



Health Literacy Policy in Scotland

Dr Graham Kramer
GP Tayside

National Clinical Lead Self Management and
Health Literacy
Scottish Government

Twitter:
@KramerGraham



The Scottish Government
Riaghaltas na h-Alba

**Health Literacy - A Scoping Study
Final Report**

June 2009



- No requirement for health literacy policy
- Integration of health literacy into existing programs
- Prioritise areas for development



The Scottish Government
Riaghaltas na h-Alba

Some facts that should get your attention

43%

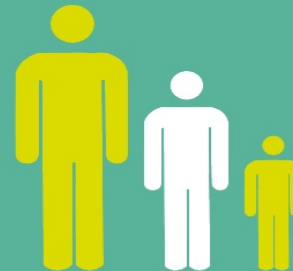
of English working age adults will struggle to understand instructions to calculate a childhood paracetamol dose

**\$106 -
\$236
bn**

The cost to the US economy, because of inadequate health literacy, is estimated to be in the region of \$106- \$236 billion per year



Those of us with lower levels of health literacy: have higher rates of emergency admission...



...and have difficulty managing our own health and wellbeing, that of our children, and anyone else we care for

Health Promotion Conference 2015



Health Literacy

S kills

U nderstanding

C onfidence

K nowledge

to access and
collaborate in our
own health and
healthcare and
successfully self-
manage



Social disability model

We wouldn't be disabled but for the systemic barriers that society places in our way.



The Scottish Government
Riaghaltas na h-Alba



Q. How do you improve people's computer literacy?



The Scottish Government
Riaghaltas na h-Alba



Riaghaltas na h-Alba

Ambition

“We want Scotland to be a health literate society which enables all of us to have sufficient confidence, knowledge, understanding and skills to live well, on our own terms, and with any health condition we may have”



Making it Easy

A Health Literacy Action Plan
for Scotland



overnment



Riaghaltas na h-Alba



PUBLIC HEALTH

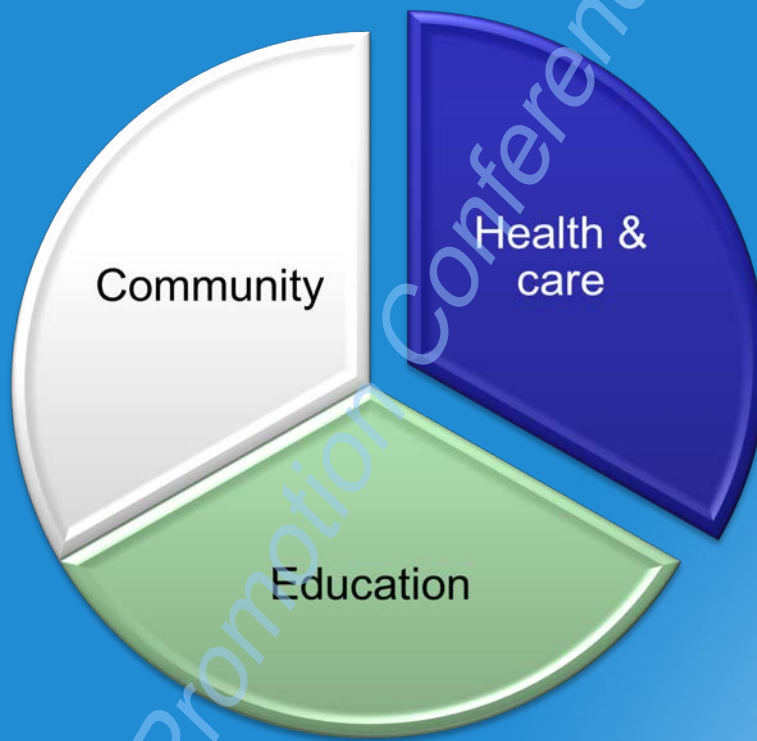


Health Promotion Conference 2015



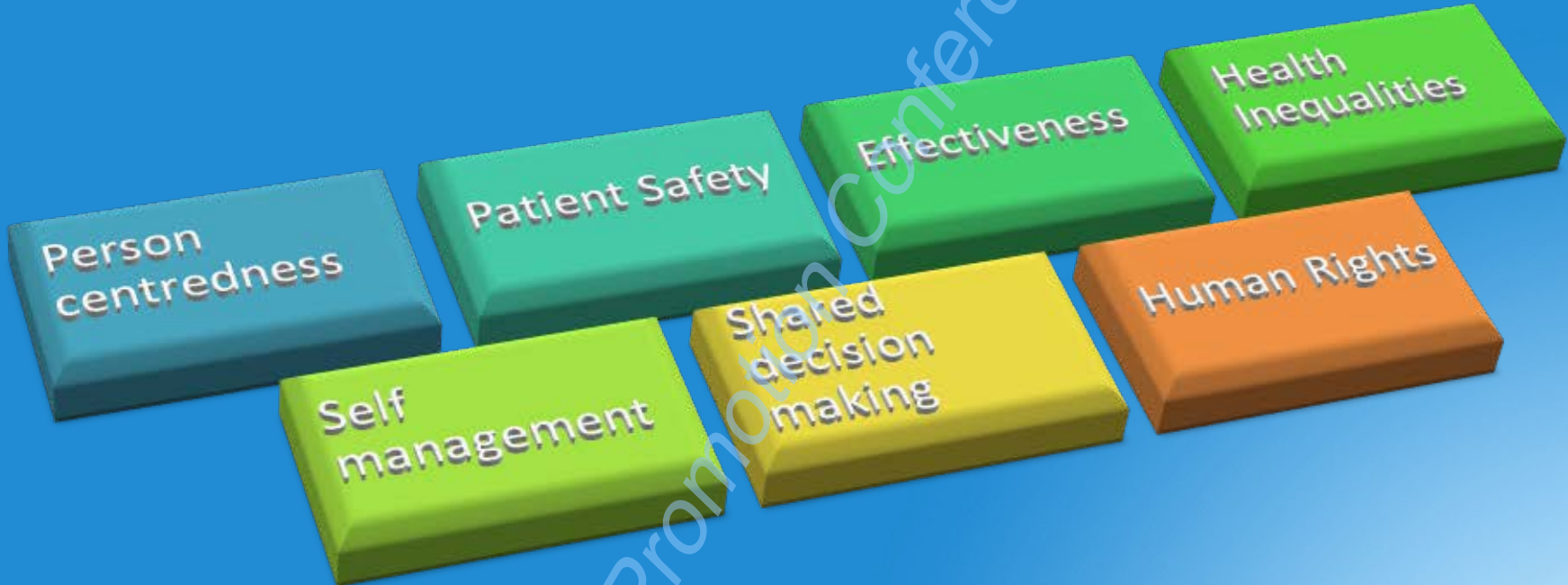
The Scottish Government
Riaghaltas na h-Alba

Health Promotion Conference 2015



The Scottish Government
Riaghaltas na h-Alba

Health Promotion Conference 2015



The Scottish Government
Riaghaltas na h-Alba

Aims

- Raise awareness and the capabilities of professionals
- Promote the development and spread of existing and new health literacy tools, innovations and technologies
- Improve access to these tools and resources
- Cater for health literacy needs at transitions of care



Health Promotion Conference 2015

Workforce awareness and capabilities activity

The Health Literacy Place

Confidence, knowledge, understanding and skills

Effective communication
(within the Person-Centred Health and Care Collaborative)

National demonstrator and evaluation site





Workforce awareness and capabilities programme

Leadership, management and team leaders

- Develop an organisational culture to support HL
- Address in their rights and inequalities agenda
- Support staff capabilities

Individual Clinical Staff

- Recognise people's HL needs
- Aware of appropriate resources
- Employ a range of tools



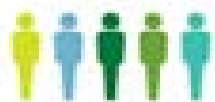
Key to addressing Health literacy is not so much to get us to see the world from the perspective of healthcare but for healthcare to see the world from our perspective.



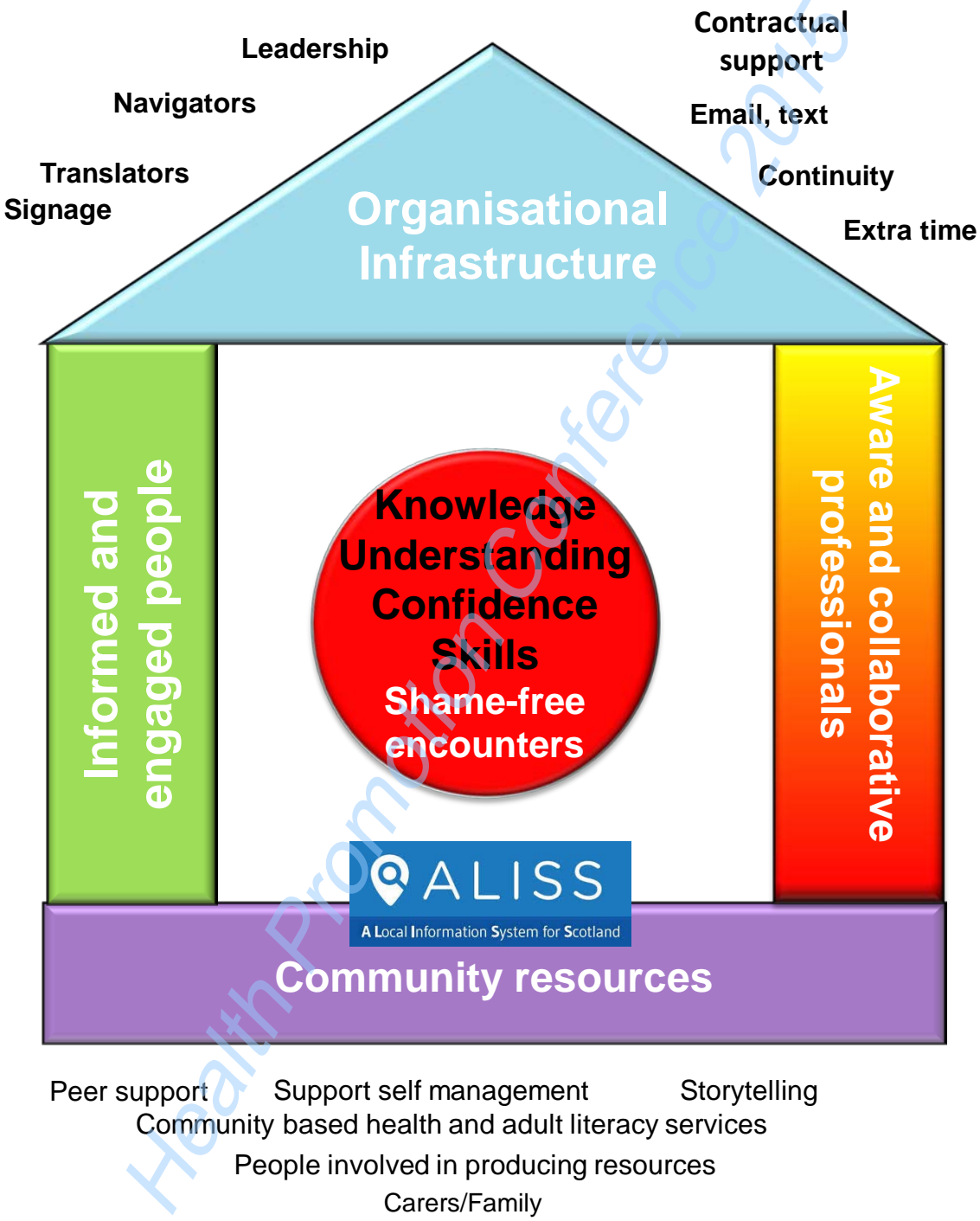
The Scottish Government
Riaghaltas na h-Alba

People at the Centre of Health and Care

Person-Centred Health and Care Collaborative



Health Literacy House of Care



Leadership

Contractual support

Navigators

Email, text

Translators
Signage

Continuity

Extra time

Meaningful results

Shared correspondence

Medication tools:
Clear labelling
Adherence tools
Decision aids

Peer delivered
Structured education

Chaplaincy

Bibliotherapy

Emotional & psychological support

Literacy accessible information resources

Multimedia/Apps

Awareness training

Jargon free communication

Teachback

Reflective practice

Multidisciplinary

Health literacy clinical champions

Peer support

Support self management

Storytelling

Community based health and adult literacy services

People involved in producing resources

Carers/Family



The Health Literacy Place

- Home
- Tools
- Topics
- Video Channel
- Evidence
- Action Plan
- Health Literacy in Scotland

resource library Search

Welcome to the Health Literacy Place



Click the image to watch our introduction to Health Literacy



What is Health Literacy?

Health literacy is about people having enough knowledge, understanding, skills and confidence to use health information, to be active partners in their care, and to navigate health and social care systems. Health Literacy is being increasingly recognised as a significant public health

Quick Start



Click image to access the National Health Literacy Action Plan

- Health Literacy Universal Precautions Toolkit
- The Teach-Back Method



The Health Literacy Place

www.healthliteracyplace.org.uk

- Provide desktop access to existing tools and resources
- Promote examples of health literacy practice and innovation
- Provide references and articles
- Establish a community of practice and support health literacy champions



The Scottish Government
Riaghaltas na h-Alba

National Demonstrator Programme

- Really aimed at supporting the health literacy needs, information etc to support people at transitions of care.



Opportunities

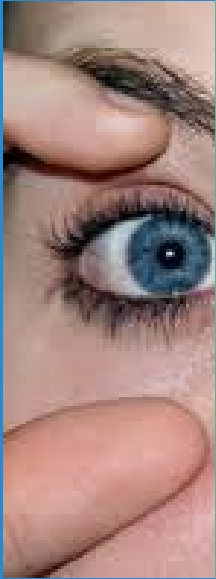
- Small Country
- Communitarianism
- Political focus on addressing inequality
- Need for change
- Spirit of innovation



Challenges and limitations

- Implementation
- Evaluation
- Time and money





We want Scotland to be a health literate society which enables all of us to have sufficient confidence, knowledge, understanding and skills to live well, on our own terms, and with any health condition we may have.



The Scottish Government
Riaghaltas na h-Alba

Thank-you!

www.healthliteracyplace.org.uk
graham.kramer@scotland.gsi.gov.uk



@KramerGraham



The Scottish Government
Riaghaltas na h-Alba