioral science principles.
2. Identify and describe the core elements of health equity, including health disparities, health literacy, social determinants of health, and personal determinants of health.
3. Identify specific actions to improve health literacy and contribute to advancing health equity.
4. Describe the societal and economic impact of increased personal engagement in health and improved health literacy.

1 CEU

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