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   Sommario/riassunto   To date, most published health literacy research has focused on
                        assessing and improving personal skills and abilities. More recently, a
                        better understanding has emerged of the extent to which these skills
                        and abilities are mediated by environmental demands and situational
                        complexities - the context in which health literacy is developed and
                        applied. This has led to much greater attention being given to ways of
                        reducing the situational demands and complexity in which an individual
                        makes a health decision. This collection of papers examines current
                        progress in understanding health literacy "in context", by improving our
                        understanding of the mutual impact of a range of social, economic,
                        environmental, and organisational influences on health literacy. These
                        papers provide unique and original perspectives on the concept,
                        distribution, and application of health literacy in very diverse
                        populations, offering cultural insights and a clear indication of the
                        impact of social and environmental context on health literacy. These
                        perspectives include an examination of differing national policy
                        responses to health literacy illustrating how policy and practice can
                        (and should) respond to this more complete but complex
                        understanding of health literacy. Other papers look at the application of
                        new digital media and the creative harnessing of popular culture as

routes to extend the reach and customisation of communications. These papers also illustrate good progress in the evolution of research in the contexts in which health literacy is developed and applied, as well as signaling some areas in which more research would be useful.