

S06-1 **How to read and utilize health/medical information**

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As MuirGray indicated, evidence-based decision making is based on the three factors: evidence, resource and value (Evidence-based Health Care, 2001). In this context, evidence can be the synonymous of information itself. For these two decades, health literacy has been one of the most major clinical and public health subjects. Beginning with the simple literacy, “reading and writing letters”, the concept of health literacy is expanding and becoming more complex than before. Recently, the concept of health communication has been getting lots of attentions among healthcare professionals and authorities. Health communication is applied for various settings such as individual clinical relationships and public campaigns. Both health literacy and health communication have the common base proper utilization of health/medical information. For this purpose, the fundamental knowledge of epidemiology and evidence-based medicine can be very useful.

In the lecture, the issues and possibilities of health literacy and health communication that is associated with medicine, particularly pharmaceutical care, will be addressed.