

Health Literacy: moving from research into practice

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GP and Senior Lecturer



West Gorton Medical Centre



What is health literacy?

“the personal characteristics and social resources needed for individuals and communities to access, understand, appraise and use information and services to make decisions about health.”

World Health Organisation, 2015



NALA

National Adult Literacy Agency

Áisíneacht Náisiúnta Litearthachta do Aosaigh

Health Promotion Conference 2015



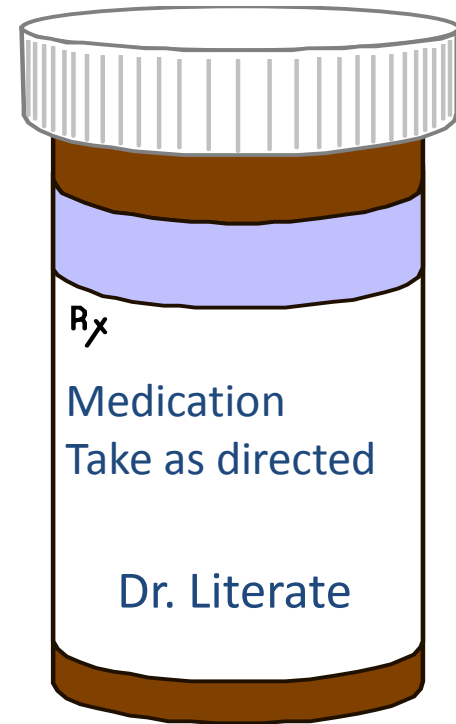
Health literacy affects patients' ability to...

- discuss health information/medical concerns with healthcare providers
- engage in self-care and disease management
- navigate their way through the healthcare system
- act on medical-related information
- adopt and maintain a healthy lifestyle



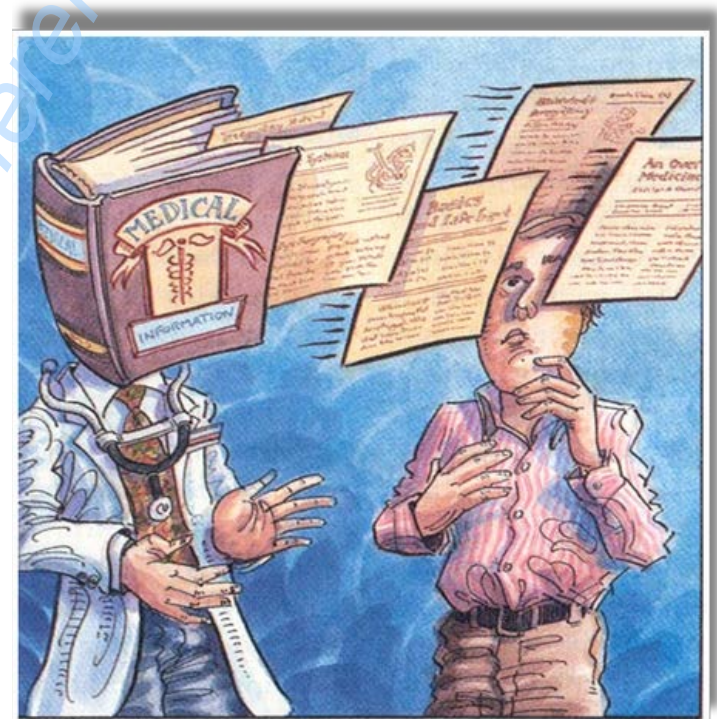
Low health literacy = problems with

- Pill bottles
- Appointment slips
- Informed consents
- Discharge instructions
- Patient/health education materials



Mismatched communication

Provider process	Giving information
Patient process	Understanding, remembering, and acting on information



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Variability in the Message...

Take 1 tablet by mouth every morning

Take one tablet orally once every day.

Take one pill by mouth once each day.

53 Different Ways to Say 'Take 1 Tablet a Day'

Take one tablet by mouth once daily

Take one tablet for cholesterol.

Take 1 tablet 1 time daily.

Take one pill by mouth at bedtime

Take one pill by mouth nightly.

What we know

- Use of preventive services
- Delayed diagnoses
- Understanding of medical condition
- Adherence to medical instructions
- Self-management skills
- Risk of hospitalisation
- Physical and mental health
- Mortality risk

1800 +
studies

Stoke-on-Trent

- The health of people in Stoke-on-Trent is generally worse than the England average
- Deprivation is higher than average and about 27.5% (13,600) children live in poverty
- Education attainment is lower than the England average
- Life expectancy for both men and women is lower than the England average

Health Literacy Survey in Stoke-on-Trent

Face-to-face survey >1000 randomly selected adults in Stoke-on-Trent

Results

Health literacy measured using NVS – **52%** of adult population less than adequate health literacy

Poor HL significantly associated with:

- Older age
- Poorer health
- Lack access to internet
- Living in deprived areas

Patient leaflets in GP surgeries in Stoke-on-Trent

- One example of all PIL in 17 random surgeries was collected
- Examined readability and content

Results

- Less than 25% of PILs meet recommended reading level
- Majority would be too complex for 43% of population
- Less than 10% of the PILs covered managing illness:
(including chronic disease, eg diabetes; or health promotion, eg healthy diet and lifestyle)

What can we do about it ?

- Raise Awareness
- Develop a local strategy
- Action planning

First Stakeholder meeting- Ideas Exchange

Thanks to our speakers

Judy Kurth is the Principal Health Improvement Specialist for Social Determinants of Health in Public Health, Stoke-on-Trent City Council. She has managed the World Health Organisation Healthy Cities work for Stoke-on-Trent since 2007. Her main interest and work focus is on reducing health inequalities and supporting health equity in all policies, of which health literacy is an important, and growing, strand of work.

Dr Jo Protheroe joined Keele University as a Senior Lecturer in General Practice in 2011 and continues to practise as a GP in Manchester. Her research, influenced by her clinical practice as a GP in inner-city Manchester, is focused on two NHS priorities - the needs of socio-economically disadvantaged patients and the need for interventions to improve patient self-management in long-term conditions. Research has shown that patients with low health literacy have difficulty in participating in their health care, resulting in poorer health. She is Chair of the Health Literacy UK (www.healthliteracy.org.uk) group.

Julie Obada has been Strategic Manager for Employment and Skills at Stoke-on-Trent City Council since September 2011. Julie is also the city council's lead on skills for the Stoke-on-Trent and Staffordshire Local Economic Partnership (LEP). Employment and skills comprises several teams, one of which is Adult and Community Learning (ACL). ACL provides courses for local residents to improve their skills in a wide variety of subjects, but there is a particular emphasis on literacy, numeracy and employability. Skill levels in the city are low, with double the national average lacking any formal qualification. Poor literacy impacts on a person's ability to find and sustain employment or to move to a higher level job with higher pay.

Thank you for coming

Should you have any questions, please feel free to email us at:
public.health@stoke.gov.uk

Photographs will be taken at this event for use on our website.
Please contact the organiser if you do not wish your photograph to be taken.

Our partners



Keele
University



Stoke-on-Trent
City Council



NHS
Stoke-on-Trent
Clinical Commissioning Group



Health literacy matters to us all



stoke.gov.uk/healthliteracy

Mandate
for change

city of
stoke
on trent

stoke.gov.uk/healthliteracy

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on trent

Strategy

Working together for the future



self care

We will help people to make decisions for themselves relating to their management of long term health conditions.



adult learning

Organisations which deliver adult learning will be encouraged to include health literacy in the courses that they offer.



early years

Partners which work with young children will be helped to put health literacy into the things they do.



digital inclusion

Partners across the city will ensure that as people's access to digital media and the internet improves, there will be a focus on health literacy.



policies and procedures

We will aim to get health literacy considerations into decision making policies across the city.



removal of barriers

We will work with partners including the NHS in particular, to make it easier for people to navigate healthcare systems and the wider health environment.



**Acting together will make
Stoke-on-Trent a Health Literate City**

Presented strategy in further stakeholder event: Ideas to action

- Obtained pledges of actions
- Identified existing working projects that HL could be included / added
- Identified new projects for short, medium and longer term

Personal Pledge



In support of bringing health literacy to life in Stoke-on-Trent,
I'm going to:

.....

.....

.....

Signature:


Date:

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Ideas Template



Idea name:	
Idea description	
Who will benefit?	
How will they benefit?	
Who would deliver this?	
Are there any obstacles to making it happen?	
Would a delivery partner be needed? If so who?	
What support is required (e.g. training resources, funding etc.)	

	Contact name:	
	Email address:	
	Telephone:	

Prioritisation session



18 PATIENT INTERACTION

Good communication skills
 Clarity
 Teach back
 Medics + Gatekeepers proactive

from HCP viewpoint

Conference 2015

Healthcare

Teach back

Plain English (written)

Teach-back Patient interaction

Awareness Training Gatekeeper comm's skills Offenders

National Level Patient interaction 'Medic' Comm's skills

Teach back GP's behaviour Patient interactions

Patient interaction teach back

1007

M
E
4
M

Gratekeeper
comer's skills
Offenders

Patent
interation
"Medic
Camer's
Skills"

Healthcare
Patient journey
Process

Early Years

Plain
English
written

Repository
Awareness
Training
Patient
interaction
Peer
support

Idea name: Patient Interactio
-written

Idea description: Good
time
to

Who will benefit? Patient
Carers, Health professio
Organisations

How will they benefit? A
consistent approach in the protection
of health literature - Based on a
collaborative approach - PEs, health
Professionals, PAs, HEE, Local
PCC, HEE, Local Council,

Who would deliver this? PCC, HEE, Local Council,

Are there any obstacles to making it happen? Time, money,

Would a delivery partner be needed? If so who?

What support is required (e.g. training, resources, funding etc.) Web-based guide

Contact name: S.Jackson
Email address: Sue.jackson@ssop.nhs.uk
Telephone:

Idea name:

Idea description:

Who will benefit?

How will they benefit?

Who would deliver this?

Are there any obstacles to making it happen?

Would a delivery partner be needed? If so who?

What support is required (e.g. training, resources, funding etc.)

Contact name:

Email address:

Telephone:

Idea name: Health literacy
Video-
appointments

Idea description: out of an appointment

Who will benefit?

How will they benefit?

Who would deliver this?

Are there any obstacles to making it happen?

Would a delivery partner be needed? If so who?

What support is required (e.g. training, resources, funding etc.)

Contact name: Margaret Head, Cumbria Health
Email address: Margaret.Head@nhs.uk
Telephone: 01753 673030

Peer support
-plain English
-ability
-written
-interaction

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Actions started

- Community pharmacy technicians supporting older people on home deliveries
 - Medicines management; HL, signposting
- ‘Sports Leaders’ and ‘Playground Leaders’ in schools
 - 12-16 and 8-11 encouraging healthy exercise
- Raising awareness of HL in front-line staff



- Consider PIL / waiting room
- involve Patient Participation Groups

Actions planned

- Pharmacy pilot of using 'Teachback' – summer
- 'plain English' in public notices from Council
- Increase training frontline staff – consider a video
- Many more.....HL into Policy!!

Summary

- Health literacy is important with a significant impact on morbidity and mortality
- Key to “improving health literacy” is really about getting rid of the ‘mismatch’
- Balancing this mismatch should lead to reduction in health inequalities

Questions?



j.protheroe@keele.ac.uk

www.healthliteracy.org.uk



Health Literacy Group UK

1-day Conference at The Beardmore Hotel and Conference
Centre, Glasgow

Friday 18th March 2016 **SAVE THE DATE!**

Join us for our 4th UK Conference

Health Literacy at the Deep End: Addressing Health Inequalities

We welcome applications - oral presentation/posters

- Health Literacy research and development
- Innovative and exciting Health Literacy practices

The abstract submission guidelines are available on www.healthliteracy.org.uk or
from Sue Weir (s.weir@keele.ac.uk).

Abstract submission opens **25th June** and closes
12pm Sunday 1st November 2015.