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| **Title of Research Presentation** (Sentence case) |
| **Maximum 2500 characters (including spaces but excluding title)**  **Background/Objectives**  Health literacy has a significant influence on the health of individuals and society. It is an outcome of effective communication in the health system, and is essential component for achieving empowerment in health. The objective of the study was to examine the correlation between the level of health literacy of health service providers, their awareness of, and attitudes towards, health literacy promotion, and how they support people with low health literacy.  **Methods**  A cross-sectional analytic study was conducted among 50 physicians and 50 administrative staff members working in community clinics in the Maccabi Health Maintenance Organization (HMO) in Israel. The level of health literacy was examined via a questionnaire, based on HLS-EU-Q16 tool, validated for Israel (HLS-ISR). The level of awareness of health and economic ramifications regarding low health literacy, the service provider attitudes about health literacy promotion as well as the use of reported use of communication tools for promoting the level of health literacy, were measured.  **Results**  The level of awareness of health literacy among physicians was higher than among the administrative staff members. Over 42% of the service providers had an adequate level of awareness regarding the effects of the low health literacy, despite that 67% of the research participants had never heard of the term health literacy, and that 26% heard of it but were not familiar with its meaning. A significant positive association was found (p<.05) between the level of health literacy, the attitudes about health literacy promotion and the use of communication techniques. Significant relationships were found (p<.01) between the level of awareness, the attitudes about health literacy promotion and the degree to which communication techniques are adopted. No mediation was found between the research variables.  **Discussion**  This is the first research study of its kind to examine health literacy among service providers in the health system, and its association with how they relate to the people they serve in the community. The results indicate gaps in health literacy which can be narrowed through guidelines for improving providers’ understanding about health literacy, focusing on the diversity of staff for promoting health literacy, and on using effective health communication tools.  **Keywords**  Health literacy, health communication, health systems, health equity |