

WHEREAS; health literacy refers to the capacity to find, comprehend, and utilize information and services about one’s own health to make the best possible health-related decisions; and

WHEREAS; anyone can be at risk of misunderstanding health information, particularly if the topic is distressing or complex; and

WHEREAS; according to a study published by the National Library of Medicine, low health literacy is associated with more hospitalizations, greater use of emergency care, decreased use of preventive services, lesser ability to interpret labels and health messages, poorer health status, and higher mortality and healthcare costs; and

WHEREAS; healthcare workers and educators recognize that improving overall health and wellness is anchored in the ability to understand and use health information; and

WHEREAS; health literacy is a strong predictor of health outcomes, and improving health literacy among all Wisconsinites can be a powerful means of lessening costly hospital visits and preventing or mitigating many chronic and acute conditions; and

WHEREAS; an increasing reliance on digital platforms to connect people to health information and services often means that those without reliable access to high-speed internet are disadvantaged when it comes to health literacy access, and more must be done to expand informational accessibility to those who seek it; and

WHEREAS; Wisconsinites, healthcare professionals, community-based organizations, literacy programs, and local and state governments have a shared responsibility to improve health literacy and to support and disseminate accurate, science-based information, resources, services, and programming; and

WHEREAS; this month, the state of Wisconsin joins healthcare providers, educators, researchers, and dedicated advocates and organizations in promoting health literacy across the state and beyond;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim October 2025 as

WISCONSIN HEALTH LITERACY MONTH

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 29th day of September 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State