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Dr. Andrew Pleasant Named Cecilia and Leonard Doak Health Literacy Champion for Groundbreaking Contributions to Advancing Health Literacy and Improving Health
Award presented by Health Literacy Missouri in recognition of extraordinary efforts to catalyze progress in the field of health literacy

KANSAS CITY, MO (October 23, 2014) – Canyon Ranch Institute (CRI) Senior Director for Health Literacy and Research [Andrew Pleasant](#), Ph.D., is the recipient of this year’s prestigious Cecilia and Leonard Doak Health Literacy Champion Award. Health Literacy Missouri presented the award to Andrew at the 5th Annual Health Literacy Tribute Awards Dinner held in Kansas City on the eve of the [Health Literacy Missouri and Health Literacy Kansas Summit](#). As an educator, researcher, and public health practitioner, Andrew was recognized for his contributions as a pioneer in the field of health literacy and his commitment to improving the lives of individuals and communities across the United State and globally.

“Health Literacy Missouri’s Cecilia and Leonard Doak Health Literacy Champion Award honors individuals and organizations who make outstanding contributions in health literacy and whose work focuses on bridging the gap between the skills of people and the demands of the healthcare system,” said Catina Callahan O’Leary, Ph.D., LMSW, President and CEO of Health Literacy Missouri. “The Health Literacy Missouri board and staff are thrilled to recognize Dr. Andrew Pleasant. His body of work in health literacy, along with his passion for the important work that Canyon Ranch Institute conducts in partnership with so many diverse communities, merits recognition as the 5th Cecilia and Leonard Doak Health Literacy Champion.”

Andrew currently leads all research and evaluation activities for Canyon Ranch Institute, a 501(c)3 non-profit public charity. CRI works with partners to advance health literacy, honor cultural diversity, prevent disease, and eliminate health disparities through a proven, evidence-based, integrative approach to improving and sustaining health and well-being.

“Canyon Ranch Institute joins Health Literacy Missouri in honoring our colleague Dr. Andrew Pleasant. He is a world-renowned scholar and researcher who works tirelessly to bring innovative programs to low-income people and communities to advance health literacy and improve their own health outcomes,” said CRI Executive Director and Board Member Jennifer Cabe, M.A. “Andrew’s leadership and collaboration are empowering a new generation of effective health literacy practitioners, researchers, and policy leaders to measurably and sustainably advance health literacy for all people.”

Andrew has taught at Cornell University, Brown University, and Rutgers University. He is a member of the scientific committee of the Public Communication of Science and Technology Network, represents Canyon Ranch Institute on the Institute of Medicine’s Roundtable on Health Literacy, and serves on the Food and Drug Administration’s Risk Communication Advisory Committee. In addition to publishing numerous peer-reviewed journal articles and technical reports, he is co-author of the book *Advancing Health Literacy: A Framework for Understanding and Action*.

“I’m humbled to accept the Health Literacy Missouri Champion Award on behalf of all my colleagues and friends at Canyon Ranch Institute, and in honor of the thousands of people we’ve had the privilege to support in their efforts to live healthier and happier lives,” said Andrew. “It’s wonderful to be among my fellow recipients of this award from the outstanding leaders at Health Literacy Missouri.”

About Health Literacy Missouri and the Cecilia and Leonard Doak Health Literacy Champion Award

Health Literacy Missouri is a not-for-profit organization committed to promoting and supporting enhanced medical literacy, both for organizations and their patients. The Cecilia and Leonard Doak Health Literacy Champion Award, named after the founders of the health literacy movement, is presented by Health Literacy Missouri each year to a single individual or organization and recognizes those who exhibit the highest standards of excellence, dedication, and accomplishment over a sustained period of time, and who are creative and highly skilled pioneers in the health literacy field. The award recognizes rigorous work and celebrates collaborative efforts to shape a path to good health. Previous award recipients include Dr. Cynthia Baur, a senior advisor for the Centers for Disease Control and Prevention (CDC) and the lead editor of the National Action Plan to Improve Health Literacy; Dr. Ruth Murphey Parker, who has worked with health services researchers in medicine, public health and social sciences to advance the understanding of health literacy; Dr. James Kimmey, past president of the Missouri Foundation for Health and a key founder of Health Literacy Missouri; and Dr. Rima Rudd, one of the world’s leading researchers in health literacy and a Senior Lecturer on Society, Human Development and Health at the Harvard School of Public Health.

About Canyon Ranch Institute®

Canyon Ranch Institute catalyzes the possibility of optimal health for all people by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and embrace a life of wellness. Canyon Ranch Institute is a 501(c)3 non-profit public charity. More information is available at www.canyonranchinstitute.org. On Twitter [@CRIhealthyworld](https://twitter.com/CRIhealthyworld)

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