



LIVE | LOVE | LITERACY

Community Health
Literacy Campaign

Sponsored By:





Literacy is a skill that begins at birth and is a skill that lasts a lifetime. Literacy affects how people care for themselves, their family, and their community.

Did you know?

Scotland County's graduation rate is 87% and 50% of the residents reported some college as compared to an 86% graduation rate for North Carolina, with 67% of North Carolinians reporting some college.

Robeson County follows behind Scotland County with an 86% graduation rate and 47% of residents reporting some college.

Marlboro County aligns with the state at a graduation rate of 84%. There is a significant difference in residents who report some college; the state level is 62%, with Marlboro County at 38%.

According to the Office of Disease Prevention and Health Promotion (2020), there is a connection between literacy and health. Poor literacy can lead to barriers such as health knowledge access to care, inappropriate medication usage, and seeking prevention services. People with low literacy levels frequently exhibit:

- Poor communication with health care provider
- Inability and/or poor compliance with medication instructions
- Inability to attain health information
- Inability to manage a chronic disease such as diabetes and cancer

What is Scotland Health Care System doing to enhance literacy?



NEWBORN BRAIN DEVELOPMENT PROGRAM

The Women Service's Department provides mothers a bag that contains information on their child's development, information on the importance of positively stimulating the newborn brain, and a book to encourage reading from birth. Over 200 bags have been provided to our patients.

READING TO THE CHILDREN

SHCS Community Health and UNCP Nursing has partnered with Smart Start to read to local daycares and provide children with age appropriate books.

SMART START PLAYROOM

Scotland County Smart Start reached out to Scotland Health as a collaborative partner to create a play space for children ages 1-8 that stimulates learning, enhances development, and promotes exploration. SHCS, the Scotland Memorial Foundation, and OrthoCarolina provided funds to create a space that includes a waiting room, various health care stations, and a mini operating room. Ms. Katherine Pickett designed the area which exposes children to a health care environment through a safe and fun mechanism.





What can you do to enhance literacy?

BOOK DRIVE



You are being asked to donate books for all ages that will be distributed throughout the community. Books can be placed on the bookcase at the Foundation Office or you can contact Haleigh Epperson or Lisa Hunt for pick up until November 4th. All donated items should be sanitized with disinfectant prior to drop off/pick up.

LETTERS OF LOVE



Scotland County Parks and Rec is sponsoring a Letters of Love Program to provide support and encouragement to residents of local nursing homes. This effort also provides mental stimulation to residents as they read. You are asked to join in by writing a letter that reflects a positive message. Letters can be dropped off at the Foundation office or sent through mail to Haleigh Epperson or Lisa Hunt.

AWARENESS



Acknowledging the importance of literacy and the strong correlation between literacy and health literacy is the first step of awareness. Join the effort to promote the Live, Love, Literacy Campaign by wearing yellow on **Wednesday, November 4th**. Snap a picture and email to tracie.stubbs@scotlandhealth.org to post on Facebook.