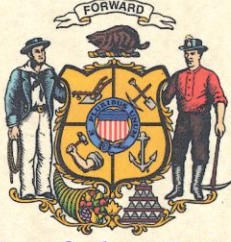


STATE of WISCONSIN



OFFICE of the GOVERNOR

Proclamation

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; navigating healthcare can require people to understand complex medical information, including medications, insurance, digital health tools, forms, appointments, and treatment options, and anyone can be at risk of misunderstanding health information, particularly if the topic is distressing or complex; 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; health literacy is a shared responsibility, requiring healthcare providers, public agencies, educators, community organizations, and other trusted partners to communicate information in ways that are understandable, accessible, culturally responsive, and actionable; 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 2026 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 2026.

Tony Evers
TONY EVERS
GOVERNOR

By the Governor:

Sarah Godlewski
SARAH GODLEWSKI
Secretary of State