

Mitigation Strategies
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Aracely Rosales
Chief Content Expert
Health Literacy Innovations
aracely@healthliteracyinnovations.com
301-230-4966

About Health Literacy Innovations & the Health Literacy Advisor

Health Literacy Innovations (HLI) creates tools to reduce medical mistakes, unnecessary health care costs, and poor health outcomes from low health literacy.

HLI's flagship product is the Health Literacy Advisor (HLA), a state-of-the-art interactive health literacy software tool, is available in two languages (English and Spanish) and in two platforms (Word-based add-in and web-based). Year after year, the HLA continues to revolutionize the labor-intensive health literacy review process by leveraging powerful software to help the health care industry evaluate, standardize, and produce clear health information.

The Health Literacy Advisor (HLA):



- **Scores** readability
- **Highlights** difficult words and health terms
- **Suggests** plain language replacements
- **Evaluates** principles of plain language
- **Provides** readability reports
- **Stamps** "ReadsEasy" when you achieve the readability goal

Ready to simplify health information?
Sales@HealthLiteracyInnovations.com
(301) 230-4966
HealthLiteracyInnovations.com

Our 2025 Summer Sale Continues
20% off all new HLA Licenses

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For a free HLA Online trial
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How to Reduce Harm from Misinformation	
1. Promote credible information over misinformation	• Create compelling, inclusive, easy-to-read, and accurate content based on science
2. Encourage self-efficacy to detect misinformation	• Teach consumers how to recognize misinformation
3. Create misinformation policies	• Clearly define the types of misinformation that are unacceptable and outline the consequences for violating the policy
4. Infoveillance	• Monitor and analyze data and patterns of information exchange on the internet
5. Create technical interventions	• Use innovative technologies to detect, simplify and debunk misinformation
6. Debunk misinformation	• Monitor, test, and correct misinformation on the same platform where it was shared
7. Create social media and health institutions partnerships	• Delete accounts that may be created with the intent to spread conspiracy theories • Incorporate technical features in your organization's system that help users self-correct or identify misinformation • Work with SMPs to stop false claims
8. Create collective campaigns against misinformation	• Engage local communities, social media platforms, health organizations, civil society, public authorities and figures, tech companies, the media, physicians, and medical associations to help stop misinformation claims
9. Educate the public on social media campaigns	• Use tools and SMP's to educate the public, detect misinformation, and stop misinformation

Adapted from: The importance of social media users' responses in tackling digital COVID-19 misinformation in Africa https://pmc.ncbi.nlm.nih.gov/articles/PMC8935564/

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