

Traveller health promotion in action.

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HEALTH PROMOTION CONFERENCE 2016

What is this project about?

Producing easy-read
health information
designed by and for
members of the
Travelling community.



All Ireland Traveller Health Study 2010

- “Considerably higher mortality rates” amongst Travellers
- Men – live 15 years less (Traveller life expectancy 61.7 years)
- Women – live 11.5 years less (Traveller life expectancy 70.1 years)
- Higher incidence of chronic diseases
- Higher incidence of risk factors such as smoking, high blood pressure and high cholesterol.

All Ireland Traveller Health Study 2010

Education

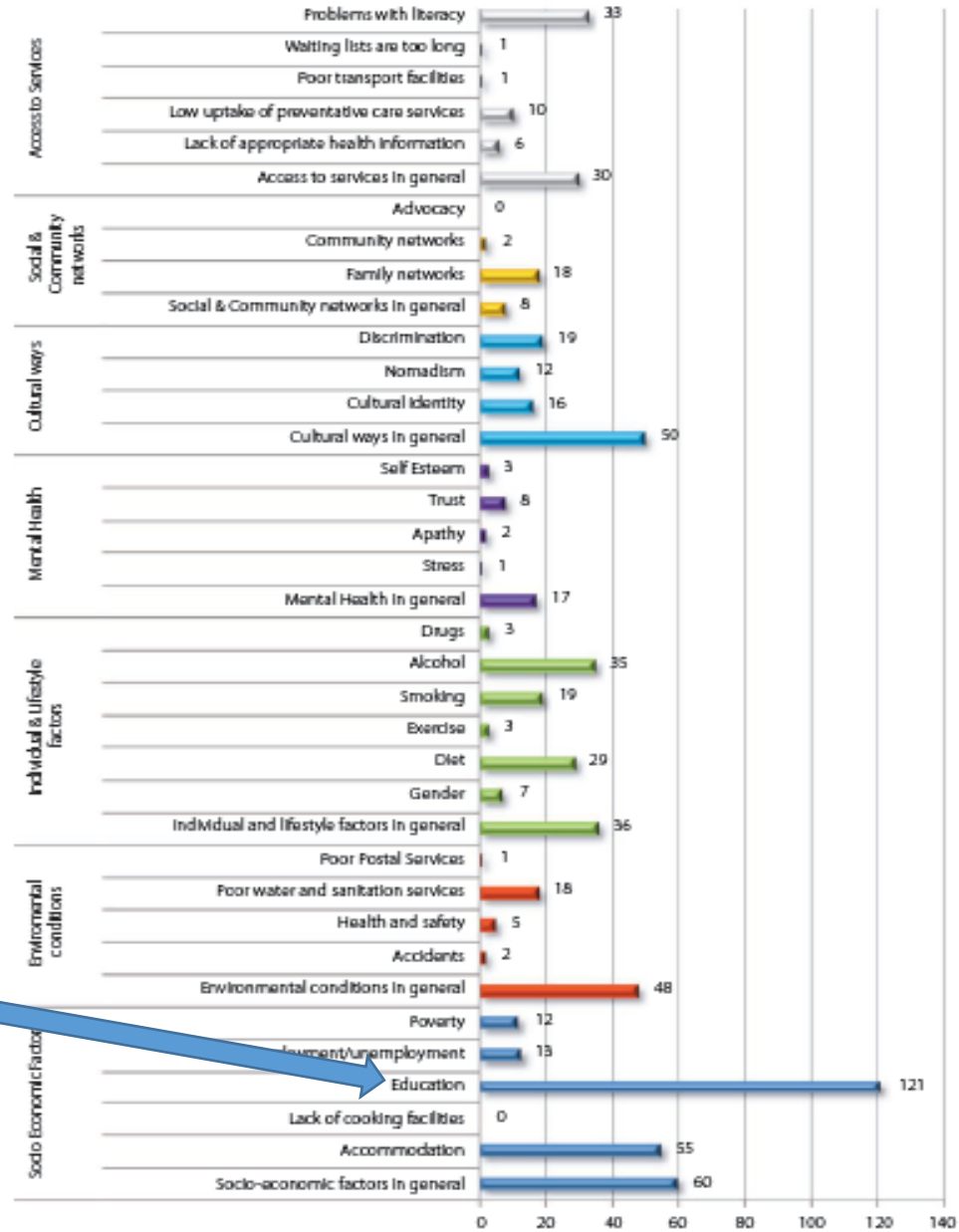
&

Health literacy

have a significant impact on Traveller health.

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Figure 32: What things impact most on the health of the Traveller community?



HEALTH PROMO⁷
 Education

Health literacy

The skills which determine the “ability of individuals to gain access to, understand and use information in ways that promote and maintain good health” (WHO, 2016). It also involves participation, empowerment and change.

If health literacy levels are low, it is difficult to:

- (a) make changes
- (b) have good health outcomes.

Adult Literacy Education

Core skills

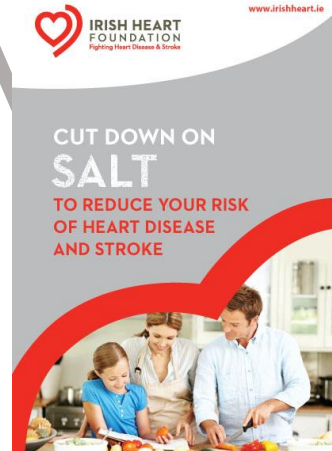


Spelling

Reading

Writing

Social context



Skills must be socially relevant

Critical thinking



Explore themes

Equality

Empowerment

Reflection and action

Waterford Traveller Community Health workers



HEA

ICE 2016

Primary Health Care for Travellers

- “On the ground” Health Care
- Recognises the different health needs of the Travelling community.
- Values empowerment, partnership, community development and advocacy.



What is this project about again?

Producing easy-read
health information
designed by and for
members of the
travelling community.



How did the project arise?

Discussions!



Key issue: many health related leaflets are hard to read.

Focussed on two high incidence conditions

Blood pressure



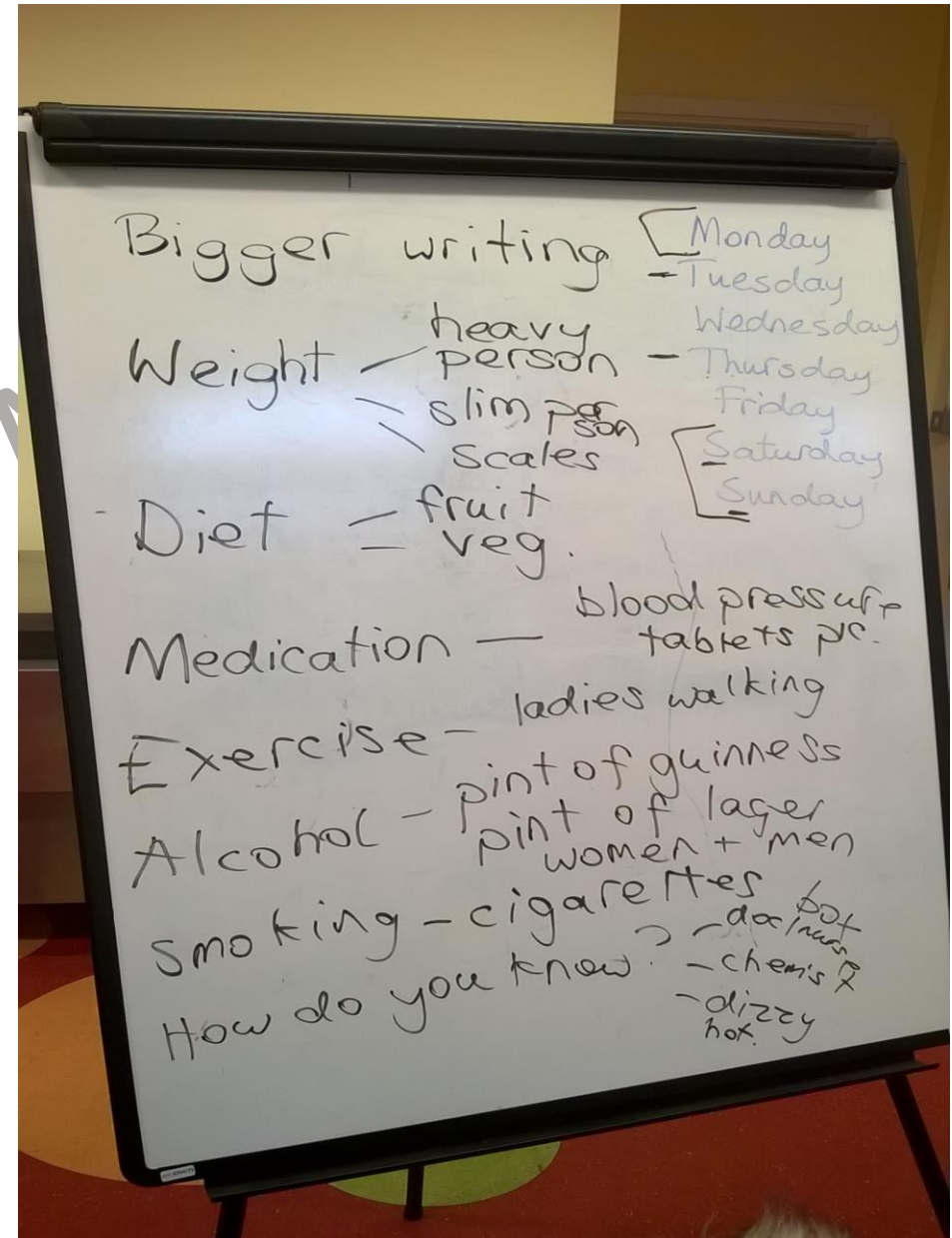
Smoking

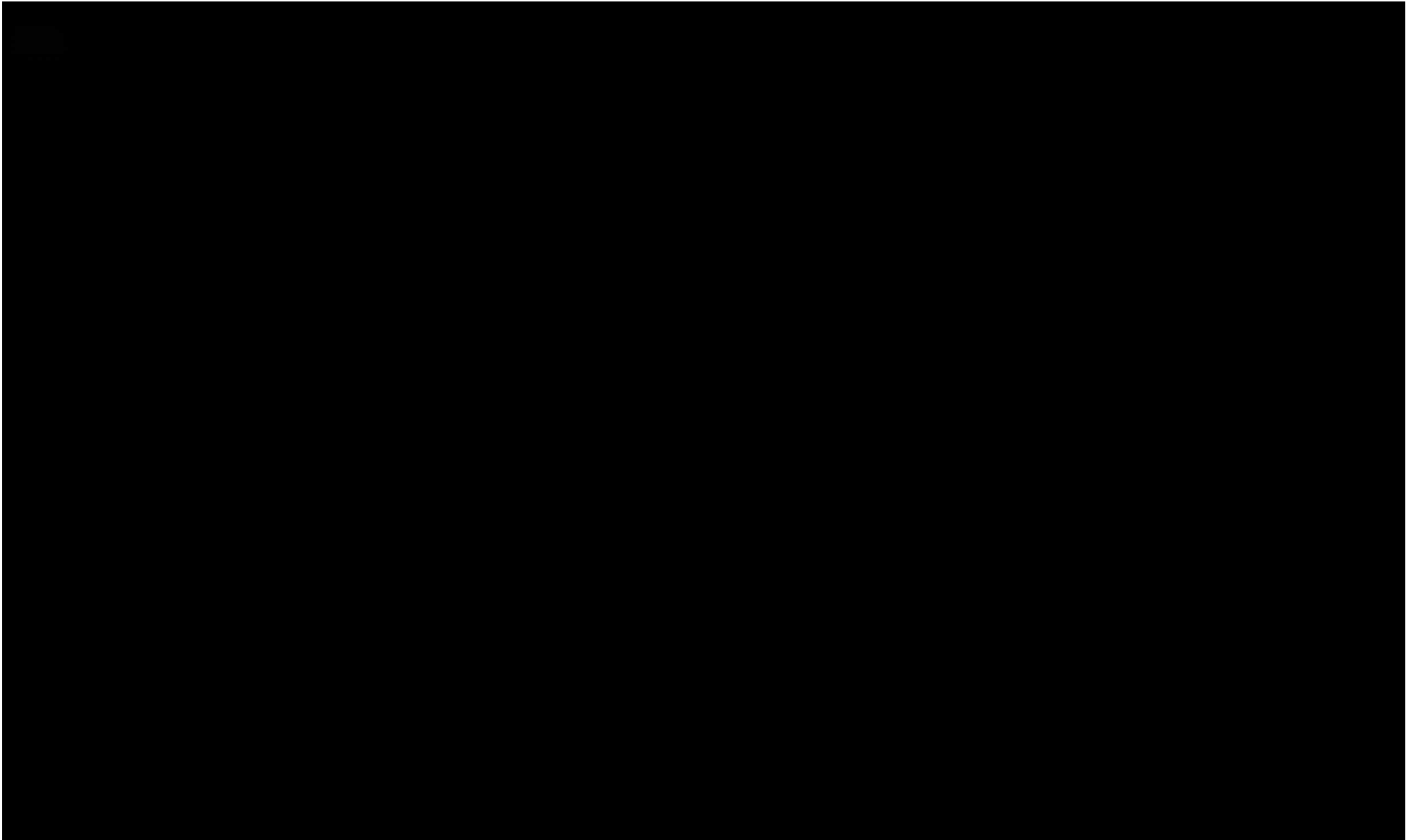


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How did we do it?

1. Main points.
2. Simple keywords.
3. Relevant pictures to back up.
4. Edit and proof.





What's so good about it?

Empowerment!

- Power relations affecting access to information.
- Barrier transformed into a facilitator.
- Suits the needs of a particular community.
- Promotes equality and social inclusion.