



BC Children's Hospital provides expert care for the province's most seriously ill or injured children, including newborns and adolescents. BC Women's Hospital & Health Centre provides services for pregnant women, newborns and women with specialized health needs from across the province.

BC Children's and BC Women's are both agencies of the Provincial Health Services Authority (PHSA), and are academic health centres affiliated with the University of British Columbia, Simon Fraser University, the Child & Family Research Institute, and the Women's Health Research Institute. For more information, please visit www.bcchildrens.ca and www.bcwomens.ca.

The Provincial Health Services Authority (PHSA) plans, manages and evaluates selected specialty and province-wide health care services across BC, working with the five geographic health authorities to deliver province-wide solutions that improve the health of British Columbians. For more information, please visit www.phsa.ca.

Vancouver Coastal Health is responsible for the delivery of \$2.8 billion in community, hospital and residential care services to over one million people in communities from Richmond through Vancouver, the North Shore, Sunshine Coast, Sea to Sky corridor, Powell River, Bella Bella and Bella Coola. For more information, visit www.vch.ca.

PUBLIC SERVICE ANNOUNCEMENT

What you can do to improve your health literacy October 14, 2008

Vancouver, B.C. – Do you understand all the information your health care provider gives you? If not, you are not alone. According to a 2008 report by the Canadian Council on Learning, six in 10 Canadian adults do not have the literacy skills needed to access, understand, evaluate, and communicate information in order to promote, maintain and improve health.

BC Children's Hospital and BC Women's Hospital & Health Centre, agencies of the Provincial Health Services Authority, have partnered with the Vancouver Coastal Health Authority to sponsor a forum to help the general public understand what health literacy is, why you should be concerned about it, and what you can do to address it.

The forum will include a panel of experts, including leading Canadian researcher in health literacy, Dr. Irving Rootman, Executive Director, Canadian Council on Learning's Health and Learning Knowledge Centre at the University of Victoria. Everyone is encouraged to attend and learn the skills you need to get, understand, and use information to make good decisions about health.

Date: Tuesday, October 28
Time: 7-8 p.m.
Location: Chan Centre for Family Health Education at the
Child & Family Research Institute
BC Children's and BC Women's Oak Street Campus
4500 Oak Street, Vancouver

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Note to editors: Dr. Rootman is available for interviews.

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