



GLOBAL HEALTH LITERACY ACADEMY



Health Literacy

Health Libraries: from open science to research and clinical practice
XII Jornadas APDIS| March 14, 2018

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Global Health Literacy Academy













20-65%

find it difficult to manage
health and navigate
health systems...!

Bridging the health literacy gap

- A public health challenge we cannot neglect!





Health literacy...

What is it and why is it important?



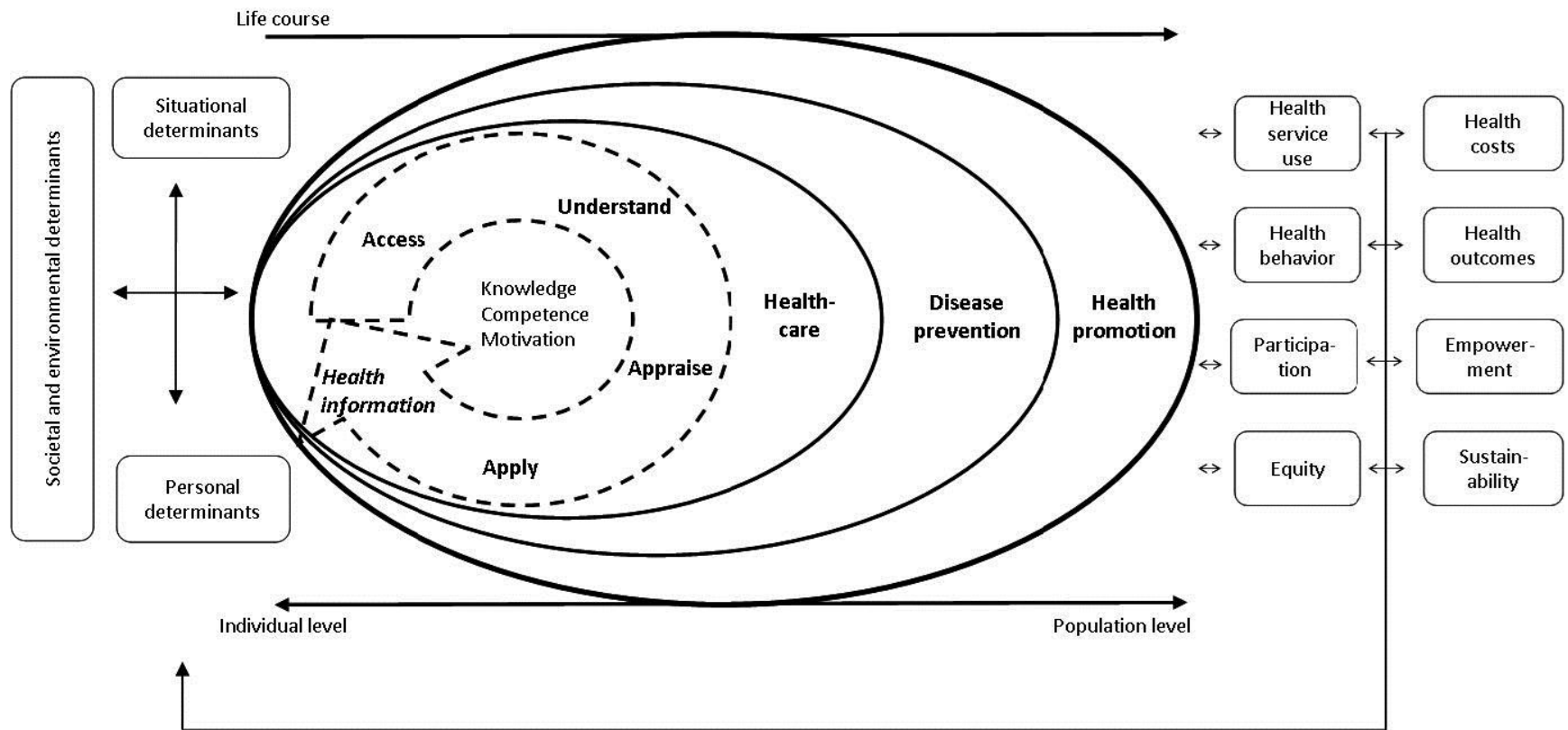
HLS • EU



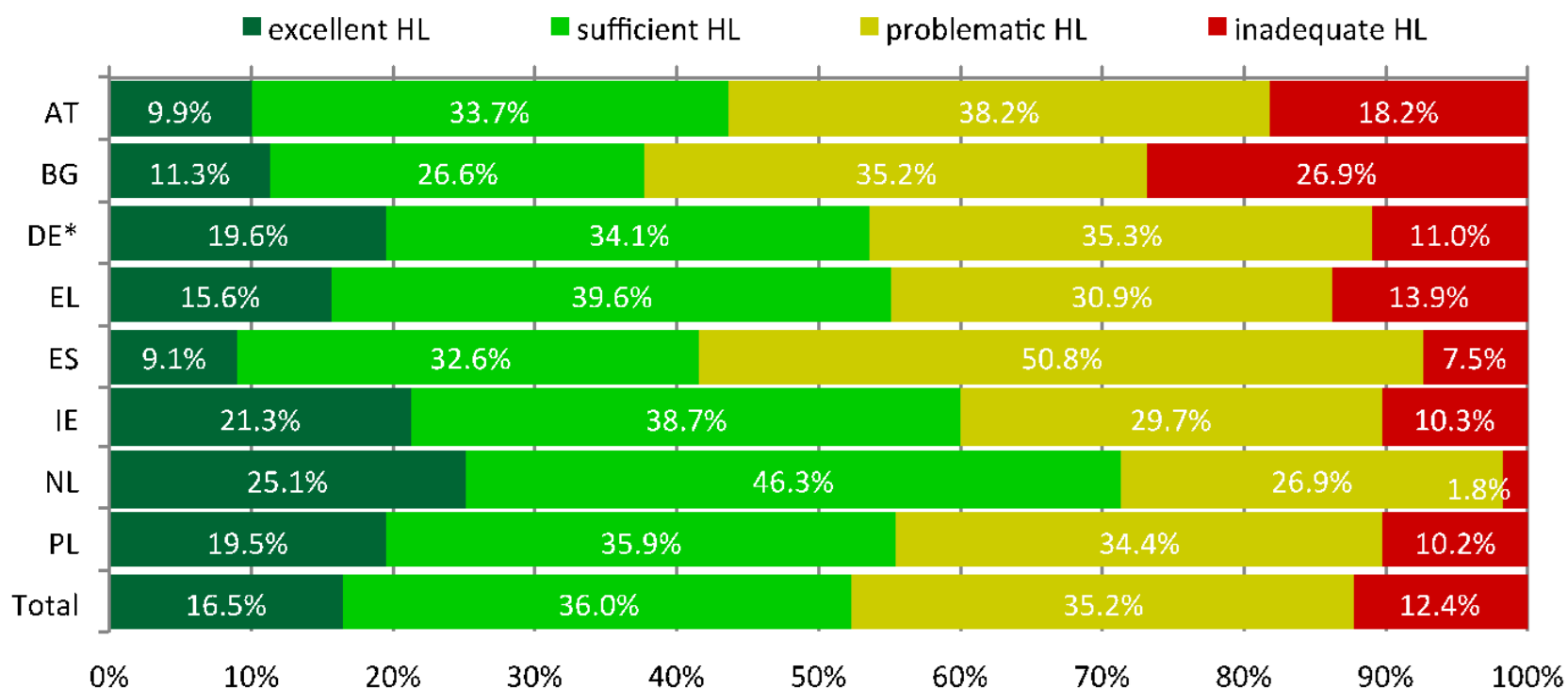
What is health literacy?

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.

The health literacy pathways



The European health literacy survey (HLS-EU)



AT [N=979] | BG [N=925] | DE (NRW) [N=1045] | EL[N=998] | ES[N=974] | IE[N=959] | NL[N=993] | PL[N=921] | TOTAL[N=7795]

*only NRW

Health literacy in Portugal

11% inadequate health literacy

38% problematic health literacy

42% adequate health literacy

9% excellent health literacy

Espanha & Ávila, 2014

Impact of limited health literacy

Poor health outcomes

Higher hospitalization rates

Higher use of emergency care

Lower use of preventive services

Poorer comprehension of medications

Increase in healthcare costs at over \$73 billion annually (US)



“If more information was the answer, we would all be billionaires”

Derek Sivers



RECOMMENDED DIETARY GUIDELINES



YOUR DIET



1 Information

2 Knowledge

3 Competency

4 Action

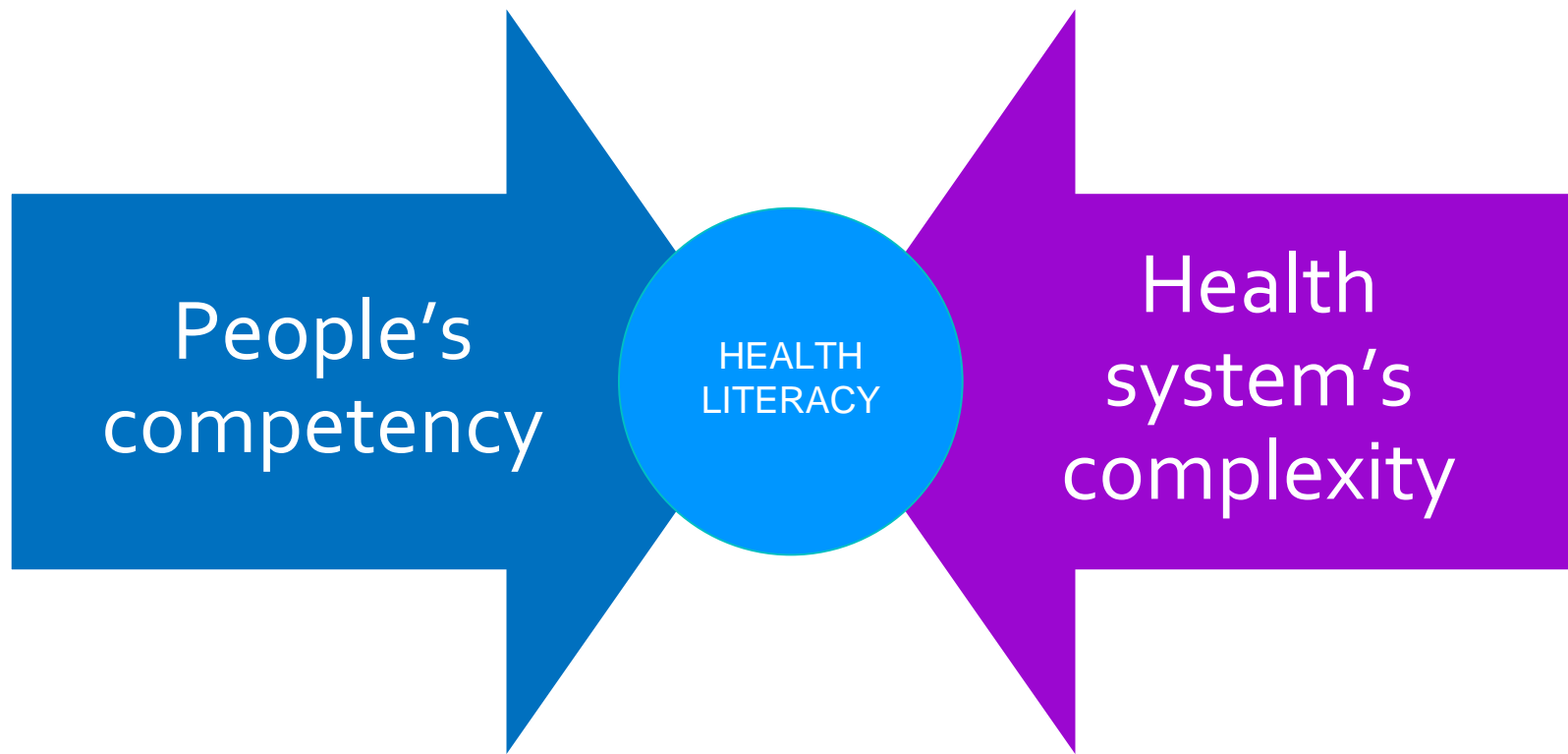
Where does it go
wrong?



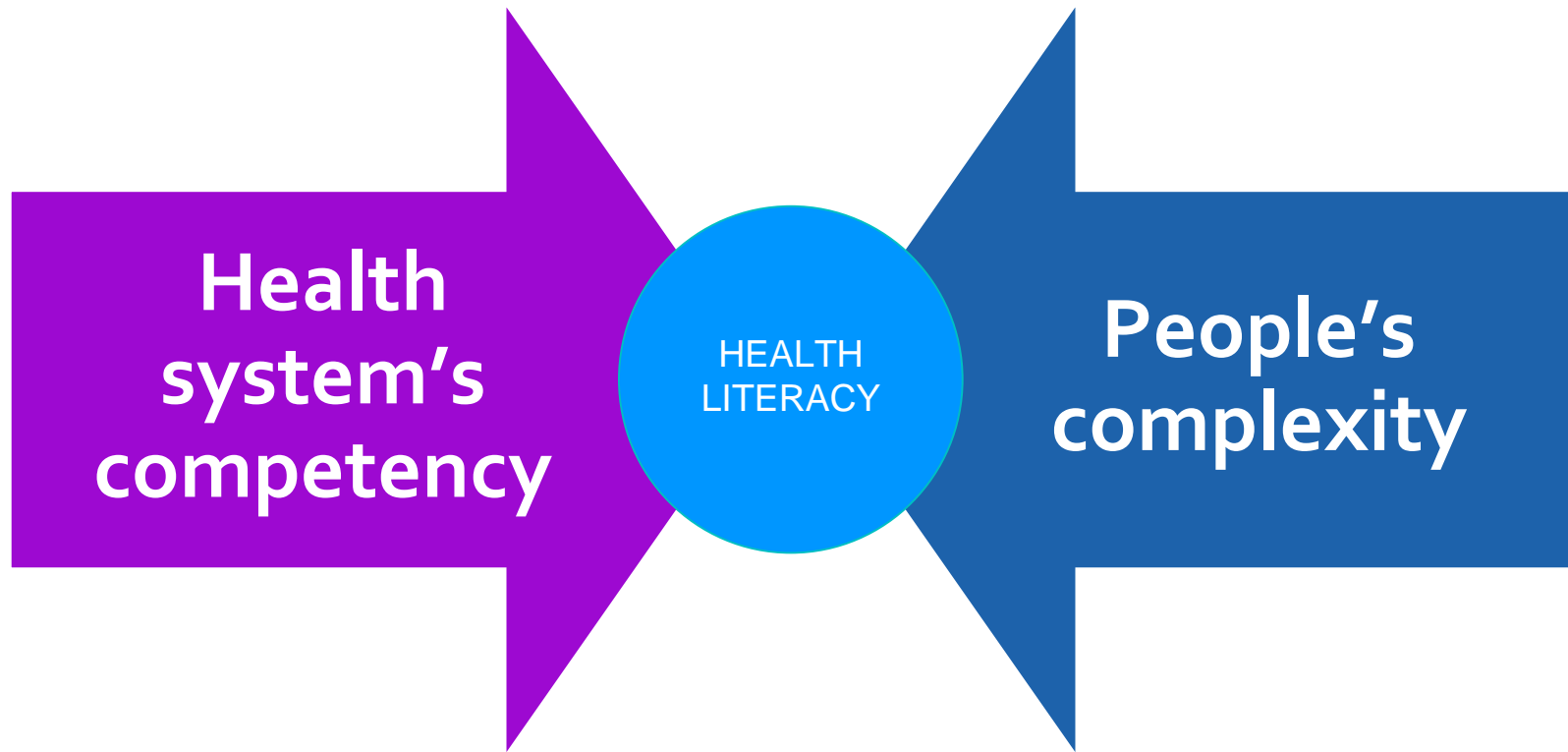
A few reasons why it goes wrong...

- + High degree of complexity
- + No one size fits all
- + People are irrational
- + Context matter

Health literacy - first wave



Health literacy - second wave





They know it + They want to do it = They will do it!







2 systems for decision-making

System 1:

**Quick, automatic, uncontrolled,
unconscious, intuitive**

System 2:

Slow, reflexive, controlled, conscious



National Action Plan For Ebola Eradication

STOP EBOLA

Prevention your best protection

Share this information with everyone

- Always wash your hands with soap
- Cook all meat thoroughly
- Do not eat bush meat
- Do not eat fruit eaten by bats
- Do not touch people infected with/suspected to be infected with Ebola
- Do not use the bed cloth used by people infected with Ebola
- Do not touch vomit, saliva, urine, blood and faeces of people suspected of having Ebola
- Do not touch people who died from Ebola

Report to the nearest health centre when you feel unwell with headache, fever, pain, diarrhea, eye rash and vomiting
For more information, call FREE 117

A community message created by

LIMKOKWING
UNIVERSITY
OF CREATIVE TECHNOLOGY



Barriers and friction

Medical jargon

Complex bureaucracy

Lack of skills of professionals

Lack of skills of citizens/patients

What shall we do about
it?



Eliminate the barriers and friction...

Medical jargon

Complex bureaucracy

Lack of skills of professionals

Lack of skills of citizens/patients

Plain language

Simple bureaucracy

Improve skills of staff

Improve skills of citizens



Make it easy!



A turn-around is needed!

Improving health literacy

People-centred health

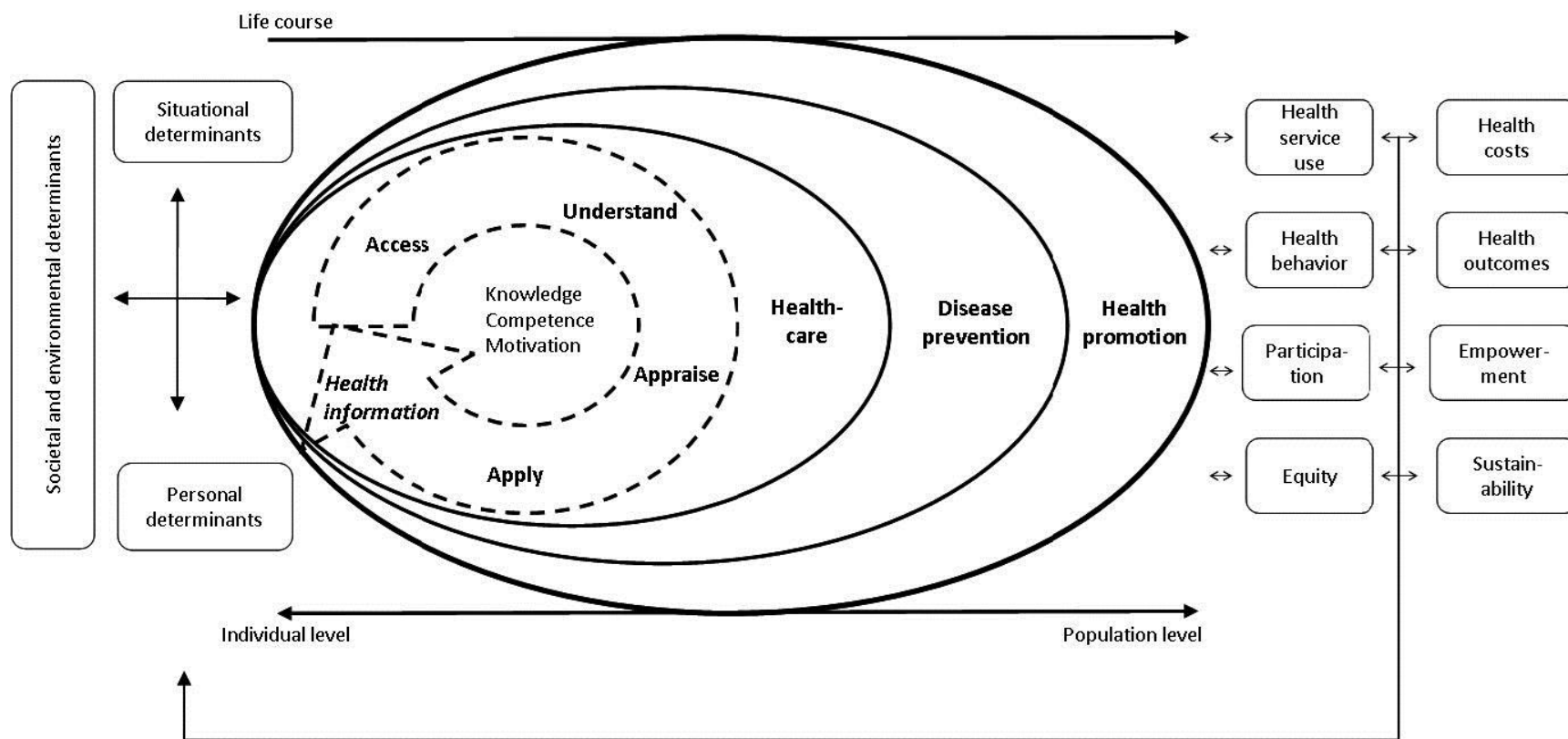


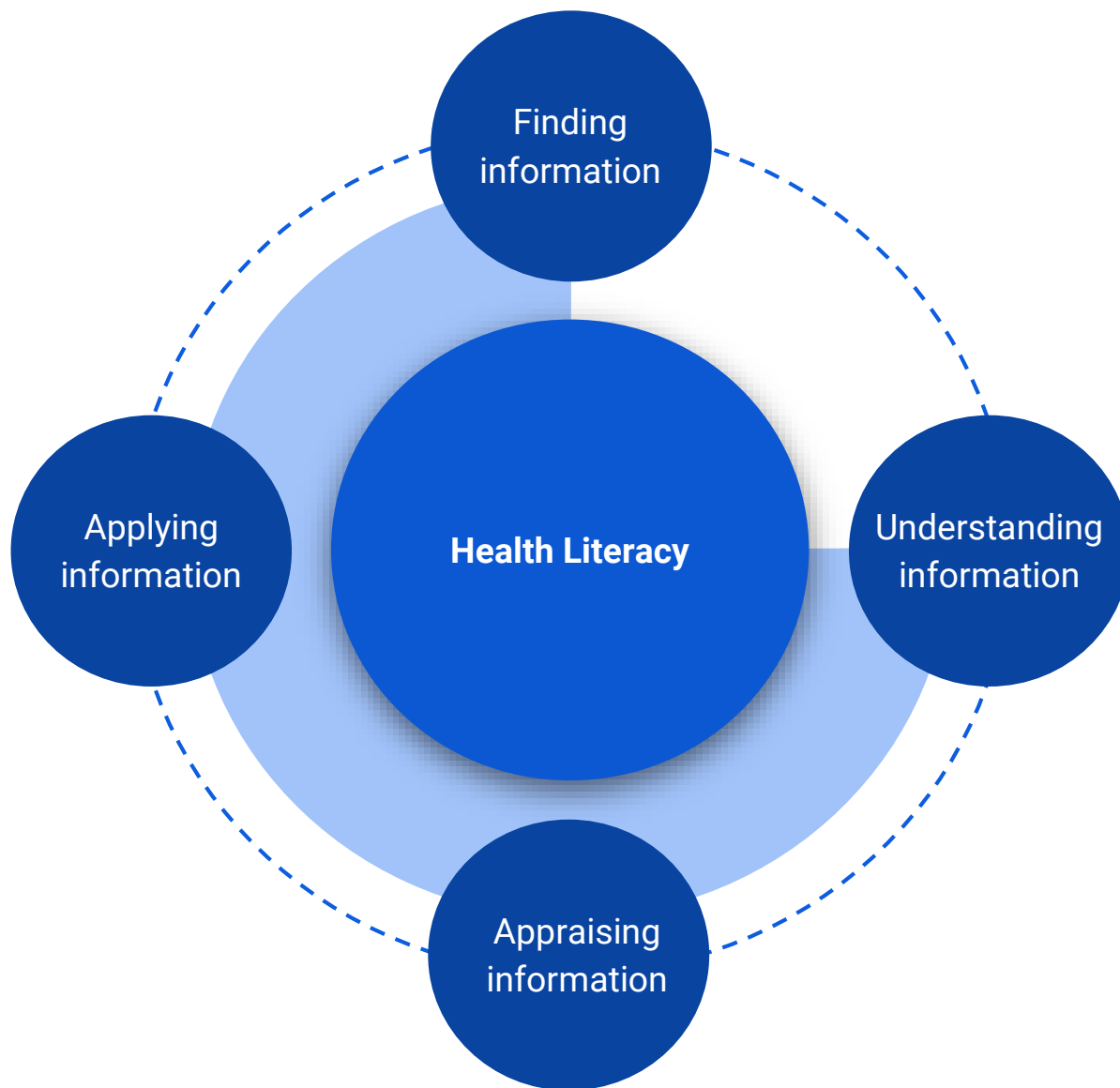


KNOWLEDGE- BROKERS

You are the new heroes, the new health literacy champions!

Improving the health literacy pathways





Triple burden: poor, poor health and poor health literacy

Health literacy investment is needed to leave no-one behind...



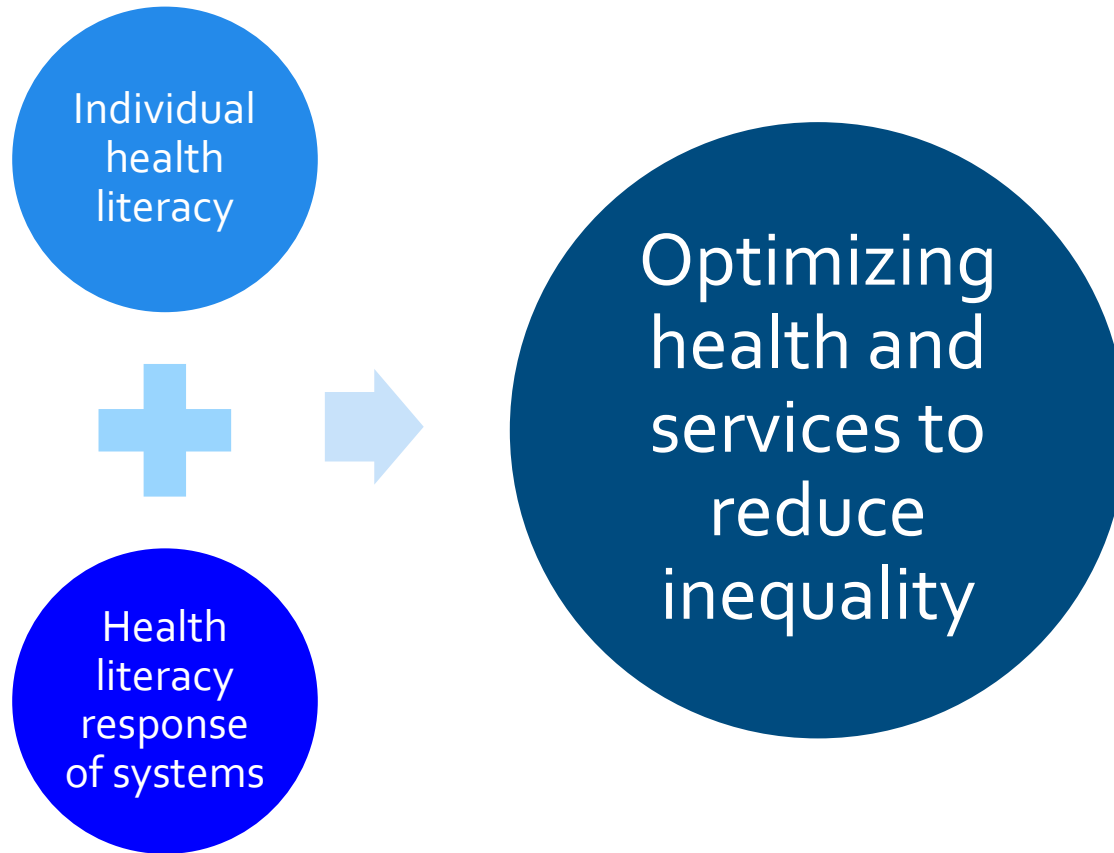


Ursus Wehrli



Ursus Wehrli

Optimizing health and services



Co-creation of health, a paradigm shift

Provider-centered

Health professionals are experts
Patients follow orders

Patient-centered

Patients are experts
Health professionals are advisors

Co-creation of health (HL)

Health professionals are knowledge brokers and facilitate treatment
Patients are active and reflective taking responsibility for own health

Health literate organizations (USA)

10 Attributes



Brach C, Keller D, Hernandez LM, et al. *Ten Attributes of Health Literate Health Care Organizations*. Washington, DC: National Academy of Sciences, 2012.

1. Leadership Promotes
2. Plans, Evaluates, and Improves
3. Prepares Workforce
4. Includes Consumers
5. Meets Needs of All
6. Communicates Effectively
7. Ensures Easy Access
8. Designs Easy to Use Materials
9. Targets High Risk
10. Explains Coverage and Cost

Incentives and accreditations



Joint Commission International
Accredited Hospital

Political buy-in to health literacy

- It is evident,
- It is measurable,
- It is feasible,
- It is for the public good.





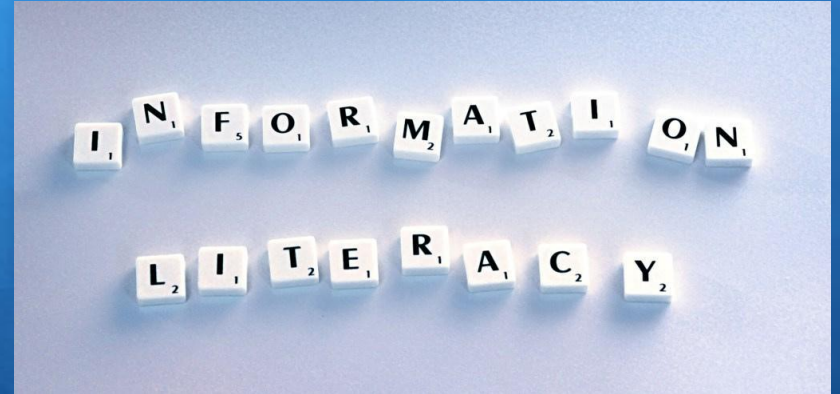
Re-design information processes

Language

Means of communication

Sources

Skills





Health literacy leadership

Ability to embrace people where they are

New heroes and champions leading by example



Stephen Hawking (RIP)



Libraries - information centres

Navigation and action, not only seeking information

Networking, not only individual support

Capacity building concerning information literacy, digital literacy, eHealth literacy, media literacy...

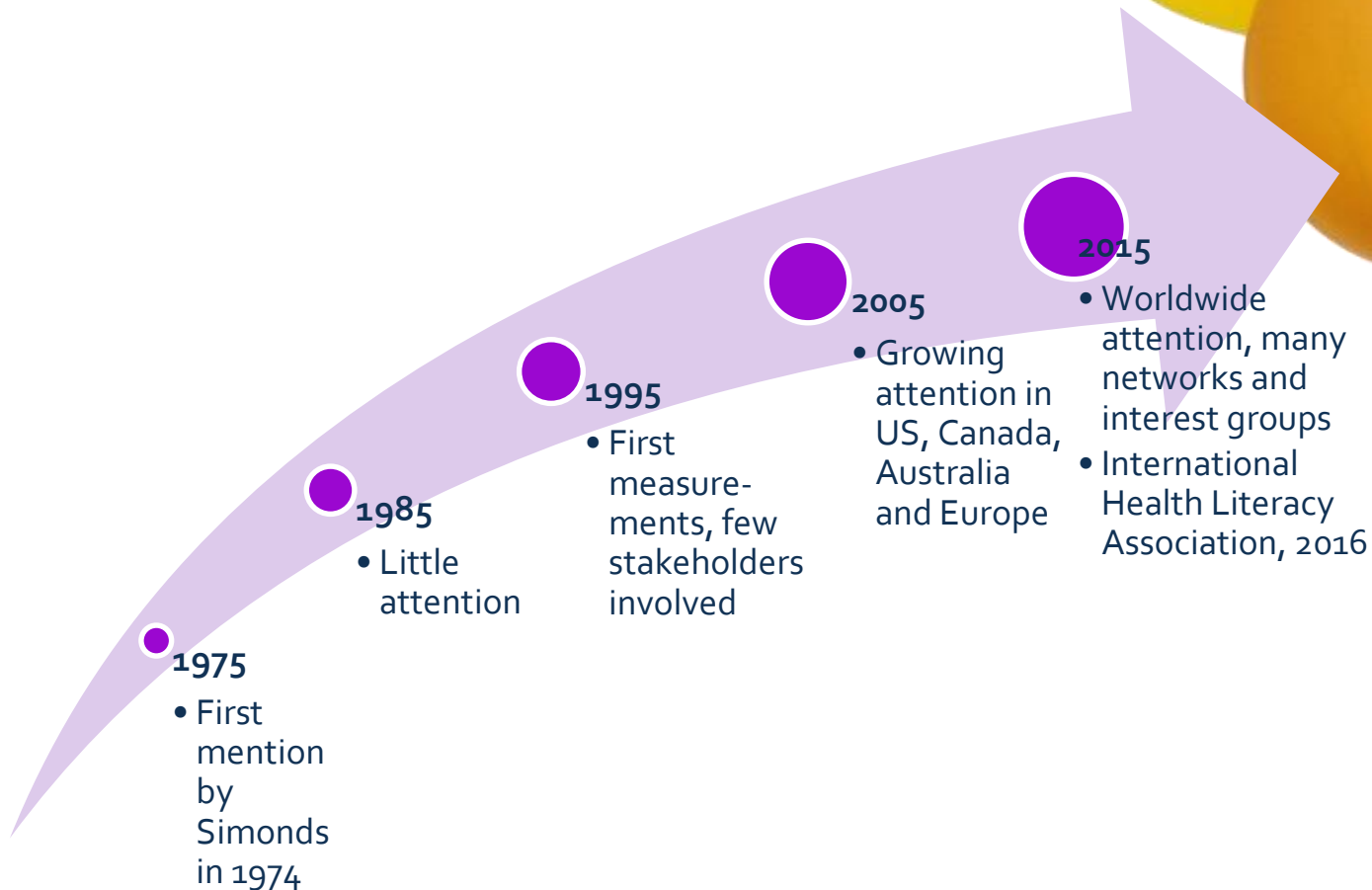
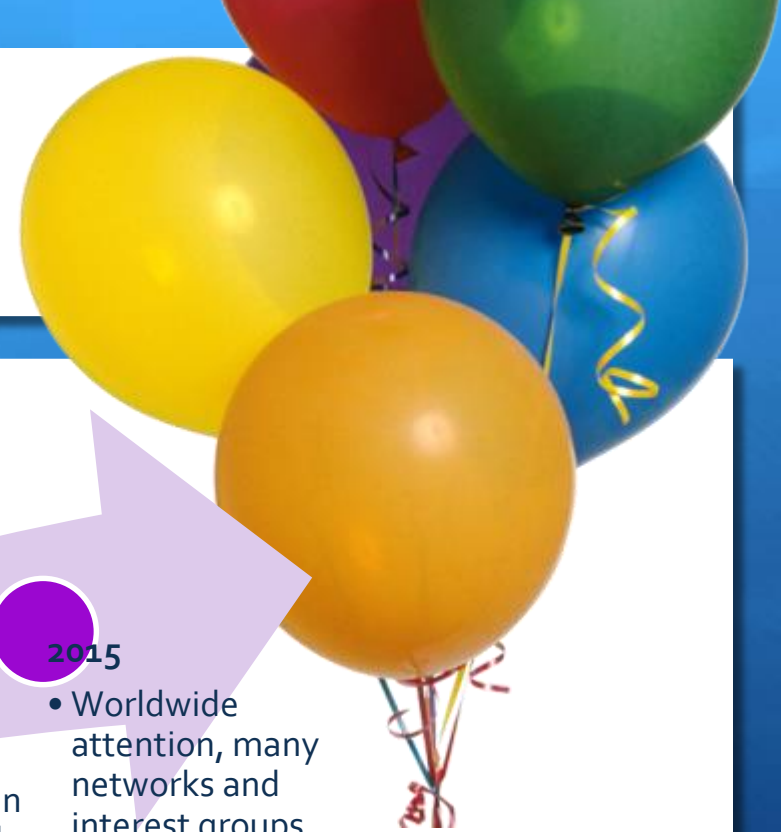


The disruptive power of health literacy

New mind set



From clinical problem to social movement



Søren Kierkegaard (philosopher)

+ *If One Is Truly to Succeed in Leading a Person to a Specific Place, One Must First and Foremost Take Care to Find Him Where He is and Begin There.*



EMPOWER PEOPLE - MAKE IT EASY
MAKE THEM HAPPY - MAKE THEM HEALTH
LITERATE!



Face the challenge, be the change!

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www.healthliteracyeurope.net
www.I-HLA.org

Health literacy referencer

- + **Sorensen K**, Pelikan JM., Röthlin F., Ganahl K., Slonska Z., Doyle G. Fullam J., Kondilis B., Agrafiotis D., Ueters E., Falcon M., Mensing M., Tchamov K., Van den Broucke S., Brand H. on behalf of the HLS-EU Consortium. "Health literacy in Europe: comparative results of the European health literacy survey (HLS-EU)". Eur J Public Health. 2015 Accepted for publication.
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- + **Sørensen K**, Nørgaard O, Maindal HT. [\[Need for more research in patients' health literacy.\]](#) Ugeskr Laeger. 2014 Jan 6;176(1).
- + **Sørensen K** and Brand H. Health literacy lost in translation: Introducing the European Health Literacy Glossary. Health Promotion International. 2013.
- + **Sørensen K**, Van den Broucke, S, Fullam J, Doyle G, Pelikan J, Slonska Z, Brand H. Health literacy and public health. A systematic review and integration of definitions and models. BMC Public Health. 2012; 80:12. <http://www.biomedcentral.com/1471-2458/12/80>
- + Youtube: HLS-EU The Movie: <https://www.youtube.com/watch?v=fzMAgTIPJUK&noredirect=1>
- + Health Literacy Europe network: www.healthliteracyeurope.net
- + WHO Europe: Health Literacy. The Solid Facts: http://www.euro.who.int/_data/assets/pdf_file/0008/190655/e96854.pdf
- + WHO South East Asia: Health literacy toolkit: http://www.searo.who.int/entity/healthpromotion/documents/hl_toolkit/en/



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