

Looking over or tearing down the wall: tapping into the unleashed potential of improving health literacy

Kristine Sørensen

EUSPR Conference, Ghent, Belgium

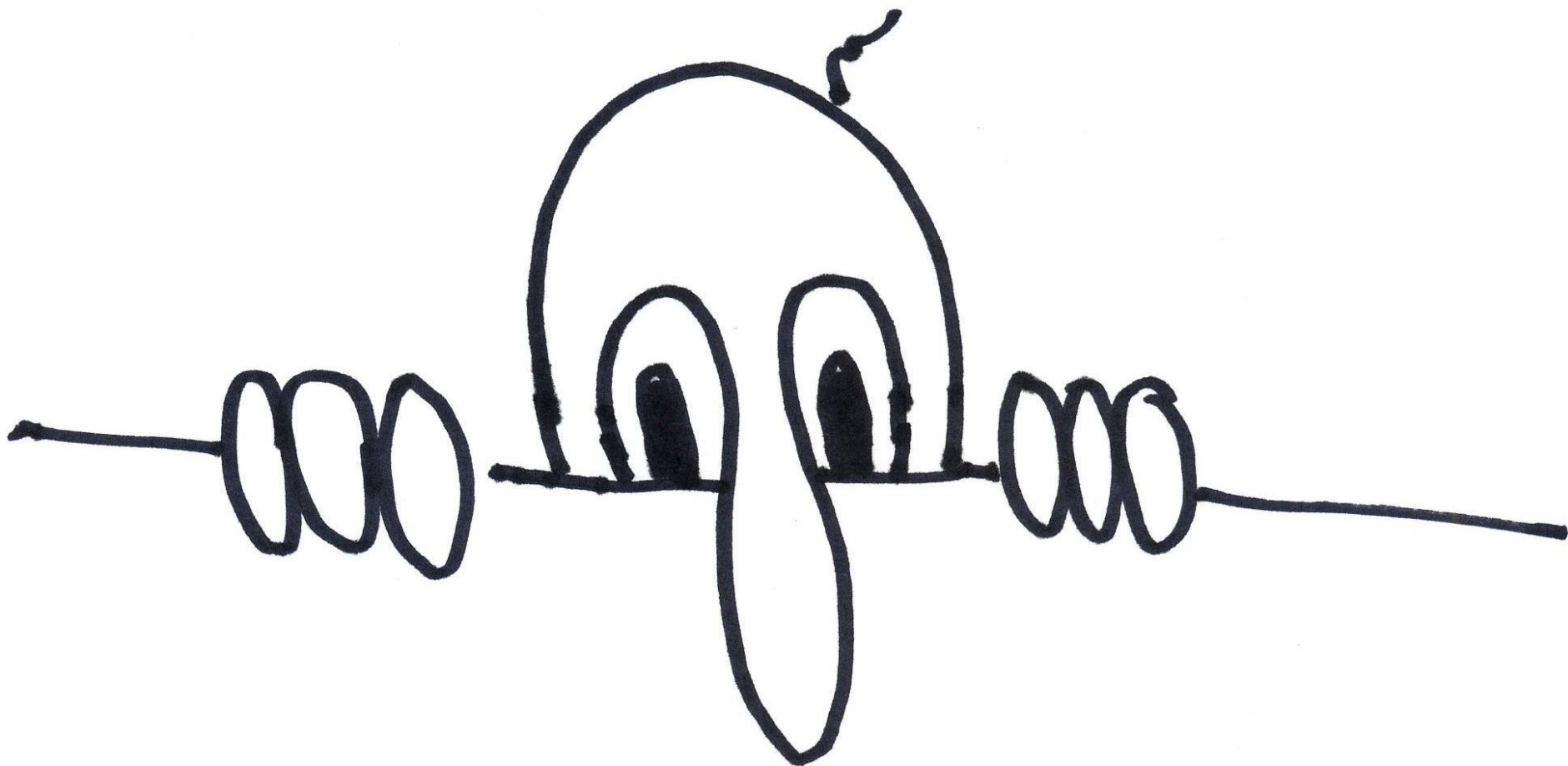
16. September 2019



HEALTH LITERACY EUROPE
A NETWORK FOR ADVANCING EUROPEAN HEALTH LITERACY



IHLA
International Health Literacy Association













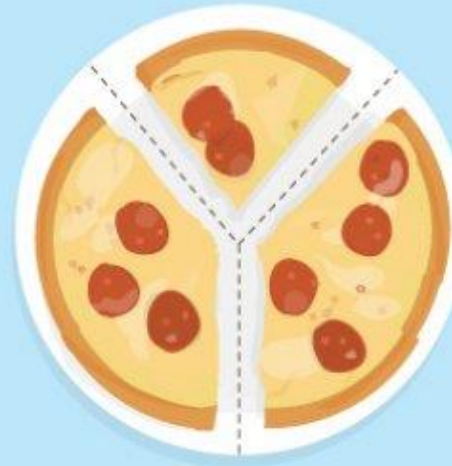




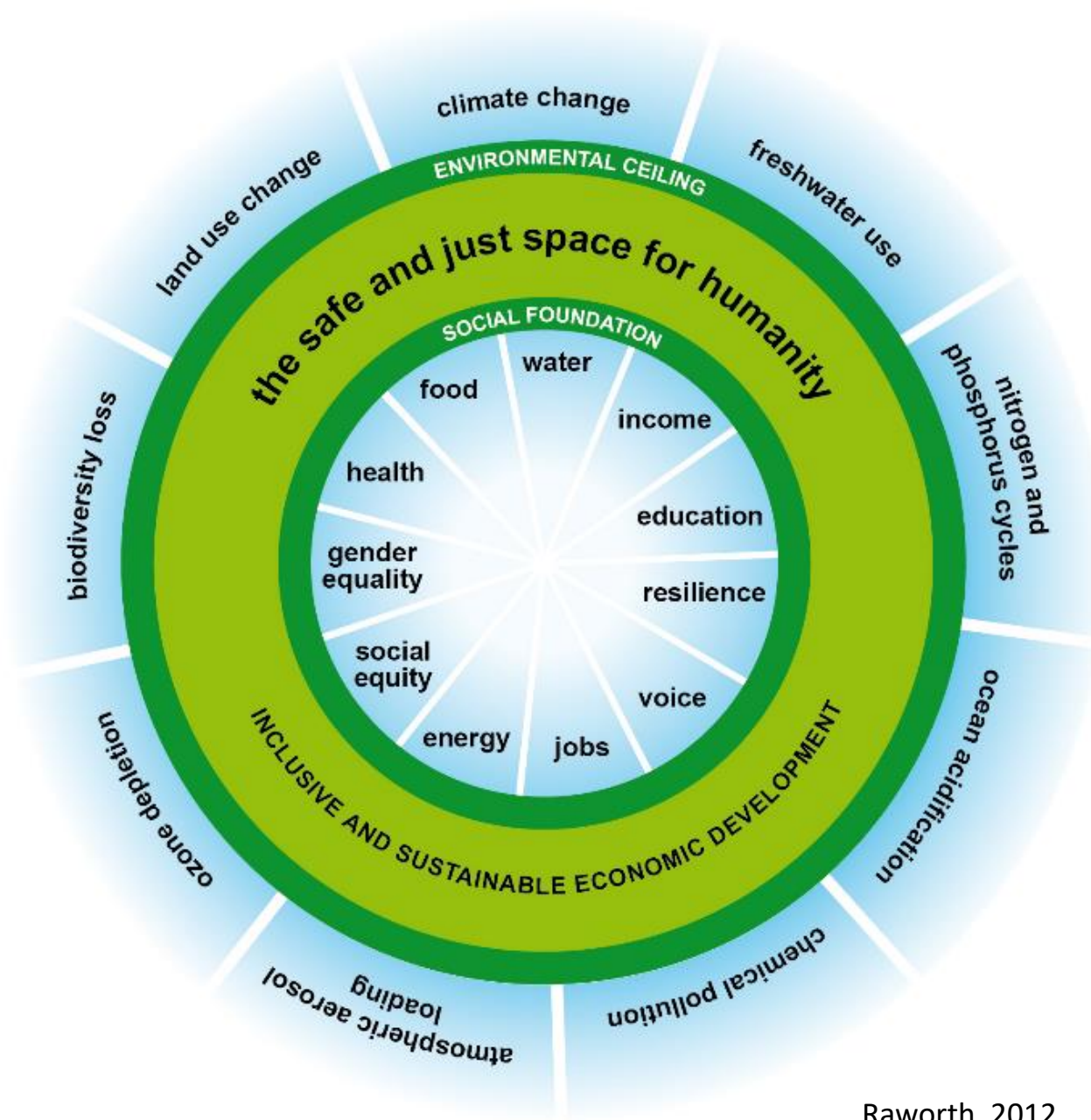
RECOMMENDED DIETARY GUIDELINES



YOUR DIET



truthfacts.com





From clinical challenge to global movement

Commentary

Health literacy and social change: exploring networks and interests groups shaping the rising global health literacy movement

Kristine Sørensen¹, Suvi Karuranga¹, Eva Denysiuk¹ and Laryn McLernon²

Abstract: Limited health literacy is a neglected public health challenge in many countries. To bridge the gap, various interest groups, coalitions and networks have increasingly been formed. This study aimed to scope the formation of health literacy groups, coalitions and networks to map their existence and to discuss whether an actual global health literacy movement is under development. The internet was searched, particularly using Google, LinkedIn and Twitter. The 60 identified entities were categorised and analysed according to their target group, geographical origin, member profile, aim, year of establishment and communication platform. The study revealed a vibrant worldwide health literacy community driving the rise of an emerging global health literacy movement for social change towards empowerment and health equity. Time will show whether health literacy will successfully become mainstream or fade out without impact.

Keywords: health literacy, network, social movement, social change, global health

Introduction

Health literacy empowers and drives equity (1). It entails the knowledge, motivation, and competency to access, understand, appraise and apply information to form judgement and make decisions in terms of healthcare, disease prevention, and health promotion to maintain and improve quality

collective actions. This study aimed to scope the formation of health literacy groups, coalitions and networks to map their existence and to discuss whether an actual global health literacy movement is under rise.

Characteristics of health literacy interest

Health literacy



Bonjour

1er année

Bonjour

3ème année

Bonjour

5ème année

Alpha

B

Docteur junior

~~~~~

**Docteur senior**

—————

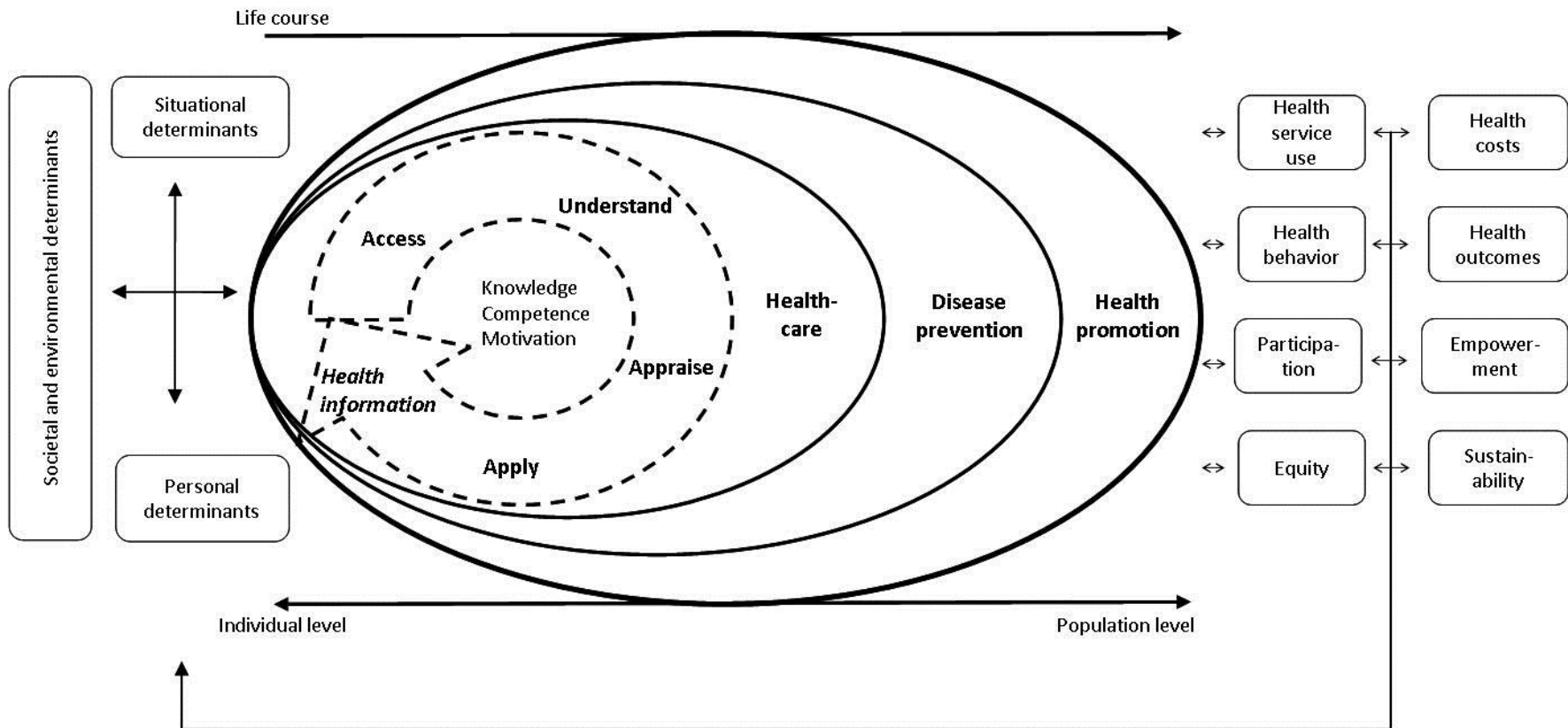
**Spécialiste**

# A challenge...



# What is health literacy?

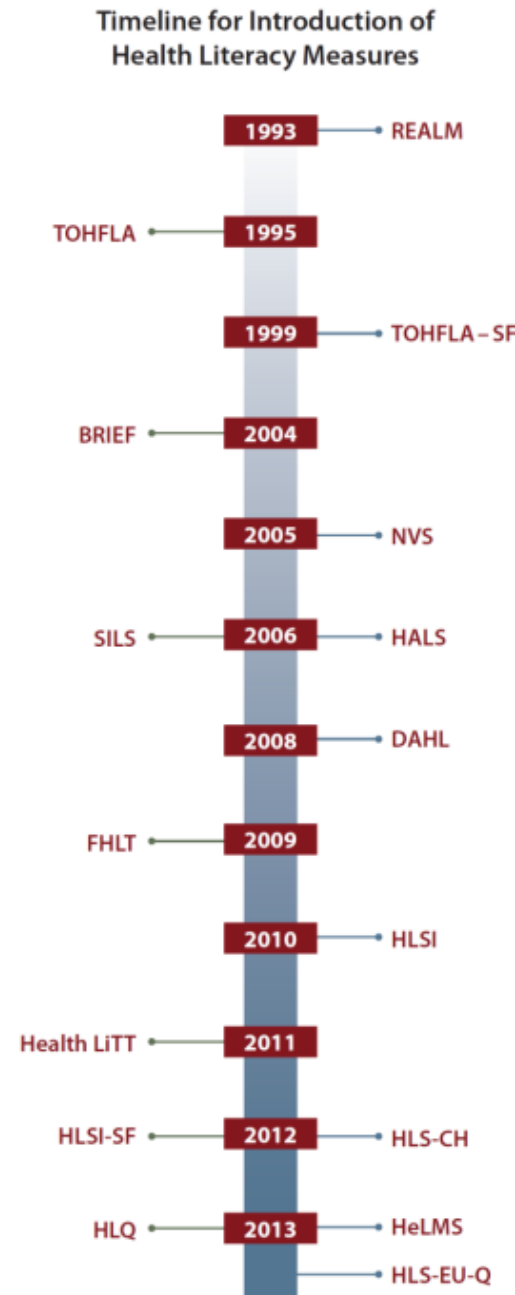
Health literacy is linked to literacy and entails people's **knowledge, motivation and competencies** to access, understand, appraise and apply information to form judgment and take decisions in everyday life in terms of healthcare, disease prevention and health promotion to maintain and improve quality of life during the life course.



Sørensen et al., 2012

# Health literacy measurement

- Screening tools
- Research tools
- Specific focus
- Functional, interactive and critical health literacy
- Comprehensive health literacy



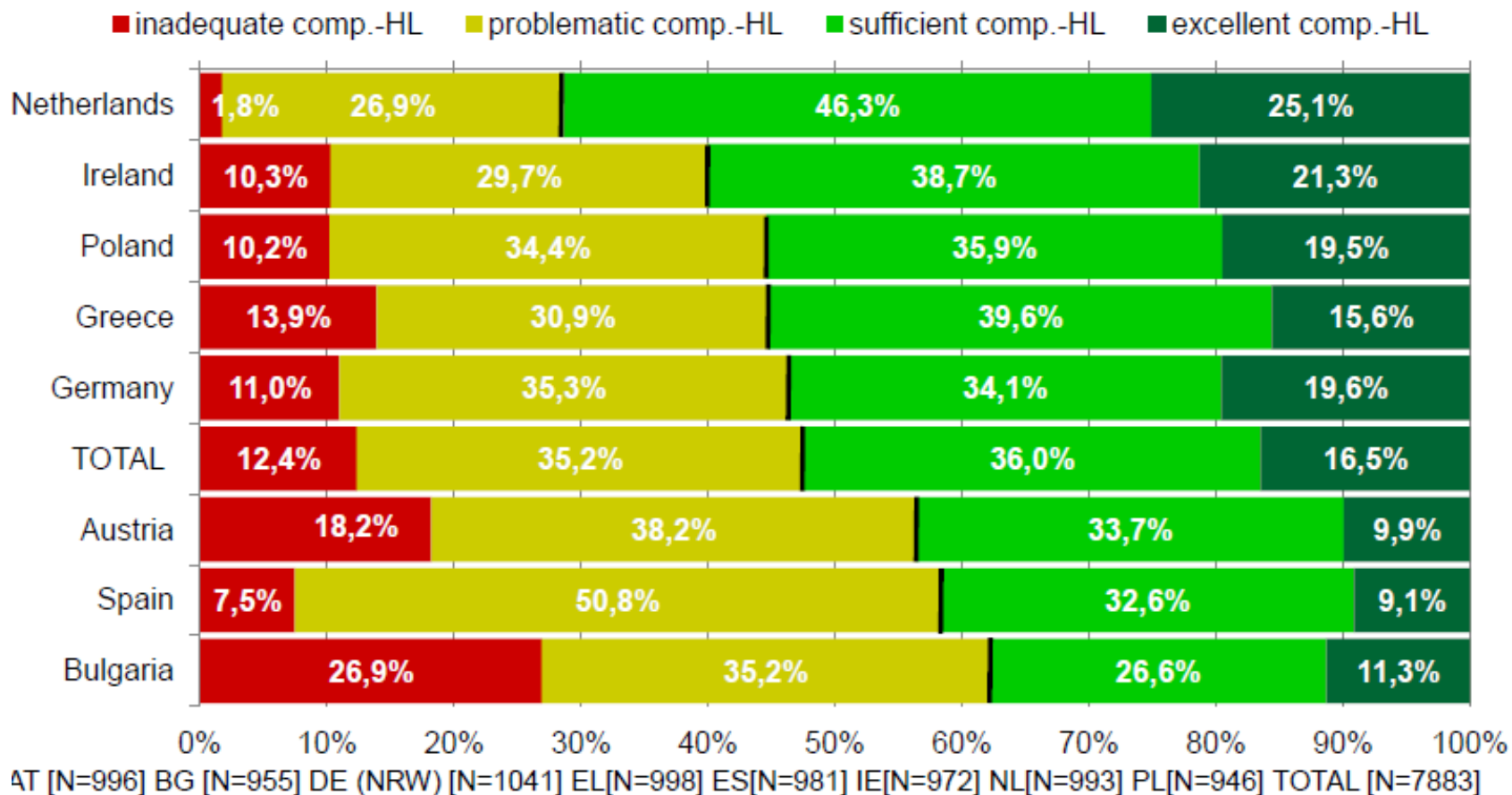


**The matrix with four dimensions of health literacy applied to three health domains**

|                               | <b>Access/obtain<br/>information<br/>relevant to<br/>health</b>                                           | <b>Understand information<br/>relevant to health</b>                                                                                 | <b>Process/appraise<br/>information relevant<br/>to health</b>                                                          | <b>Apply/use<br/>information<br/>relevant to health</b>                                                      |
|-------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| <b>Health<br/>care</b>        | Ability to access<br>information on<br>medical or clinical<br>issues                                      | Ability to understand<br>medical information and<br>derive meaning                                                                   | Ability to interpret and<br>evaluate medical<br>information                                                             | Ability to make<br>informed decisions on<br>medical issues                                                   |
| <b>Disease<br/>prevention</b> | Ability to access<br>information on risk<br>factors for health                                            | Ability to understand<br>information on risk factors<br>and derive meaning                                                           | Ability to interpret and<br>evaluate information on<br>risk factors for health                                          | Ability to make<br>informed decisions on<br>risk factors for health                                          |
| <b>Health<br/>promotion</b>   | Ability to update<br>oneself on<br>determinants of<br>health in the social<br>and physical<br>environment | Ability to understand<br>information on<br>determinants of health in<br>the social and physical<br>environment and derive<br>meaning | Ability to interpret and<br>evaluate information on<br>health determinants in<br>the social and physical<br>environment | Ability to make<br>informed decisions on<br>health determinants<br>in the social and<br>physical environment |

Sørensen *et al.* *BMC Public Health* 2012 **12**:80 doi:10.1186/1471-2458-12-80

# The European health literacy survey (HLS-EU)



Sørensen et al., 2015

The background of the image is a photograph of the Golden Gate Bridge in San Francisco, viewed from a low angle looking across the water. A large, white, semi-transparent diamond shape is superimposed over the center of the image. Inside this diamond, the title text is centered. A white arrow points from the bottom of the diamond towards the right, following the path of the bridge deck. The bridge's towers and suspension cables are visible on the left, and the bridge extends into the distance on the right, disappearing into a layer of fog or mist.

# **BRIDGING THE GAP OF LIMITED HEALTH LITERACY**

Global  
Health Literacy  
Academy

[www.globalhealthliteracyacademy.org](http://www.globalhealthliteracyacademy.org)

Looking over the walls

# What is health literacy?

Health Literacy is:



your  
health



health & health care  
information



your health  
decisions



making decisions  
together



taking health  
action



feeling good about  
your health



# What is health literacy?

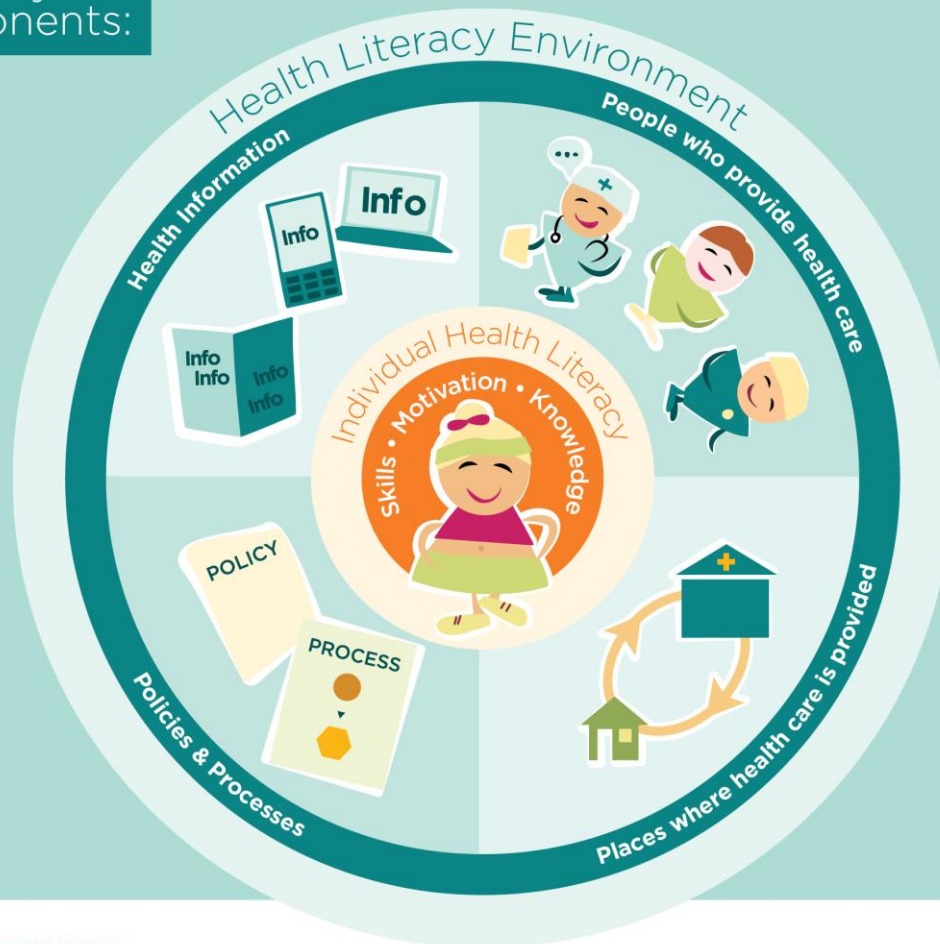
Health Literacy has 2 components:

## 1 Health literacy environment

The health literacy environment includes all the areas that make up the health system and have an impact on the way in which people use it. It includes the infrastructure, policies, processes, accessible materials and the people you meet and relationships you form when using the health system.

## 2 Health literacy individual

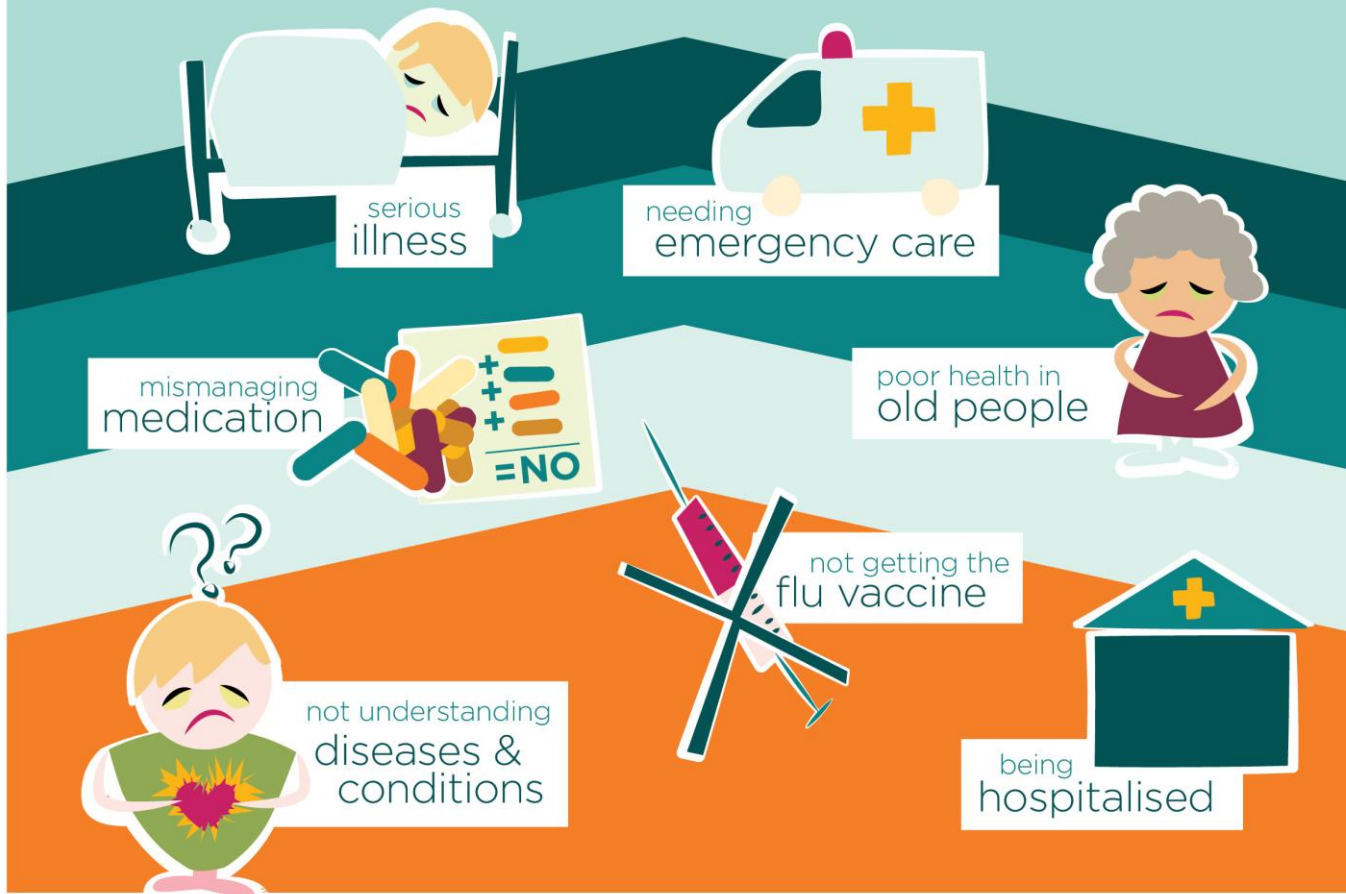
Individual health literacy is the motivation and capacity of a person to access, understand, appraise and apply the available information to make health related decisions.





# Why health literacy is important

Low health literacy increases the risk of:



# Health literacy in Australia

Australian's overall health literacy

60%

Low  
level

40%

Adequate  
level



# Health literacy for consumers

**60%**  
PEOPLE



**LOW**  
HEALTH LITERACY

Having low health literacy means someone doesn't have the knowledge they need to find, understand and use information about their health and health care.





# Health literacy for clinicians

**60%**  
OF PEOPLE



**LOW**  
HEALTH LITERACY

Having low health literacy means your patients don't have the knowledge they need to find, understand and use information about their health and health care. You can help change this.

Know your patients



Consider how you present information



Ensure understanding



How can I help my patients  
understand their health better?

Improve your health service



improvement  
activities



# Health literacy for managers

**60%**  
PEOPLE



**LOW**  
HEALTH LITERACY

Having low health literacy means consumers don't have the knowledge they need to find, understand and use information about their health and health care. You can help change this.

How can I  
**CREATE A  
GOOD HEALTH  
LITERACY  
ENVIRONMENT**  
within my  
organisation?



## BE A LEADER

### KEY FOCUS

Make patient-centred care and health literacy a key focus within the strategic framework of your organisation

### USE EXAMPLES

Use patient stories to demonstrate how health literacy affects people's health and healthcare

### CLEAR COMMUNICATION

Make clear and effective communication a priority across all levels of the organisation

## PUT **SYSTEMS** IN PLACE

### EDUCATION & TRAINING

Incorporate health literacy and communication strategies into information, education and training sessions for the workforce

### PROCESSES

Develop and implement whole-of-organisation policies which embed health literacy considerations into existing processes

### LANGUAGE

Use easily understood language and symbols on information and signage

### CONSUMER SUPPORT

Have processes in place to provide support for consumers with additional needs – interpreters, accessible lifts, etc

## **PARTNER WITH CONSUMERS**

### INFORMATION CO-DESIGN

Work with consumers to develop, design and evaluate information materials – brochures, forms, referrals, etc

### SERVICE CO-DESIGN

Work with consumers to plan, design and evaluate services and facilities

# patients with low **HEALTH LITERACY...**



Are more  
likely to visit an  
**EMERGENCY  
ROOM**



Have more  
**HOSPITAL  
STAYS**



Are less  
likely to follow  
**TREATMENT  
PLANS**



Have higher  
**MORTALITY  
RATES**

[www.cdc.gov/phpr](http://www.cdc.gov/phpr)







Global  
Health Literacy  
Academy

# HEALTH LITERACY

• IS A POLITICAL CHOICE •



9th Global Conference  
on Health Promotion  
Shanghai · 21-24 November, 2016

## Shanghai Declaration on promoting health in the 2030 Agenda for Sustainable Development



**Regional Committee for Europe**  
69th session

EUR/RC69/Conf.Doc./12 Rev.1

**Copenhagen, Denmark, 16–19 September 2019**

15 September 2019  
190312

Provisional agenda item 5(h)

ORIGINAL: ENGLISH

## **Draft resolution**

### **Towards the implementation of health literacy initiatives through the life course**

The Regional Committee,

**Regional Committee for Europe**  
69th session

EUR/RC69/14 Rev.1

+ EUR/RC69/Conf.Doc./12 Rev.1

**Copenhagen, Denmark, 16–19 September 2019**

15 September 2019  
190323

Provisional agenda item 5(h)

ORIGINAL: ENGLISH

### **Draft WHO European roadmap for implementation of health literacy initiatives through the life course**

The present document outlines the draft WHO European roadmap for implementation of health literacy initiatives through the life course to guide Member States and the WHO Regional Office for Europe in their efforts to enhance health literacy in the WHO European Region. It builds on ongoing health-literacy-oriented regional initiatives and emerging interest among WHO Member States for expanding and/or strengthening health literacy in the Region, and charts possible ways of achieving more closely integrated, purpose-oriented and evidence-based health literacy action.

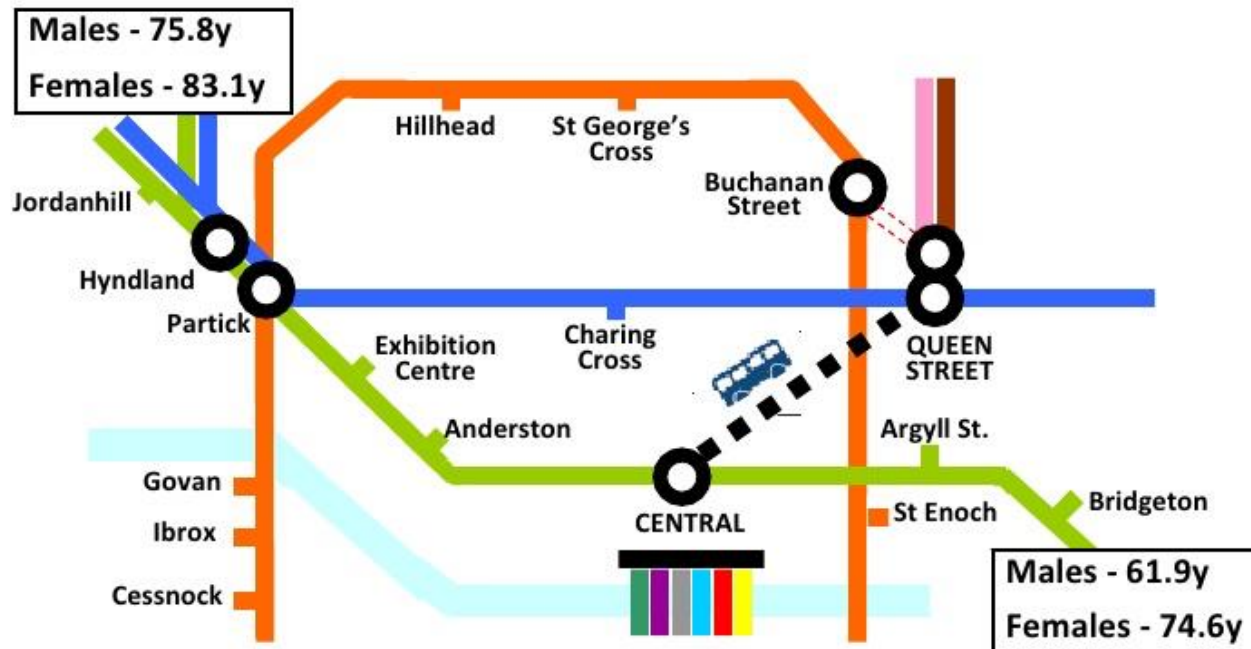
The document was informed by suggestions gathered from Member States during the second, third and fourth sessions of the Twenty-sixth Standing Committee of the Regional Committee for Europe in December 2018, March 2019 and May 2019, respectively, as well as by technical consultations with experts held in April 2019 and a web-based consultation with Member States in June 2019.

The draft roadmap is submitted to the WHO Regional Committee for Europe for consideration at its 69th session, together with a draft resolution on this topic.





**Each stop on the Argyll line travelling East represents a drop of 1.7 years in male life expectancy**



Life expectancy data refers to 2001-5 and was extracted from the GCPH community health and well-being profiles. Adapted from the SPT travel map by Gerry McCartney.





# One road, two different worlds...



# Looking over the wall II



Ideal guest experience



The McDonald's logo, consisting of two golden arches, is positioned at the top of the image. The arches are yellow with a slight gradient and are set against a white background. Below the arches, the word "McDonald's" is written in a large, bold, white font on a red background. The word "TM" is located to the right of the word "McDonald's".

Accessibility

**McDonald's** <sup>TM</sup>





Finding information



Personalized hospitality





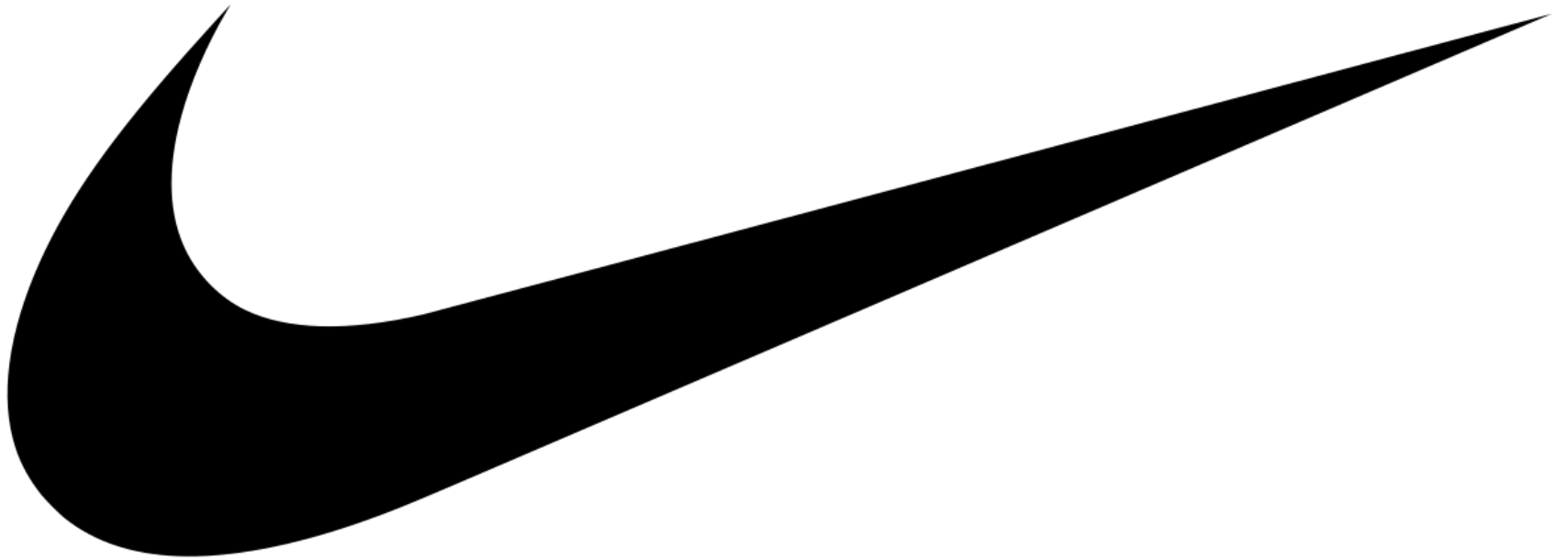
Simplicity and user-friendly



Do it your-self, cheap, and empowered



Tailor-made and convenient



Motivation: Just do it!





Flourish

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# Lego: on the brink of bankruptcy

- One-way communication
- We know best
- Rigor systems
- No flexibility
- Almost bankrupt
- System-lead activities







# People-centred

- Listen; dialogue
- Customer-centred
- Relentless focus on customers' need
- Monitoring sale and production
- More value for money, no waste
- Co-creation of products

# Transforming health systems

- One-way communication
- We know best
- Rigor systems
- No flexibility
- Almost bankrupt
- System-lead activities

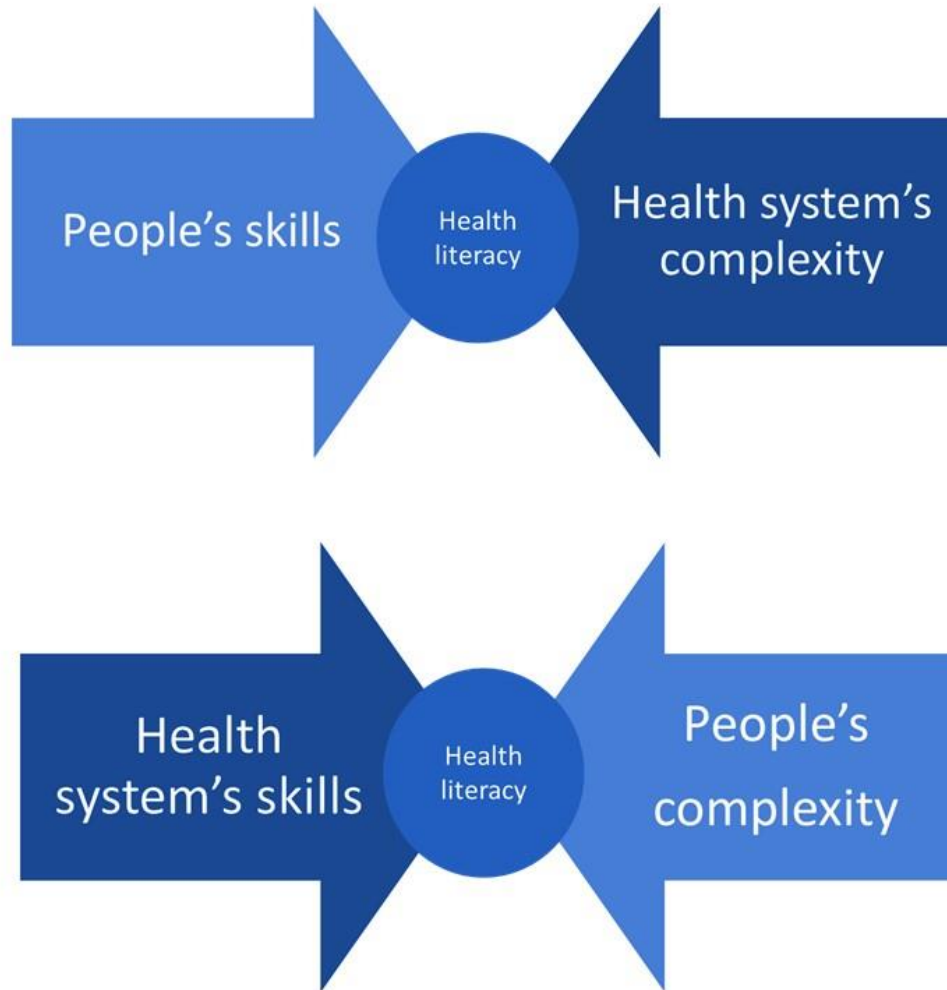
- Listen; dialogue
- Patient-centered
- Focus on patient's and citizen's need
- Monitoring
- More value for money, reducing waste
- Co-creation of health



GLOBAL  
HEALTH LITERACY  
ACADEMY

# HEALTH LITERACY

• LEAVE NO ONE BEHIND •





No one size fits all



## Equality




## Equity



# Tapping into the unleashed potential: a health literate prevention research agenda

1. Social gradient
2. Access to information
3. Understanding information
4. Ideal experience and satisfaction
5. Personalize efforts
6. Tailormade service, convenient
7. Simplicity and user-friendly
8. Motivation
9. Do it yourself, selfcare
10. Flourish





Face the challenge,  
be the change!

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# Book release

