<table>
<thead>
<tr>
<th>ID: 519</th>
</tr>
</thead>
</table>

**Congress:** The First International & 4th National Congress on health Education & Promotion, 2011

**Title:** Maternal health literacy: promotion and its effects on mother and child health

**Authors:** Najjarzadeh M, Msc  
Mohebbi P, Msc  
Malekpor P, Msc

**Abstract:**

**Introduction**

Literacy is a person's ability to read and write and the degree to which these skills can be integrated to function in society, learn, and achieve goals. Health literacy specifically refers to the degree to which a person can obtain, process, and understand basic health information and services needed to make appropriate health decisions. Improving the nation's health literacy is critical to create a system of care based on wellness and prevention.

Maternal health literacy, is defined as the cognitive and social skills that determine the motivation and ability of women to gain access to, understand, and use information in ways that promote and maintain their health and that of their children. Pregnancy and early parenting is a time characterized by high need for health information, high readiness to learn and change, and first-time use of significant health services; a time when both the negative and positive effects of mothers' literacy skills and functional health literacy pass to their children with lifelong consequences.

**Materials & methods**

The information of this article is collected, by search in numerous articles, from scientific websites in internet, and then reviewed.

**Results**

The results showed that, low literacy is associated with several adverse health outcomes, including low health knowledge, increased incidence of chronic illnesses, higher risk of hospitalization, and less than optimal use of preventive health services. There is a direct association between low maternal health literacy and poor child health outcomes. And one of the best ways to prevent maternal and neonatal mortality and improve their health is to promote women’s health literacy through education.

**Conclusion**

Maternal and under-five child’s mortality rate is relatively high in our country and the influence of maternal health literacy on mother and child health is an inevitable fact, so promotion of the maternal health literacy, by dialogue based and face to face educations in prenatal, perinatal, and post partum course, is necessary for social health improvement.

| maternal health, literacy, child, promotion |

**Presentation:** Poster