

National PA Health Literacy Campaign

The AAPA Public Relations Committee (PRC) has been charged with the development, implementation, and promotion of a National PA Week campaign on the subject of health literacy to be conducted by PAs across the country from October 2006 through December 2008.

For the 2006-2007 inaugural year, the PRC decided to focus the health literacy campaign on elementary school children. The project PRC is recommending entails PAs and PA students reading to children in schools, libraries, bookstores, or other appropriate venues during National PA Week and throughout the entire year.

The AAPA Board of Directors has approved funds to purchase books to use in this Providing Quality Care Through Health Literacy program.

- Any AAPA-recognized constituent organization, student society, PA program or individual PA may apply for funds or request books purchased by AAPA. A CO is defined as a state chapter, specialty organization, or caucus.
- The books purchased are to be donated either to the children (preferably) or the institution to promote literacy and instill the feeling of value toward books.
- Requests for funds or books must be in writing and submitted to the AAPA Public Affairs office.
- The money and books will be available on a first come, first served basis.

The written request should be sent to Stephanie Maynor at smaynor@aapa.org; c/o AAPA, 950 N. Washington Street, Alexandria, VA 22314-1552. The request must contain the following information:

- Name of requesting person, constituent organization, PA program, or student society
- Contact information, including mailing address, phone number, and e-mail address
- As many details as possible of how the funds or books will be used – when and where the reading will occur, how many books are needed, approximate age of the children, the name of the book, etc.
- If books have already been purchased, a receipt for the books must be submitted for reimbursement.
- If the books have not been purchased and the request for funds to purchase books, a receipt for the purchased books must be submitted to AAPA.

Any questions about the program should be directed to Stephanie Maynor at smaynor@aapa.org; 703/836-2272, ext. 3501.