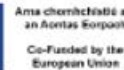


Healthy Living for Everyday Life

A collaborative project, funded by the Adult Literacy for Life Collaboration and Innovation Fund 2025, for the collective development and delivery of an accessible health literacy programme.

Elaine Banville (HSE Health Promotion Officer)
Edel Finan (WWETB and Adult Literacy for Life)
Paula Lowney (HSE)



Programme Rationale

39% Irish people
'limited' health literacy
(EU Health Literacy Survey, 2010).

21% unmet literacy
needs

(PIAAC, 2023)

Lower levels of health
literacy in lower socio-
economic areas

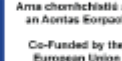
(Sorensen 2015).

Lower socio-economic
areas 2.5 times as
likely to present with a
chronic disease

(HSE, 2019).

***Are we reaching those most in need with information
that can be understood?***

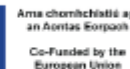
The need for more than just signposting
(Cantrell, Booth and Chambers, 2024)



Aims of Programme

To reduce the barriers to accessing health promotion related information and interventions within the community in Wexford

To promote health literacy amongst groups marginalised as a result of unmet health literacy needs.



Programme Proposal

- Development and delivery of **6 literacy friendly health promotion**

Smoking
and Vaping

Physical
Activity

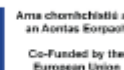
Alcohol
awareness

Healthy
Eating

Mental
Health and
Wellbeing

Cancer
Awareness

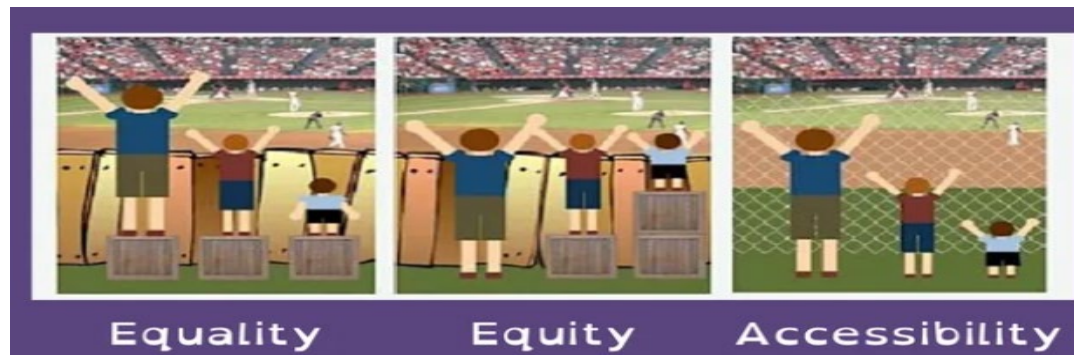
- Delivered in all **5 libraries in Co Wexford**
- Delivered by **local health professionals** who would receive in depth **training in literacy friendly** approaches



Target Population and Universal Design

Older Adults (55+)	Members of the Traveller Community	Persons with Disabilities
Low-paid Workers	Carers	One-parent Households
Incarcerated Persons and Ex-Offenders	Persons Recovering from Addiction	Long-term Unemployed
Migrants	International Protection Applicants	People with Language Needs

**Listed
Target
groups in
ALL
Strategy**



**Removing
Barriers
makes it
accessible
to all in the
communit**

Programme Implementation

Funding Proposal

- Adult Literacy for Life Collaboration Fund
- €8790

Project Management

- Project Coordinator
- Steering Group

Facilitator Engagement and Training

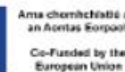
- 8 facilitators from 4 organisations
- Training in Literacy Awareness

Promotion Campaign

- Literacy friendly advertising
- Reaching target audience

Workshop Delivery

- 30 workshops on 6 health topics delivered across 5 libraries



Adult Literacy for Life

Vision: Strategy

An Ireland where every adult has the necessary literacy, numeracy and digital literacy to fully engage in society and realise their full potential.

What is health

literacy?

Having the knowledge, motivation, and competencies to access, understand, appraise, and apply health information to make judgments and decisions in everyday life. These judgments and decisions are about health care, disease prevention and health promotion that maintain or improve quality of life.



Adult
Literacy
for Life

Collaboration and Innovation Fund



wwetb

Bord Oideachais agus Oiliúna
Phort Láirge agus Loch Garman
Waterford and Wexford
Education and Training Board

The research



Over 1 in 5 (21%) of adults
in Ireland have unmet
literacy needs
(PIAAC 2023)

[Adult Literacy For Life's PIAAC Factsheet](#)



Adult
Literacy
for Life

Professional Development Continued: ALL workshop

Facilitation of a group review of health promotion workshops through a **literacy and plain English lens** to ensure **easy to understand Community Health Workshops**



Workshop objectives

- Understand how to assess your workshop for accessibility and clarity.
- Apply plain English and literacy-friendly principles
- Gain confidence in making small, meaningful changes

Easy to Understand Community Health Workshops

A group review of workshops through a literacy and plain English lens

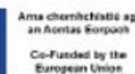


Stages of Change



Where are you on
the cycle of change?

<https://www.youtube.com/watch?v=uNQpnrroCPo>



Case study



Lets Meet Sandra



Comhairle Contae
Loch Garman
Wexford
County Council



Healthy
Wexford



Mental Health
Ireland



Riadas na hÉireann
Government of Ireland



Amas chomhchóirithe ag
an Aontas Eorpach
Co-Funded by the
European Union

SOLAS
learning works



Adult
Literacy
for Life



wweth
Boord Oideachais agus Oiliúna
Wexford agus Loch Garman
Wexford and Wexford
Education and Training Board

Quiz/Walking debate

- Take a green and red thumbs up/down sign
- I will read a statement
- If you think the statement is true hold up green sign/ move to green side of room



- If you think statement is false hold up a red thumbs down sign/move to red side of the room



What is Carbon Monoxide?

Carbon Monoxide (CO) is a poison. It is a gas. It has no colour or smell. CO is in car exhaust fumes and in tobacco smoke.

Date	My CO level	CO (ppm)	What does this mean?
		Above 25 ↑	
		25	
		24	
		23	
		22	
		21	
		20	Smoker
		19	When you smoke you breathe CO into your lungs. CO then gets into your blood. The CO poison means the blood can't bring enough oxygen around your body.
		18	
		17	
		16	
		15	This means that your heart doesn't get enough oxygen. This can cause heart attack or stroke. You can also find you get out of breath very quickly.
		14	
		13	
		12	
		11	When you stop smoking CO in the blood falls almost immediately.
		10	
		9	
		8	
		7	
		6	
		5	Non-smoker
		4	A non-smoker has no CO in the blood.
		3	
		2	There is a good supply of oxygen to heart and lungs.
		1	



Planning and Preparing to Quit

All Nicotine Replacement Therapy (NRT) will be **Free of Charge** for 12 weeks

HSE Video Explaining how to use NRT
<https://youtu.be/GzQbd5EYGsg> Gum
<https://www.youtube.com/watch?v=34MhMWVIAC0> Patch

There are different type of Nicotine Replacement Therapy



Planning and Preparing to Quit



Quit Smoking Group

<https://www.youtube.com/watch?v=wWyKsspiIG4>

1:1 HSE Quit smoking advisor in person

https://youtu.be/gHY_YHlr_eQg



Healthy living for everyday life

Trusted information for better health

At your local library

Every Tuesday morning from September to December
10:30 am – 12 pm

Join us for a series of health and wellbeing talks at your local library, delivered by trusted professionals.

You will learn how to make healthy lifestyle choices, that will benefit you and those around you in everyday life.

To book and for more information



(053) 919 6760



www.wexfordcoco.ie/libraries/whats-on-in-my-library



Topics include

- Alcohol awareness
- Movement matters
- Understanding smoking and vaping
- Healthy eating
- Cancer risk reduction
- Five ways to wellbeing



Healthy living for everyday life

Trusted information for better health

New Ross library

Every Tuesday morning
10:30 am – 12 pm

30 September 2025	Alcohol awareness Reducing the health risk (Irish Heart Foundation)
07 October 2025	Movement matters Practical tips for everyday exercise (Sports Active Wexford)
14 October 2025	Understanding smoking and vaping Tools and supports to quit (HSE Health Promotion)
21 October 2025	Healthy eating Eat well, live well (HSE Dietician)
04 November 2025	Cancer risk reduction Reduce risk and spot signs (HSE Health Promotion)
11 November 2025	Five ways to wellbeing Introduction to mental wellbeing (Mental Health Ireland)

Talks are free but booking is essential.

Please drop in,
email newrosslib@wexfordcoco.ie
or give us a call on 051 421 877 to book your place.

Evaluation Methods

- Measured participants perceived knowledge of topic area pre and post
- Facilitator feedback sheets post workshop
- Facilitator feedback surveys post programme
- Steering group feedback surveys post programme

Please tick the face that best matches how you feel:

	NO	Not Really	A Little Bit	YES
				
1. I understand how smoking/vaping affects health and the benefits of quitting.				
2. I know how to sign up to a HSE Quit Smoking Support programme				
3. If I needed support to quit smoking the HSE Quit Smoking support programme would be accessible and suitable for my needs				

	No X	Yes ✓
I understand how the HSE Quit Smoking Support programme works		
I know where to go if I want to get more trusted information about smoking and vaping		
No matter how ready I am to change, I know where to go for support or information about quitting smoking or vaping		

One thing I hope to learn or take away today is:

REAIM framework outcomes summary

R**reach**

30 workshops
5 libraries
2 months



268 participants
aged 18–80



11 referral sources /
community settings



8 facilitators from
4 organisations
trained

E**effectiveness**

knowledge
increased **9%–28%**



increased awareness
of services



better informed &
confident to share



facilitators upskilled



stronger partnerships



6 literacy friendly
workshops



training template
created

A**adoption**

100% of partner
organisations
took part



87% would
participate again



75% would consider
taking lead in future



high interest in
other counties



ready to use
resources &
training template

I**implementation**

80–100% facilitator
satisfaction



excellent participant
feedback



challenges:
promotion, reach,
venues, booking
systems

M**maintenance**

ongoing use of
literacy practices
& influence



reusable
templates &
materials



strong potential
for replication &
scale-up



participants sign up
to programmes
signposted

Challenge

Recommendation

Administration of finances in large organisation

- Funding managed by community/voluntary organisations allowing for sustainable coordination and funding pathways.

Promotion- time and reaching the target audience

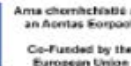
- Two phased project : Development and Delivery
- Earlier and more targeted promotion
- Clearer messaging to ensure participants understand what to expect
 - Videos/testimonials etc.
- Increased shared responsibility for engaging target participants
- Potentially deliver to closed groups/established settings

Workshop Booking : cancellations/no shows, participant information on system

- Explore booking options-not capping registration numbers
- Focus on organisations bringing some groups along and liaise with key workers in organisations around attendance

Venue suitability

- Consider fewer venues in higher population areas
- Explore other venue options



Programme Outcomes



Improved adult
health literacy
and
confidence.



Enabled
informed
choices for
everyday



Supporting family
and friends to
make healthier
choices



More
awareness of
supports
available



Built professional capacity
in literacy-friendly



Strengthened cross-
sector collaboration.

Next Steps

- Develop programme booklet which can be published and shared with other organisations looking to implement the programme.
- Scoping exercise with steering committee partners
- Potential upskilling/train the trainer for additional facilitators to deliver workshops locally
- Support other counties interested in delivering the programme

Contact Details

Elaine Banville

HSE Health Promotion and Improvement Officer

Elaine.Banville@hse.ie

0871880033

Edel Finan

Regional Literacy Coordinator, **WWETB and Adult Literacy for Life**

EdelFinan@wwetb.ie

086 084 5354