HEALTH LITERACY IN CONTEXT
A non-clinical framework for research and intervention

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Center for Health Literacy Promotion
www.HealthLiteracyPromotion.com
Low-Literacy Levels Impede Health Care, Study Finds

Too many patients have poor health literacy

Only 12% of Americans Are “Health Literate”

Poor 'health literacy' keeps patients from taking meds

Poor Health Literacy Raises Mortality Risk

Low Health Literacy Linked to Higher Risk of Death, More Emergency Room Visits, Hospitalizations

Health Literacy May be Worse than Thought
More than 1 in 2 adults can’t:

Use a BMI graph to find their healthy weight

22 23 24 25 26 27 28 29 30
119 124 129 134 138 143 148

58 59 60 61 62 63 64

Understand a vaccination chart

HepB  PCV  IPV
DTaP  MMR  Varicella
HepA

Read a drug label

COULD BE
I THINK SO
HMM...
Low

Health Literacy Equation

Skills/Abilities x Demand/Complexity = Health Literacy
Clinical Framework for Health Literacy

**Patient’s Functional Literacy Skills**
- Reading, Numeracy
- Cognitive skills used to understand information

**Indicators**
- Reading Tests
- REALM
- TOFHLA
- NVS

**Health Literacy**
- ...ability to obtain, process and understand basic information needed to make appropriate health decisions

**Intervention**
- Simplify information
- Improve delivery

**Systems Factors**
- Information Quality, Suitability
- Provider Communication Skills
- Complexity, Specialization
- Access, Cost

**Outcomes**
- Health Status
- Health services utilization?
- Treatment Outcomes?
- Healthcare Costs?
- Compliance
- Adherence
- Disease Knowledge
HEALTH LITERATE SOCIETY

... all have skills, *support* to use information to take health promoting action
Empowerment: Ability to make choices & transform those choices into desired actions & outcomes

World Bank
PURPOSES of a non-clinical framework

• Increase understanding
• Advance research
• Guide intervention
REQUIREMENTS of a Non-clinical Framework

- Broaden concept
- Capture practical purposes
- Capture social context
- Support data-driven practice
BROADER CONCEPT

Health literacy: Asset

cognitive and social skills and motivations that enable a person to gain access to, understand, and use information in ways that maintain or enhance health.

W.H.O 1998
Health literacy: Asset

...the use of a wide range of skills that improve the ability of people to act on information in order to live healthier lives.

Health literacy allows the public & all personnel working in all health-related contexts to find, understand, evaluate, communicate, use information.

Calgary Charter
http://www.centreforliteracy.qc.ca/health_literacy/calgary_charter
CONTEXT IS EVERYTHING
NON-CLINICAL TRIALS

• What works for whom under what circumstances?
• Best combination of factors
• RCT: nothing works
Personal/Community Health Literacy

...cognitive and social skills and motivations that a person to gain access to and use information in ways that maintain or enhance health

WHO 1998
Personal/Community Health Literacy

...cognitive and social skills and motivations that a person to gain access to and use information in ways that maintain or enhance health

WHO1998

Motivation
Knowledge
Information support
Social support
Self-efficacy
**Personal/Community Health Literacy**

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WHO1998

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**Motivation**

Knowledge
Information support
Social support
Self-efficacy

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**Actions**

Practices & Behaviors

Info seeking
Use of healthcare
Use of resources
Self-care,
Self-management of chronic disease
Caregiving
Health behaviors
Personal/Collective Health Literacy

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Health Literacy & Health Empowerment Indicators
**Personal Literacy Skills**

**Basic/Functional Reading, Numeracy**
Cognitive skills used to understand Information (print literacy)

**Personal/Community Health Literacy**

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*Person-Centered Health Literacy Framework*
Sandra Smith, PhD

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Cognitive skills used to understand Information (print literacy)

Interactive/ Social Speaking, Listening
Social skills used to make personal meaning (oral literacy/communication)

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Reflective/Critical
Thinking, Synthesis, Analysis
Cognitive + social skills used to Plan, Solve problems, Take action

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Health Empowerment
Make choices and transform those choices into desired actions and outcomes
World Bank

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  - Info seeking
  - Use of healthcare
  - Use of resources
  - Self-care, Self-management of chronic disease
  - Caregiving
  - Health behaviors

**Social Context**

**Social Factors**
- Family & Friends
- Healthcare Providers
- Social Services Providers
- Child care
- Culture

**Personal Factors**
- Attitudes & Beliefs
- Education
- Disability
- Drugs/Alcohol
- Health knowledge
- Self-esteem
- Experience
- Language
- Employment/Occupation

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Culture

Environmental Factors
Access
Insurance
Transportation
Housing
Income
Safety
Food/nutrition
Computer/Internet
Community Resources
System Factors

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Health Literacy & Health Empowerment Indicators

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Make choices and transform those choices into desired actions and outcomes

Person-Centered Health Literacy Framework
Sandra Smith, PhD
Develop Interactive & Reflective Skills

Personal Literacy Skills
- Basic/Functional Reading, Numeracy
- Cognitive skills used to understand Information (print literacy)

Interactive Speaking, Listening
- Social skills used to make personal meaning (oral literacy/communication)

Reflective/Critical Thinking, Synthesis, Analysis
- Cognitive + social skills used to plan, solve problems, take action

Actions Practices & Behaviors
- Info seeking
- Use of healthcare
- Use of resources
- Self-care
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- Healthcare Providers
- Social Services Providers
- Child care
- Culture

Environmental Factors
- Access
- Insurance
- Transportation
- Housing
- Income
- Safety
- Food/nutrition
- Computer/Internet
- Community Resources
- System Factors

Address Low Literacy
- Identify, refer, support participation in Adult Basic Ed, GED, ESL

Promote Health Literacy

Health Literacy & Health Empowerment Indicators

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  - Safety
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  - Community Resources
  - System Factors

**Outcomes**
- Treatment Outcomes
- Health Status
- Healthcare Costs
- Family Health
- Public Health
- Community Empowerment
Find here http://www.HealthLiteracyPromotion.com
• A collection of definitions of health literacy
• A collection resources for health literacy promotion, including How to facilitate a parent’s participation in literacy enhancing services,
• Useful links to seminal health literacy documents
• Center for Health Literacy Promotion Blog keeps you up to date on issues of maternal health literacy.
• Publications, presentations, webinars
• COMING SOON - free health literacy training videos funded by National Network Libraries of Medicine PNW Region


Health Literacy for Public Health Professionals - Free 2 hour online training http://www.cdc.gov/healthliteracy/training/index.html


County Health Rankings. http://www.countyhealthrankings.org/app/montana/2013/rankings/outcomes/overall/by-rank Find out how your county rates among others in MT (Gallatin Co is #1) and the nation. Explore factors in community health and longevity.

Smith, SA & Moore Elizabeth J. (2012) Health Literacy and Depression in the Context of Home Visitation. Maternal and Child Health Journal 17(6). pp1500- 1508 http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3443343/ This study shows that a reflective model of home visitation practice can empower parents to better manage personal and child health and healthcare, even in the face of depression, thereby reducing the negative impacts of parental depression on family health and utilization of adult and child health services. Thrive, Bozeman, participated in this study.

LSP- Life Skills Progression www.lifeskillsprogression.com


MedlinePlus: www.nlm.nih.gov/medlineplus/ Free, reliable user-friendly information in multiple formats and languages on almost any health topic

email me for a copy of the following resources: sandras@uw.edu

*Health Literacy: The Solid Facts*, W.H.O - if you read only one thing, this would be the one. My favorite line: Health literacy means empowerment. p22

Smith, S. *How to evaluate program effects on parental health literacy using the LSP*

Murray ST & Shilllington R. (2012) *Understanding the link between literacy, health literacy and health*. Data Angel Policy Research Inc, Ottawa, Canada. This report focuses on the roots of health literacy in basic literacy (reading prose). It makes the economic case for improving health literacy.


Schutz PJ, Nakamoto K. Health literacy and patient empowerment in health communication. (2012). *Patient Education and Counseling* 90 pp 4-11. This article concludes health outcomes will depend on both health literacy and psychological empowerment.