

## Creating Materials That People Will Read Training

Get feedback in a fun and informative way!

On July 14, 2010, from 9am to 4 pm, REACH CNY will be offering the highly requested Creating Materials Workshop in their conference room at their office on 1010 James Street in Syracuse, NY.

In this interactive workshop, each participant is asked to bring a written piece that they have purchased or developed and want to improve. The group will discuss basic principles of social marketing, graphic design, and health literacy. Throughout the workshop, participants will break into pairs and small groups to practice using these principles to create materials that are both attractive and user friendly. Additional resources will be given to allow participants to continue developing these concepts and practice these skills.

Due to the interactive nature of this workshop, the number of participants is limited to the first 15 that register. Please be sure to register early to save yourself a spot!

Call Wendy Ramsay at 315-424-0009 extension 107 for more information or email [wramsay@reachcny.org](mailto:wramsay@reachcny.org).

Wendy Ramsay, MST is the Health Education Specialist at REACH CNY, a community agency in Syracuse, NY. Wendy facilitates a variety of trainings for providers on topics such as social marketing, health literacy, outreach skills, training skills and creating materials.

## Other Health Literacy Resources

### Madison County Literacy Coalition

REACH CNY is a participating member of this coalition that was formed as a result of a needs assessment in Madison County. If you are interested in learning more about the committee, please contact Pat Catalano at [pcatalano@oneida-nation.org](mailto:pcatalano@oneida-nation.org) or Liz Metzger at 315-697-7030, [lmetzger@midyork.org](mailto:lmetzger@midyork.org).

### Some Recommended Online Resources

- \* Simply Put [www.cdc.gov/od/oc/simpput.pdf](http://www.cdc.gov/od/oc/simpput.pdf)
- \* Health Literacy Consulting [www.healthliteracy.com](http://www.healthliteracy.com)
- \* Ask Me 3 [www.askme3.org](http://www.askme3.org)



**The strongest predictor of an individual's health status is the person's literacy skills!**