



# Health Literacy Awareness

## Half day workshop

# Welcome!

Jonathan Berry and Janet Solla

**Community Health and Learning Foundation**



funded by the Health and Care Voluntary Sector Strategic Partnership

# Workshop Programme

Time	What
10 .00 – 10.10	<b>Welcome and Introductions</b>
10.10 - 10.45	<b>Impacts of Health Literacy</b> Definition How big is the problem What does it feel like Impacts on people/services
10.45 - 11.15	<b>Policy Context</b> •Patient activation, self care, health inequalities, shared decision making <b>Discussion</b> •Where has health literacy impacted on your everyday practice?
11.15 – 11.30	REFRESHMENT BREAK
11.30 – 12.40	<b>What can we do about it?</b> •Group discussion <b>What makes a health literate service?</b> •Group discussion
12.40 – 1pm	<b>What resources are available?</b> <b>What will you do now?</b> <b>Close</b> •Evaluation forms and certificates

# Aims and objectives of the session

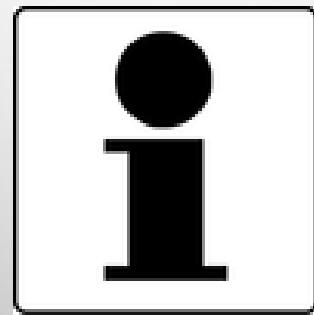
- To improve understanding of health literacy;
- To increase awareness of health literacy issues and their impact on individuals' everyday lives and the services that support them;
- To provide an opportunity to consider how participants might address low health literacy within their own practice and services.



# What is health literacy?

“Health literacy implies the achievement of a level of knowledge, personal skills and confidence to take action to improve personal and community health by changing personal lifestyles and living conditions. Thus, health literacy means more than being able to read pamphlets and make appointments. By improving people’s access to health information, and their capacity to use it effectively, health literacy is critical to empowerment.”

World Health Organisation



# Health Literacy – key publications

- Health Literacy: the agenda we cannot afford to ignore, CHLF (2014)
- Skills for Life Survey, BIS (2011)
- The Marmot Review – Strategic Review of Health Inequalities in England post 2010 (2010)
- The cost of limited health literacy: a systematic review : K.Eichler, S.Weisser, U.Brügger (2009)
- The evolving concept of health literacy : Don Nutbeam (2008)
- Useful websites: [www.healthliteracy.org.uk](http://www.healthliteracy.org.uk) and [www.chlfoundation.org.uk](http://www.chlfoundation.org.uk)



# How big is the problem?



# How big is the problem?

- 43% of adults (18-65) do not have adequate literacy skills to routinely understand health information.
- 61% of adults (18-65) do not have adequate numeracy skills to routinely understand health information.

*(LSBU Press Release – December 2012)*



# What Does it Feel Like?

- A Practical Exercise

# The impact of health literacy needs on health

Oncology

Paediatrics

Pathology

Podiatry

Psychiatry

Radiology

Rehabilitation

Gynaecology

Pharmacy

Urology

Prostheses

Physiotherapy



# The story of Jimmy!

From Dr Suzanne McCarthy and Dr Laura Sahm, University of Cork

**“Take one tablet on Monday, one tablet on Tuesday,  
and skip Wednesday”**

Monday



Tuesday



Wednesday



1 in 5 Irish people are not confident that they understand all the information which their health professional gives to them

1 in 10 people admitted to taking the wrong dose of medication because they didn't understand the instructions given.

43% would only sometimes ask for information to be explained more clearly

# Individuals with Health Literacy needs often...

- Find it difficult to understand and act on health messages e.g. 5 a day
- Have difficulties managing long-term conditions, such as asthma and diabetes
- Find it hard to follow medication instructions
- Don't turn up for appointments
- Find it difficult to participate in decisions about treatment of their health conditions
- Find it difficult to interpret diet and nutrition messages and package labeling
- Find it hard to explain their symptoms in detail
- Don't participate in consultations about service reconfiguration



# Case Study Examples

- From Focus Groups – who has a Prostate, checking up to the collarbone, basic biology, one partner, prostate cancer is transmissible
- From community training - the waist, positive, chemotherapy, 5 a day.

# Who Are They?

- “Heartsink”
- Patients who DNA
- The ones who don’t “comply”
- Regulars

BUT NOT STUPID

- “Spiky Profiles”
- Complex Strategies



# Health Literacy cuts across key domains

- **Patient Activation**
  - E.g. informed consent, shared decision making
- **Public Health/Health Inequalities**
  - E.g. healthy eating, physical activity messages
- **Treatment and Adherence**
  - E.g. how to explain symptoms and risks, self care, taking medication
- **PPI**
  - E.g. responding to service reconfiguration



# Cost of low health literacy to NHS

Approximately 3% - 5% of total NHS spending

**£2.87-£4.78 UK billion**



(The costs of limited health literacy - Eichler, Wieser and Brügger, 2009)

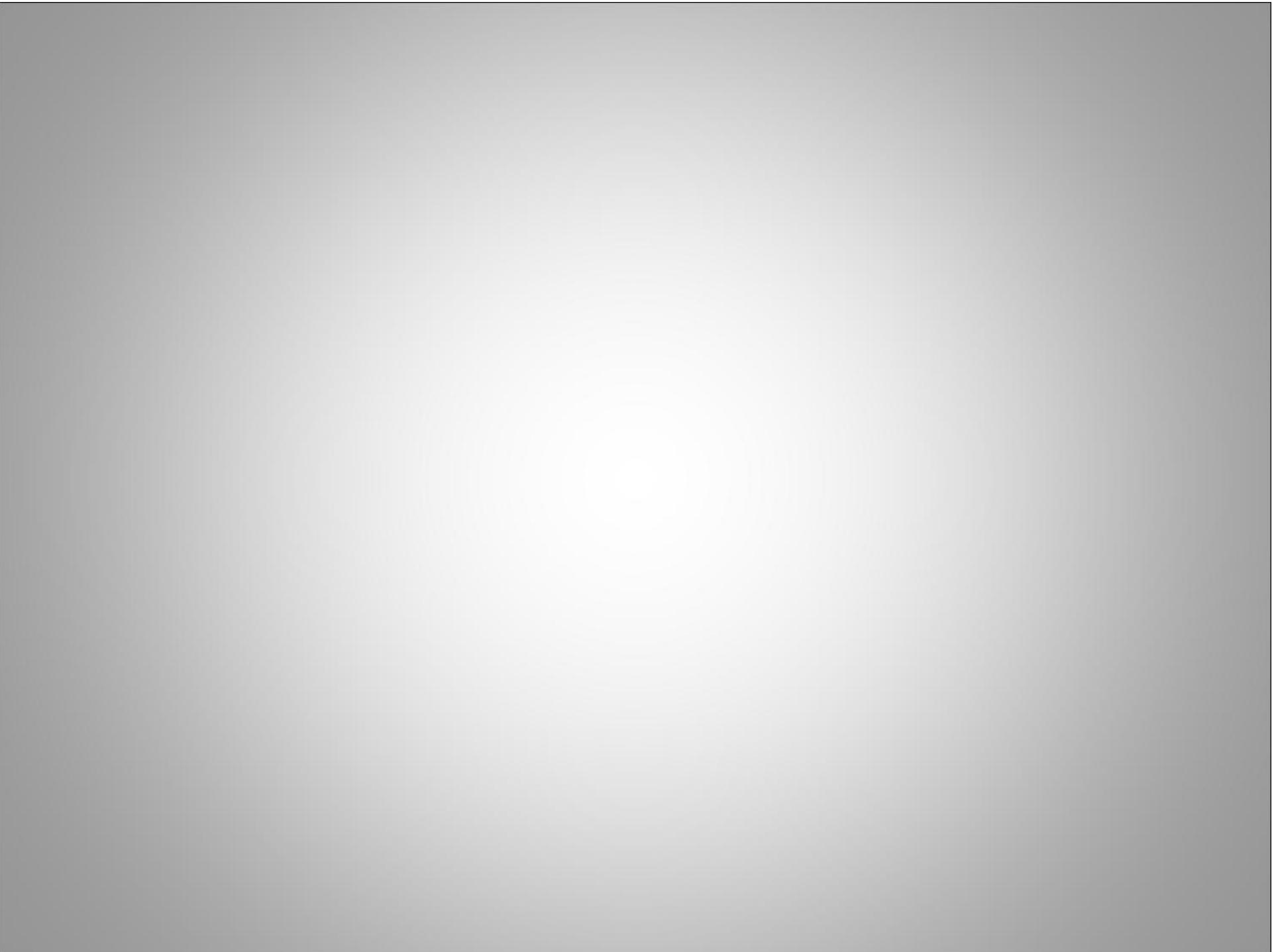
# Has it impacted on your practice?

- Group Discussion

# What can we do about It?

1. Think of examples of when you may have encountered or have had to take into account low health literacy issues within your role.
2. What impact does low health literacy have on your area of responsibility?
3. What do you need to do to make sure that people and communities with low health literacy are considered within your area of responsibility?
4. What is your role in that?
5. Who else could help?





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