

# A relevância social da educação para a saúde

## Social relevance of health education

XI Jornadas APDIS

A informação em saúde ao serviço do cidadão

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# CONCEPTS



## Alfabetização and literacia

- **Alfabetização (Literacy training)** – traduz o ato de ensinar e aprender (a leitura, a escrita e o cálculo).
- **Literacia (Literacy)** – traduz a capacidade de usar as competências (ensinadas e aprendidas) de leitura, de escrita e de cálculo na vida quotidiana. (Benavente, coord., 1996, p.13)

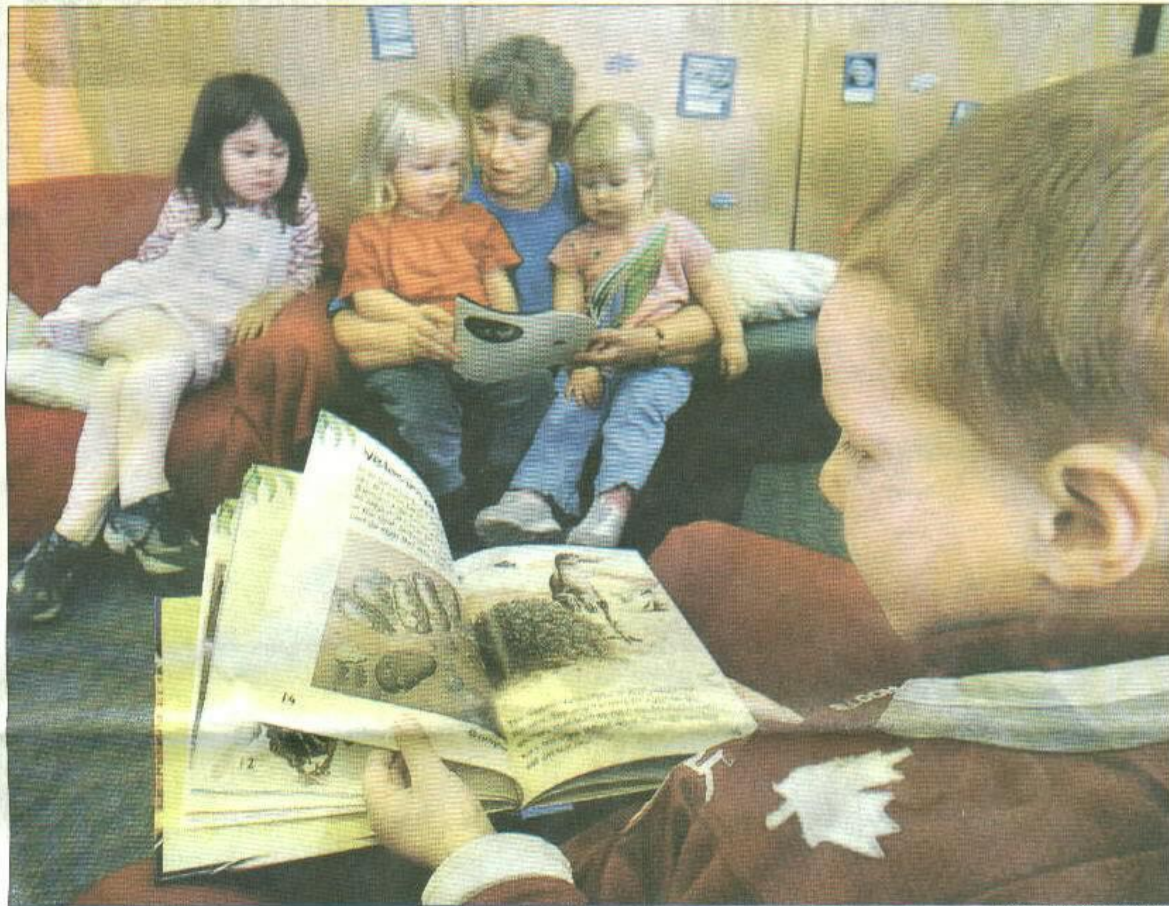


# Literacy levels...

- *...literacy levels, which are usually, but not always, related to levels of education, are important predictors of employment, active participation in the community and health status. They are also important predictors of the success of a nation.*

(Health Canada, 1999)

## Does reading to toddlers help them read?



FRED LUM/THE GLOBE AND MAIL

Joy Leschiutta Rothwell, a teacher at the University of Guelph's Child Care and Learning Centre, reads to some of the centre's children yesterday.

# Study questions path to literacy

BY CAROLINE ALPHONSO  
EDUCATION REPORTER

**P**arents take note: Reading to your preschoolers before bedtime doesn't mean they are likely to learn much about letters, or even how to read words.

A new study shows that while storybook time has developmental benefits, preschool children pay very little attention to the printed

words on a page.

"There are all kinds of parents who are reading to their children believing that it's going to help their children to learn how to read," said Mary Ann Evans, a psychology professor at the University of Guelph and co-author of the study.

"That's true to an extent in that reading to your children will help them develop an understanding of storyline. But it's not necessarily

helping them to learn how to decode the words on the page."

Reading to your children is considered a valued home literacy activity. But Prof. Evans said that few studies have looked at its link to children's literacy skills.

To learn how to read, children must pay attention to the letters and recognize words. But her research, published in this month's issue of *Psychological Science*, the

journal of the American Psychological Society, found that preschoolers were focused elsewhere.

Prof. Evans, along with Jean Saint-Aubin of the University of Moncton in New Brunswick, conducted two studies of four- and five-year-olds.

See **READING** on page A8

■ **Roy MacGregor**, A2

# How does **health literacy** differ from **literacy**?



**Literacy** refers to basic skills needed to succeed in society, while health literacy requires some **additional skills**, including those necessary for finding, evaluating and integrating health information from a variety of contexts. It also requires some knowledge of health-related vocabulary as well as the culture of the health system.

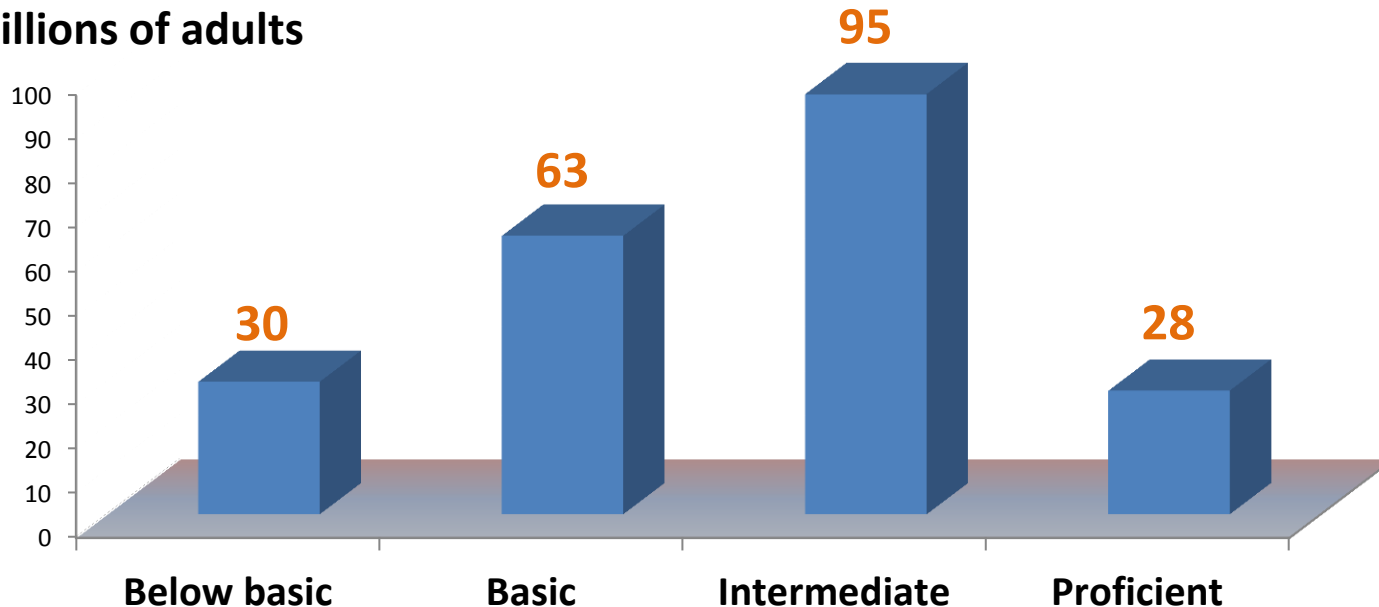
(Rootman, I. , 2009. Presentation at the University of Victoria, BC. )

# Why literacy matters?

“Sometimes the problem is not health literacy, but the ability to read or write at all”

Cheryl Rowan, 2013, <http://nnlm.gov/training/healthliteracy/>

Millions of adults



- Average reading level in the U.S. is 8<sup>th</sup> grade. 20% read at 5<sup>th</sup> grade level or below (NAAL, 2003)

# How to define health literacy?

- Translating Health Literacy :
  - alfabetizacion en salud (Spain),
  - alphabetisme en matière de santé (French),
  - alfabetizzazione sanitaria (Italy)

Source: (Sorensen et al, 2013, p.58)

# Literacy

**Definition** – the capacities of processing written information in daily life.

(Montigny *et al*, 1991, *In*: Benavente (coord.), 1996, p.4)

The concept of literacy appears under 2 perspectives:

- 1- the **ability** to read and write
- 2- having **knowledge or competence**, thus displaying advanced education



# Health



- WHO definition of health, formulated in 1948, describes health as “**a state of complete** physical, mental and social well-being and not merely the absence of disease or infirmity.”(WHO, 2006)
- ...changing the emphasis towards the ability to adapt and self manage in the face of social, physical, and emotional challenges,...a group of experts propose the formulation of health as the **ability to adapt and to self manage**.(Hubber, et al, 2011).

# What is Health Literacy?

“The degree to which individuals have the capacity to **obtain, process, and understand** basic health information and services needed to make **appropriate health care decisions**”

(Ratzan, S., and R. Parker. (2000) *In: Healthy People 2010 and Healthy People 2020; In: IOM - [Health Literacy: A Prescription to End Confusion](#), 2003)*

“...the **skills and competencies** that all people develop to seek out, comprehend, evaluate, communicate and use health information and concepts **to make informed choices.**”

(Calgary Charter on Health Literacy, 2009)

# 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. (Nutbeam, 1998, p. 264)

(WHO, Health promotion Glossary, 1998.

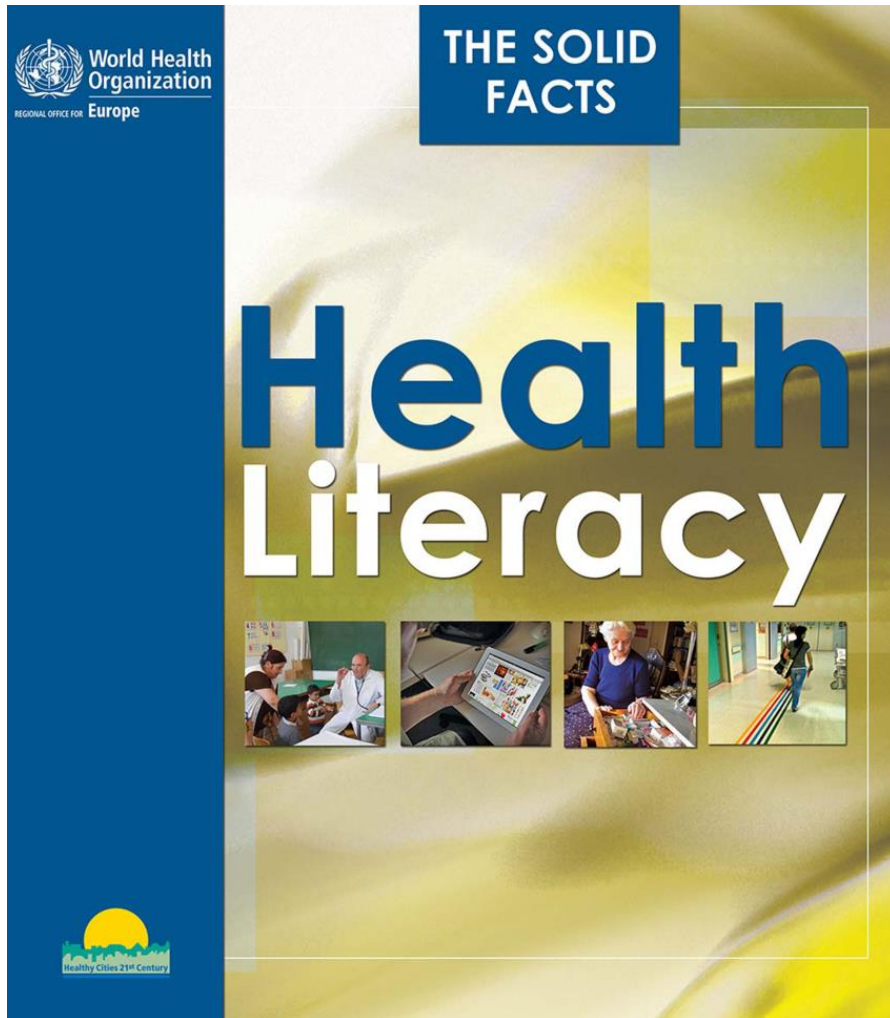
[http://whqlibdoc.who.int/hq/1998/WHO\\_HPR\\_HEP\\_98.1.pdf](http://whqlibdoc.who.int/hq/1998/WHO_HPR_HEP_98.1.pdf))

<http://www.healthliteracypromotion.com/Health-Literacy-Definitions.html>

“The degree to which people are able to **access, understand, evaluate and communicate** information to **engage** with the demands of different health **contexts** in order to promote and **maintain good health across the life-course.**”

(Kwan, B., Frankish, J., & Rootman, I. (2006)

# What is Health Literacy?



*Health literacy is both a means and outcome of actions aimed at promoting the empowerment and participation of people in their communities and of people in their health care.*

(Zsuzsanna Jakab - Forward. Health Literacy: the solid facts, WHO, 2013)

# Health literacy competencies

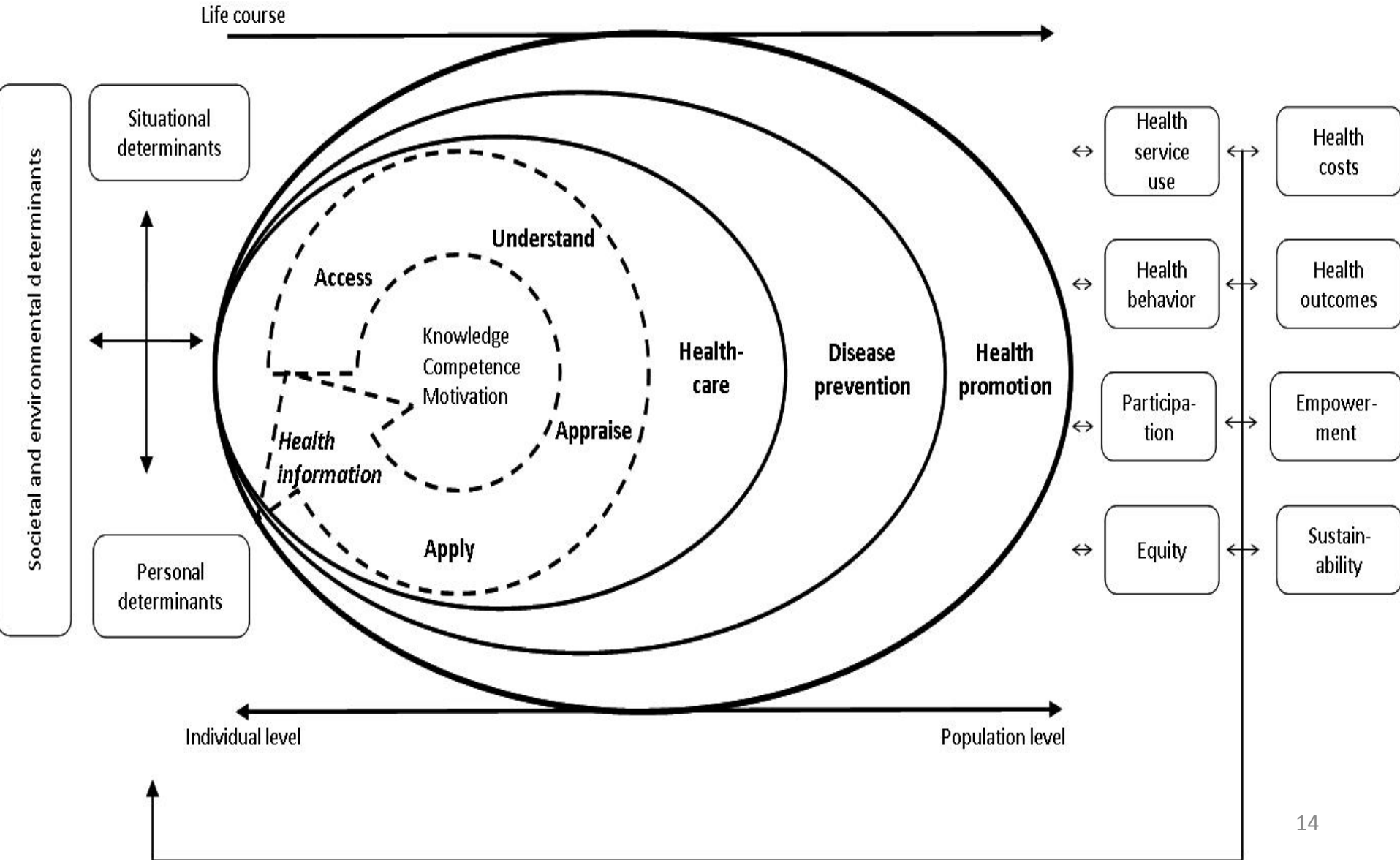
- **Basic health competencies** - health promoting, health protecting and disease preventing behaviors, self-care;
- **Consumer competencies** - health-related decisions and use of applicable goods and services and to act on consumer rights if necessary;
- **Patient competencies** - navigate the health system and act as an active partner to professionals;
- **Citizen competencies** through informed voting behaviours, knowledge of health rights, advocacy for health issues and membership of patient and health organizations.

(Kickbusch, I., Wait, S., Maag, D. Navigating health: the role of health literacy. (2005). Retrieved from [http://www.emhf.org/resource\\_images/NavigatingHealth\\_FINAL.pdf](http://www.emhf.org/resource_images/NavigatingHealth_FINAL.pdf)

# Integrated model of health literacy

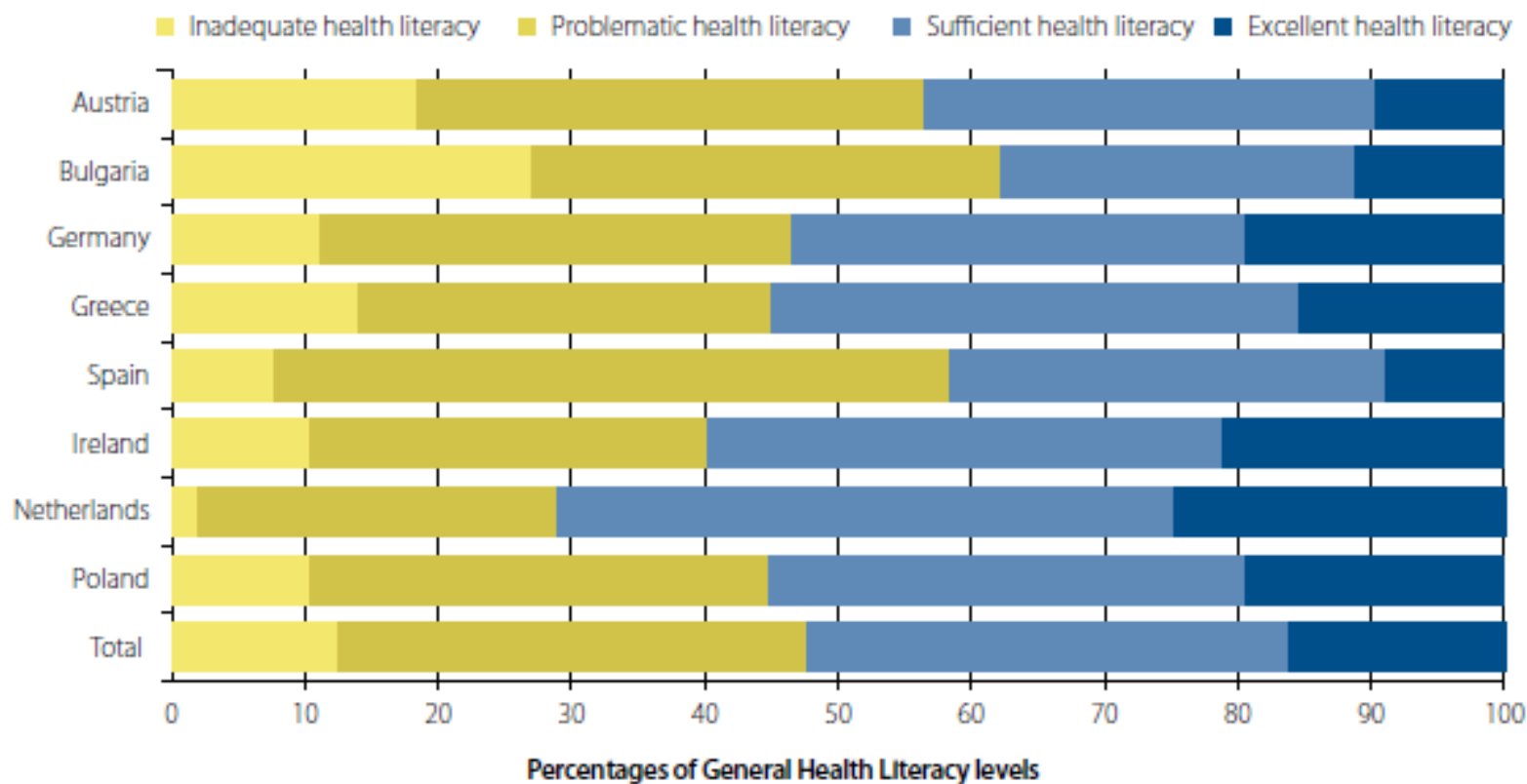
(Sørensen et al. BMC Public Health 2012)

<http://www.biomedcentral.com/1471-2458/12/80>



# Health literacy levels in 8 EU countries

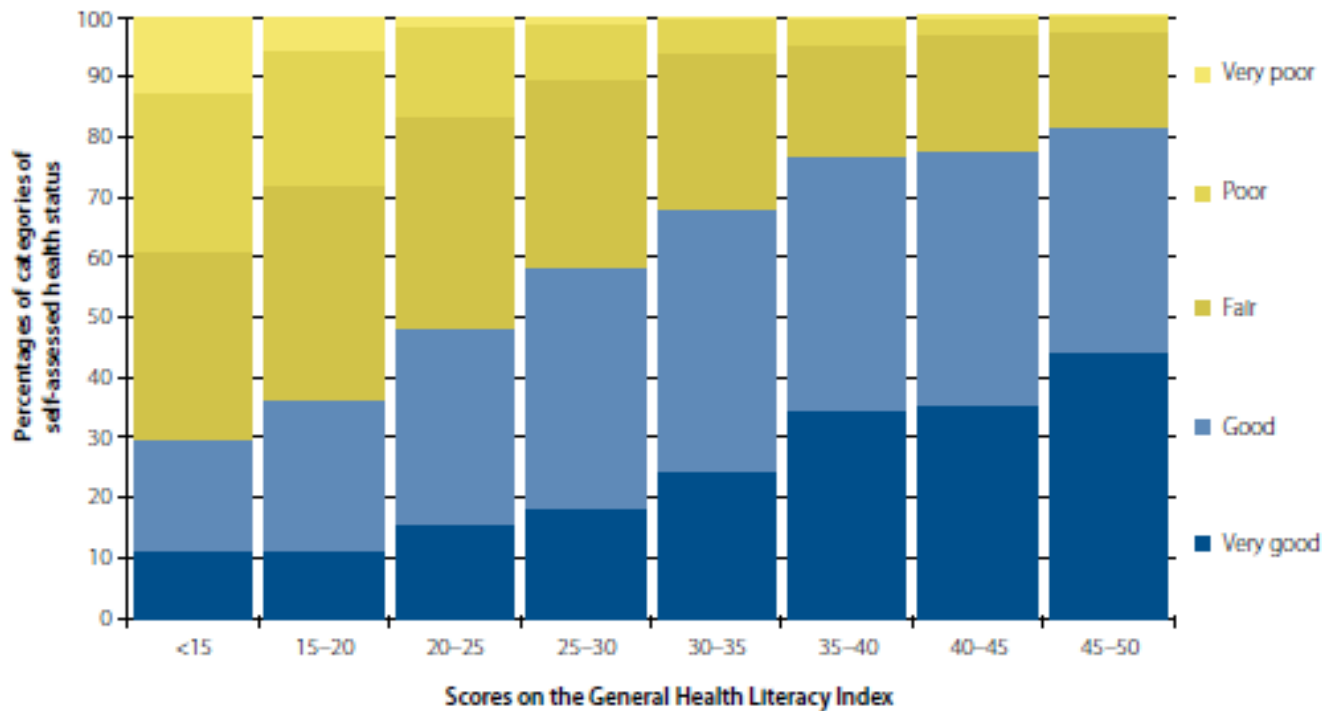
**Fig. 8. Percentage distributions of general health literacy for each country and the 7795 respondents**



Source: adapted from: *Comparative report on health literacy in eight EU member states. The European Health Literacy Project 2009–2012*. Maastricht, HLS-EU Consortium, 2012 (<http://www.health-literacy.eu>, accessed 15 May 2013).

# Health literacy levels and self assessed health status

**Fig. 3. Self-assessed health status according to scores on the General Health Literacy Index for the 7780 respondents in the European Health Literacy Survey**





# Why health literacy matters?



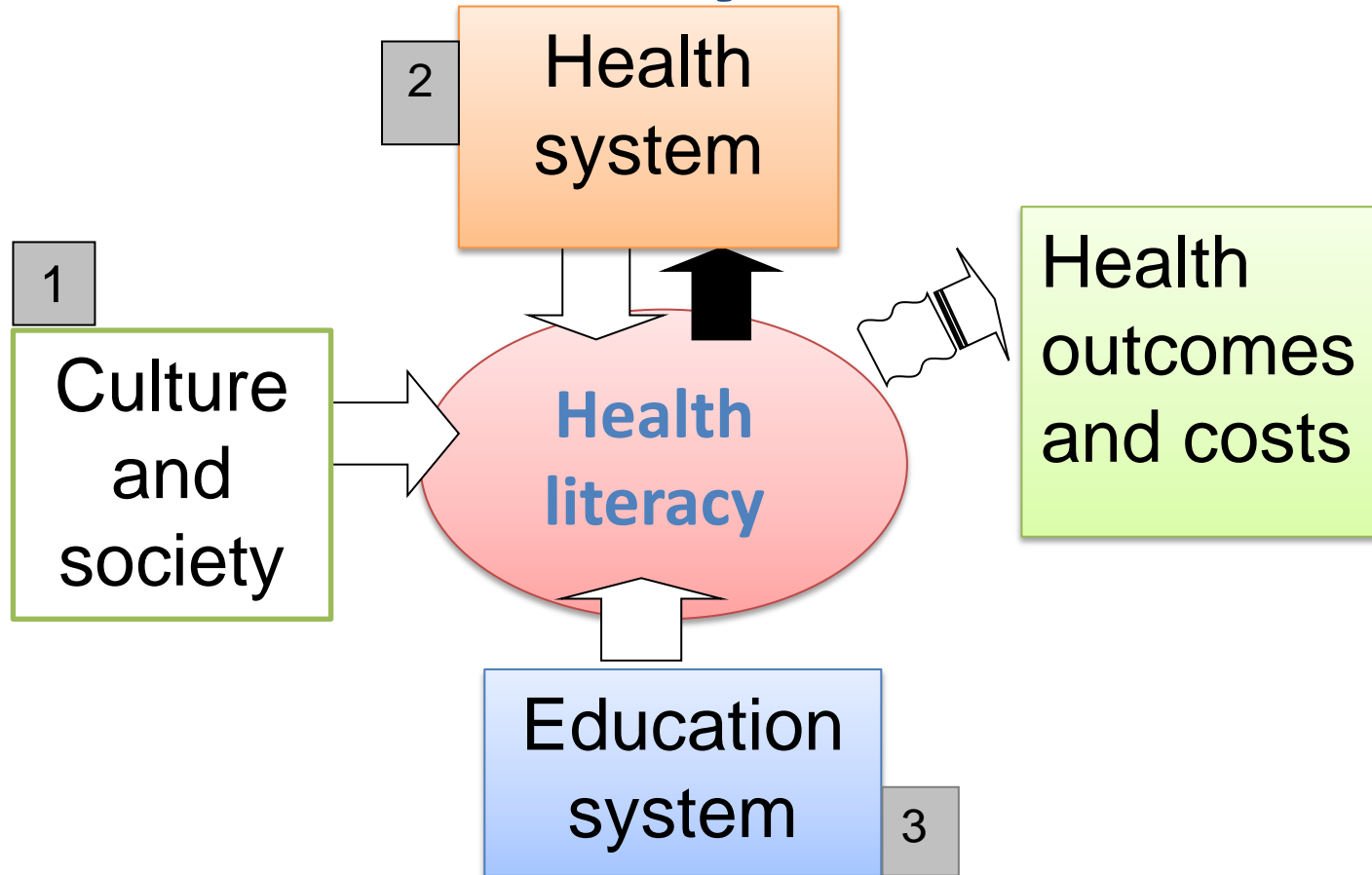
- Limited literacy is ... a more powerful **predictor of health** status than race or education (Volandes, Paasche-Orlow, 2007).
- Limited literacy is associated with limited **participation** in health promotion and **management of long term chronic** diseases (Rudd, Groene, Navarro-Rubio, 2013).
- **Health is at risk** when people cannot read or understand medical information.
- Numerous studies document **mismatch** between patient reading skills and the readability level of health materials.
- People **deserve** clear communication

# Poor health literacy and health costs

Adults with limited health literacy have...

- Less knowledge of disease management
- Less knowledge of health promoting behaviors
- Report poorer health status
- Less likely to use preventive services
- Higher use of emergency services
- Higher rate of hospitalizations
- Inpatient spending is \$993 higher than that of persons with adequate health literacy.

# Potential for intervention points in the health literacy framework



# Plain Language

- Crucial for promoting Health Literacy (Rudd, 2010)
- Language centered in the target population with a readability level of 6 school years

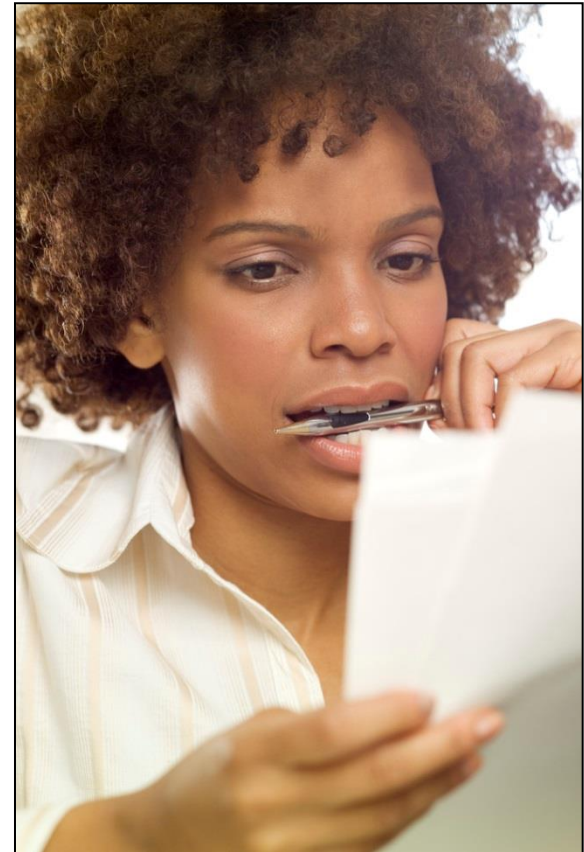
An example from the USA:

<http://www.plainlanguage.gov>

- Promote the use of plain language for all government communications
- Examples, word suggestions, thesaurus
- **Separate section for health literacy**

# Basic Tips for Message Content

- **Simple** message
- Lots of **white space**
- **Font** type and size
- Present tense and **active verbs**
- **No** unnecessary words
- Use “**living room**” language
- Who is **the audience**?



# Cultural Competency

- Tailor messages to intended audience
- Avoid stereotypes
- Relevant photos/artwork
- Appropriate symbols
- Realistic recommended behaviors
- Back-translate and field test translated material



“...more than a patients’ rights issue...critical to safety and quality of care”

Rowan, C. Promoting Health Literacy through Easy-to-Read Materials

<http://www.nlm.nih.gov/medlineplus/etr.html>

# All society engaged in health literacy

- **Professionals** must tailor their communication to meet their patients' needs
- **Politicians** must incorporate the notion and paradigm of health literacy into their design of policy.
- **Citizens** must be able to make decisions about their health for themselves
- **Patients** must be genuinely engaged and empowered to participate in care decisions

(Adapted from: Kickbusch, Wait, & Maag. (2005). *Navigating health: the role of health literacy*. Retrieved from [http://www.emhf.org/resource\\_images/NavigatingHealth\\_FINAL.pdf](http://www.emhf.org/resource_images/NavigatingHealth_FINAL.pdf))

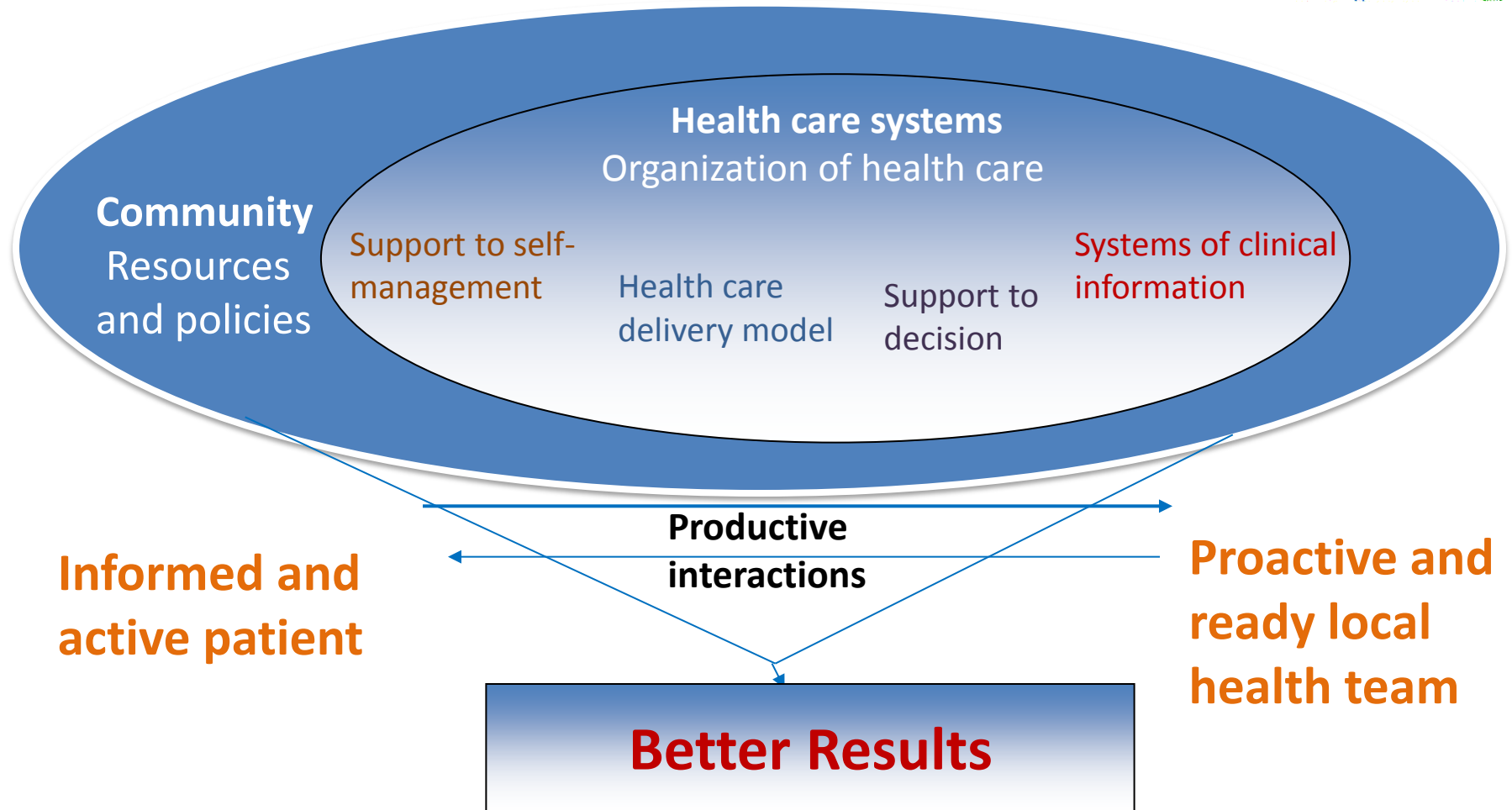
# Health services and health literacy

- Health literacy is also the **responsability of the health system and health services** which determines the parameters of the **interaction**, namely **physical space, time investment, communication style, contents and attitudes** concerning information delivery.

Adams, 2010.

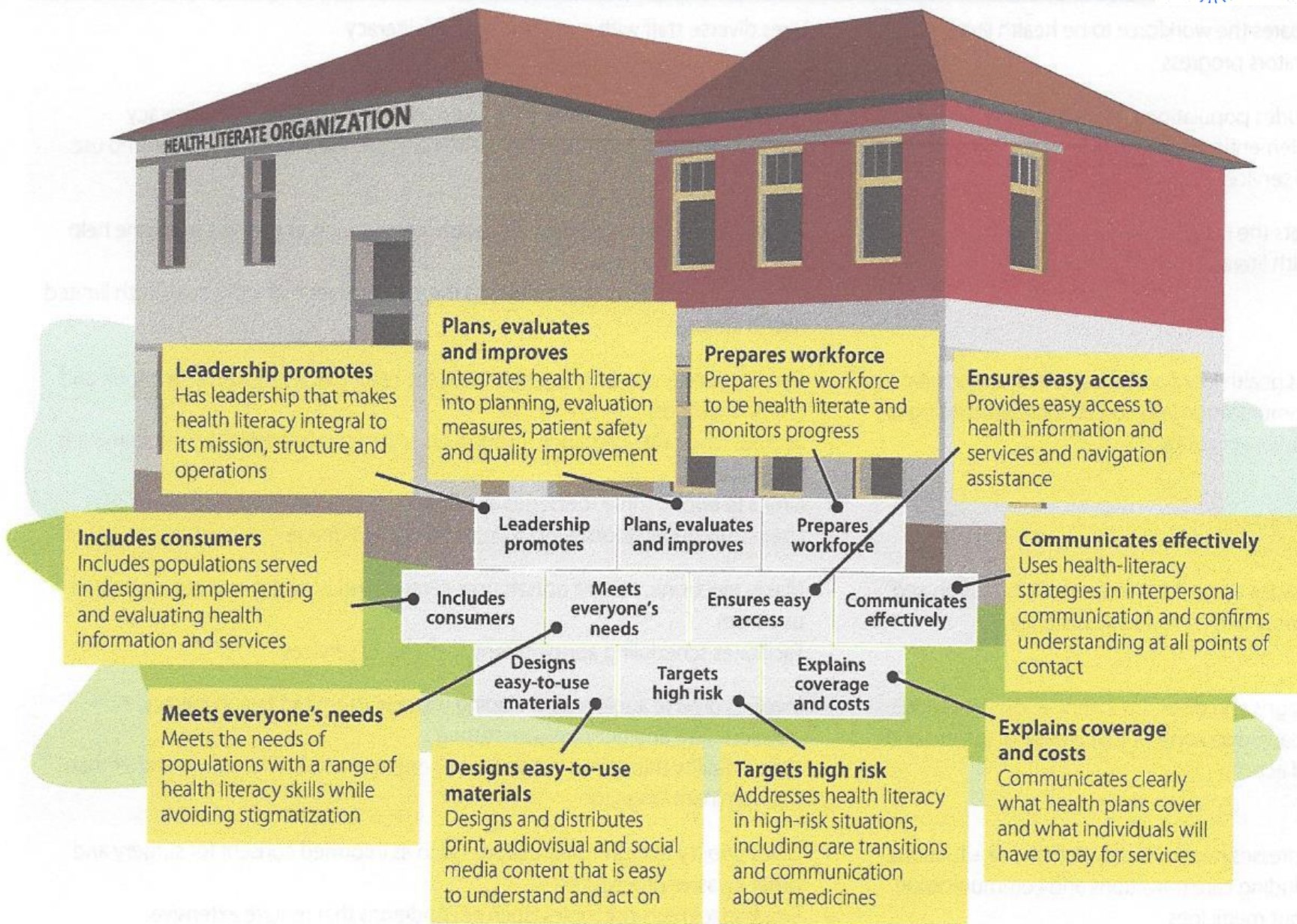


# Health care model for chronic patients



Source: Wagner EH; Glasgow RE; Davis C et al (2001). Quality improvement in chronic illness care: a collaborative approach. *Jt Comm J Qual Improv.* 27:63-80

# 10 attributes of a health literate organization



# Typology of health literacy

(Nutbeam, 1998)



- ***Basic/functional literacy*** – sufficient **basic skills** in reading and writing to be able to function effectively in **everyday situations**
- ***Communicative/interactive literacy***- more advanced cognitive and literacy skills which together with social skills can be used to actively **participate in everyday** activities...and to **apply new information to changing** circumstances
- ***Critical literacy*** - critically analyse information and **use this information to exert greater control over life** events and situations

# Key partners for health literacy

(Mitic & Rootman, 2012)

- ***Governments*** – National and Municipal governments
- ***Health Sector*** – Health care providers including medical personnel, health care institutions and clinics
- ***Education Sector*** – Public and private schools, adult literacy programs, centers for continuing education
- ***Workplaces and Businesses*** – Small, medium and large businesses and places of employment
- ***Community Organizations*** – **Libraries**, community recreation centers, religious institutions, and the media. Immigrant settlement services, family resource centers, women’s resource centers, unions and senior support programs are other important examples.

# Community organizations and health literacy

- Developing knowledge
- Raising awareness and building capacity
- Building infrastructure and partnerships



# Determinants of Health

- Social status
- Early life conditions
- Income
- **Literacy Skills and policies**
- Nutrition
- Employment Status
- Education Level
- Social support
- Race or ethnic group
- Social exclusion
- Transportation
- Stress

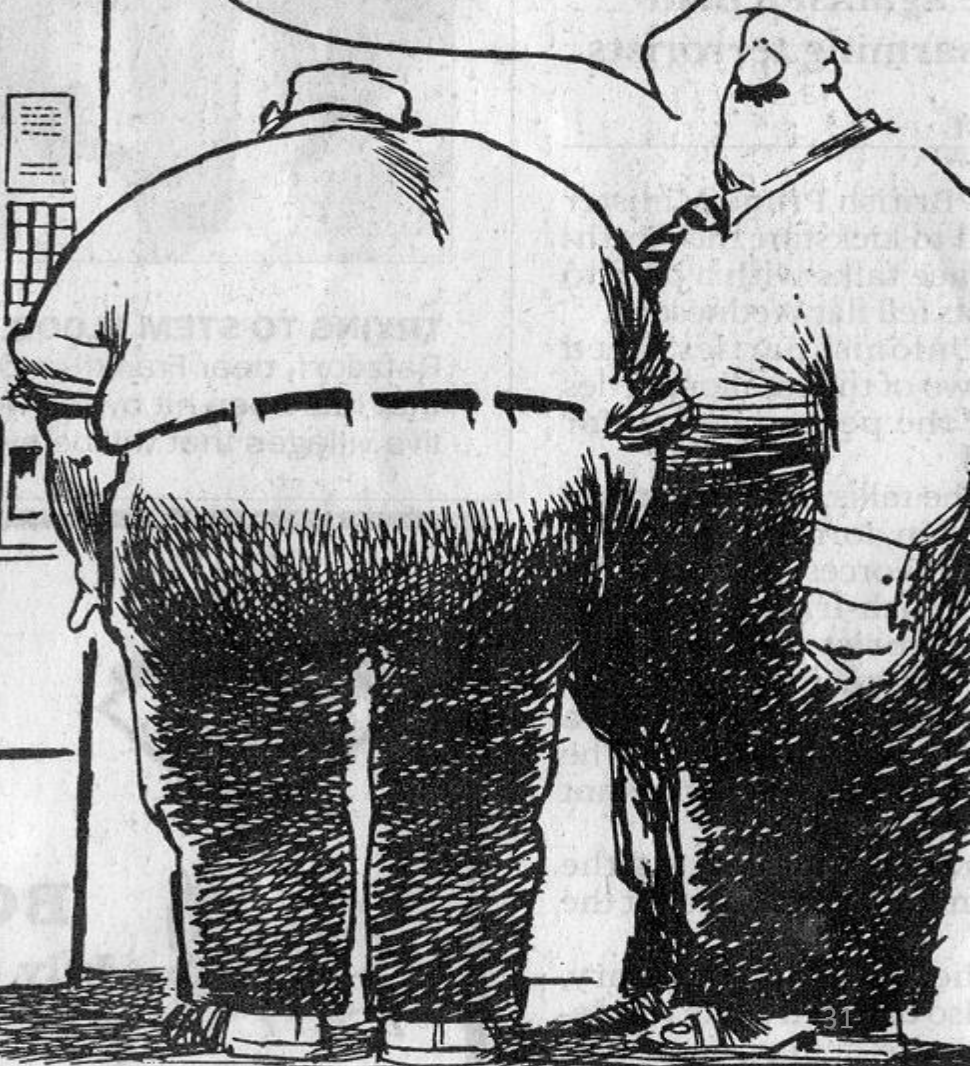


Source: Dahlgren and Whitehead, 1991

BME

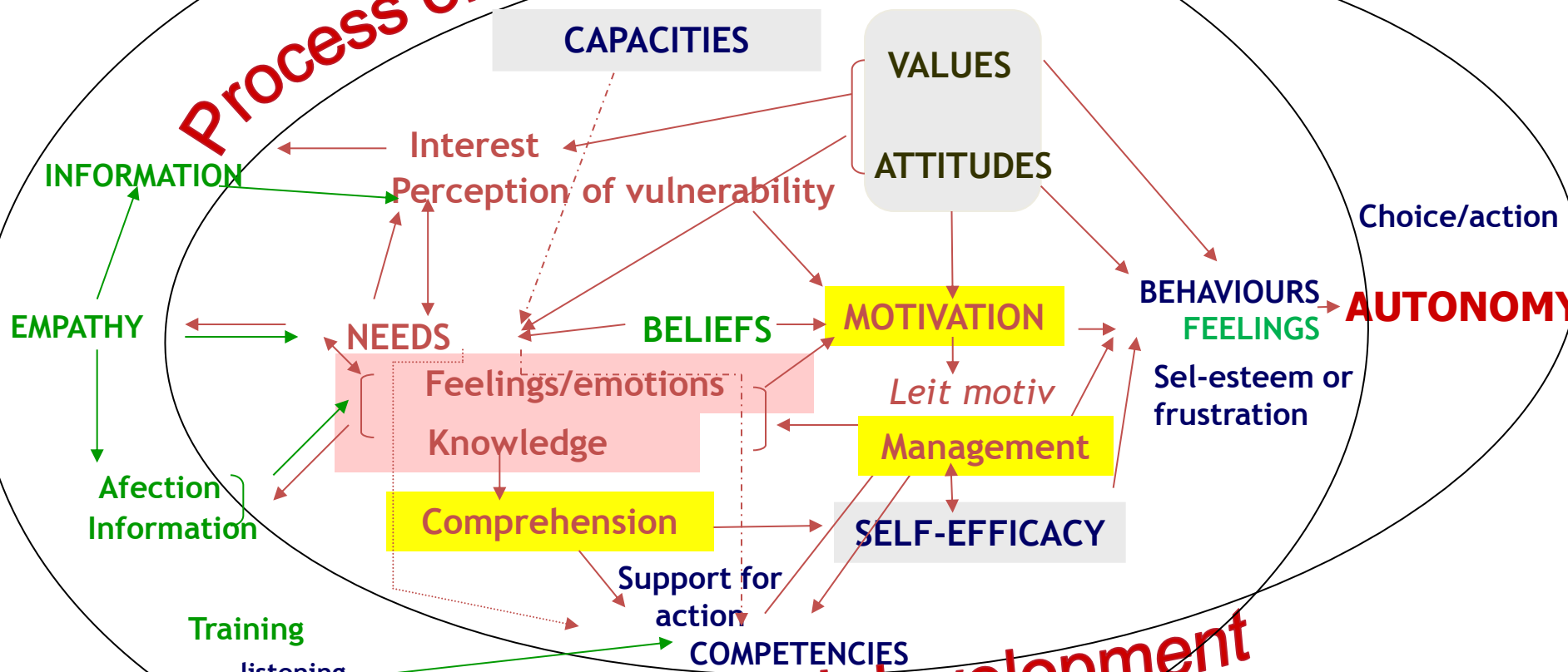


AND THEY THOUGHT TOBACCO WAS KILLING US!



# CAPACITY BUILDING supportive environment

Process of self-development



Choice/action

**AUTONOMY**

BEHAVIOURS  
FEELINGS  
Sel-esteem or frustration

*Leit motiv*

Organizational development

CULTURE  
VALUES  
NORMS

TIME

PLACE

RESOURCES  
ORGANIZATION

CATALISIS

Adapted Loureiro, 2003



# *Health literacy is everyone's business*

## **... civic literacy skills involves**

- ✓ advocating for policies and services for maintaining and promoting one's own health
- ✓ the health of family members and
- ✓ The health of the community

# Convention on the Rights of the Child



## Art. 13<sup>th</sup>

1. The child shall have the right **to freedom of expression**; this right shall include **freedom to seek, receive and impart information and ideas of all kinds**, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the child's choice.

# Convenção sobre os Direitos da Criança

Artº 24º



1- (...) Os Estados Partes reconhecem à criança o direito a gozar do melhor estado de saúde possível a beneficiar de serviços médicos e de reeducação.

2-... e) Assegurar que todos os grupos da população, nomeadamente os pais e as crianças, sejam informados, tenham acesso e sejam apoiados na utilização de conhecimentos básicos sobre a saúde e a nutrição da criança, as vantagens do aleitamento materno, a higiene e a salubridade do ambiente, bem como a prevenção de acidentes;

f) Desenvolver os cuidados preventivos de saúde, os conselhos aos pais e a educação sobre planeamento familiar e os serviços respectivos.



**Obrigada**