

# Family Health Literacy Coaches Description

G.R.O.W.T.H. Services of Louisiana  
1254 Central Rd. Baton Rouge, LA 70807

<https://www.growthla.org/join-our-team/>

## Job Type

Full-Time / Part-Time

## Full Job Description

### Working Hours:

Specific work hours to be agreed upon by the supervisor and employee prior to the onset of employment.

### Summary:

Come join an organization that strives for Extraordinary People and Exceptional Performance! GROWTH Services of Louisiana is looking for Health Literacy Coaches to perform support services to educate and coach our community to live healthier lifestyles. GROWTH is responsible for a program that will ensure the citizens of Louisiana have the opportunity to gain knowledge, process, and understand foundational health information and services needed to make informed decisions that leads to healthier (social, emotional, mental, and physical) lifestyles through our Health Literacy Programming. Specifically, this position will be responsible for implementing locally tailored practice and evidence-based strategies related to health literacy in Baton Rouge, Louisiana.

## Job Competencies

### Communication

- Incorporates plain language principles into oral and text-based forms of communication. Reviews health information to ensure that it is understandable and actionable [e.g., using Suitability Assessment of Materials (SAM)].
- Evaluates learners' understanding of any information provided (e.g., teach back).

Identifies and addresses the intended audience's characteristics, needs, and interests when communicating health information.

- Assesses text-based information using readability formulas.
- Understands and conforms to commonly accepted standards of appropriate grammar, punctuation, and style for health literacy (writing like people talk, using a conversational tone, etc.).
- Incorporates evidence-based health literacy writing, organization and design principles and practices into the creation of education materials.
- Collaborates with subject matter experts in the development of health messages.

## **Public Health**

- Initiates and leads the development and execution of data-informed strategies to address the needs of groups at risk for limited health literacy.
- Uses plain language in public health information and health behavior recommendations.
- Develops health and safety information that is understandable, accessible, and actionable.
- Applies a health literacy perspective to health promotion, disease prevention, risk communication, and chronic disease management programs.

## **Education**

- Assesses the learning needs and preferences of individuals, community members, and groups, and develops appropriate, audience-specific plans to meet those needs.
- Creates training programs that implement health literacy priorities. (e.g., Ten Attributes of Health Literate Health Care Organizations, teach back).
- Develops evidence-based health content for a limited-literacy audience (e.g., booklets, guides, fact sheets, web content, videos).
- Uses best practices when communicating about numbers to address common challenges with numeracy.

## **Language, Culture, and Identity**

- Integrates health literacy in the development, implementation, and evaluation of language access plans and services provided by interpreters and translators.
- Adapts health literacy interventions to accommodate specific individual needs (e.g., low vision, cognitive impairment, behavioral health challenges).
- Demonstrates an understanding of diverse cultures, languages, and perspectives (e.g., rural, urban, adolescents, individuals who are hearing impaired).
- Incorporates cultural factors and diverse perspectives into health literacy activities.

## **Organizational Systems and Policies**

- Addresses the strong relationship between the social determinants of health and health literacy in action plans.
- Integrates health literacy universal precautions throughout the organization. •  
Advises on the development of policies and procedures that reflect evidence-based health literacy principles.
- Identifies high-risk situations that impede understanding of health information and services, and develops strategies to remove or mitigate effects of these impediments.
- Applies health literacy research and best practices to health programs and interventions.
- Builds organizational awareness of the consequences of limited health literacy, including the financial implications of limited health literacy and the health literacy interventions designed to address it.
- Confirms that health literacy practices and materials comply with accreditation, standards, and regulations (e.g., CLAS, Federal Plain Writing Act, Medicaid, National Health Education Standards).
- Evaluates health literacy outcomes of quality and performance improvement initiatives.

## **Community Engagement**

- Formulates and implements plans to facilitate community-based participation in health activities.
- Ensures the intended audience and those who support them are included in the design, implementation, and evaluation of health education, information, and services.
- Facilitates connections among adult literacy programs, health organizations, and community partners to address health literacy needs.
- Advocates for community representation on committees and in policy development.
- Develops partnerships with key community stakeholders, community-based organizations, and business or government partners that advance health literacy in the community.

## **Ethics**

- Uses nonjudgmental, non-shaming behaviors with people who have limited literacy or limited health literacy.
- Contributes a health literacy perspective to organizational or community-based initiatives (e.g., community consultation, public health campaign).
- Interacts with all stakeholders in inclusive ways that build trust, open communication, and strengthen transparency.
- Understands the vital role health literacy plays in advancing health justice and achieving health equity.

## **Other Professional Development Qualifications and Education**

The following education, experience, and professional development activities can support effective performance of the defined competencies and tasks:

- Participates in ongoing professional development necessary to maintain awareness of relevant health literacy research and best practices.

- Acquires and maintains relevant professional certifications.
- Microsoft Office and internet skills: 2 years (Required)
- US work authorization (Required)
- Bachelor's (Preferred)
- Bilingual: English/Spanish (Preferred)

**Other Skills and Abilities:**

- Detail-oriented and ability to produce high quality work
- Clear and accurate communicator, both verbally and in writing
- Strong planning and organizational skills
- Ability to work as part of a team and support team decisions and team responsibilities

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand, to sit and to reach with hands and arms. The employee is occasionally required to walk and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds.

**To be effective in this role, candidates must:**

- Possess superior communication skills, ability to build and sustain relationships with a variety of stakeholders in person, via email, Zoom and phone.
- Ability to work independently.
- Highly organized and exceptional time management skills.
- Be detail-oriented, finding enjoyment in fitting the puzzle pieces together.
- Have strong computer literacy and data management skills.

**Minimum Requirements:**

- Bachelor's degree; preferably in Liberal Studies or related field: Education, Psychology or Sociology.
- Previous experience working with students or families preferred.

- Computer literacy and data entry experience. Proficiency in Microsoft Office including Excel and Access preferred.
- Basic understanding of educationally related services.