## Tailoring health literate communication to older adults with limited health literacy.

Development and pilot-testing of a training for health care professionals.

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#### **Outline**



- Introduction
  - Introduction to health literacy
  - Reducing the gap in health literacy skills
- Study aim & research questions
- Study design
- Key findings
- Conclusion







## Introduction to health literacy



#### **Definition of health literacy:**

- To access, understand, appraise and communicate information
- To engage with the demands of health contexts
- To promote and maintain good health\*.
- Functional Interactive Critical Health literacy\*\*.

\*Source: Kwan, B. et al. (2006). \*\*Nutbeam, D. (2006)













# Reducing the gap in health literacy skills...

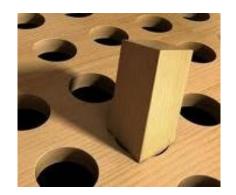




Actual health literacy skills

1

Demanded health literacy skills



... By tailored communication of professionals







# Study aim & research questions



#### Aim

The development of a theory informed training on health literate communication adapted to the context of European health professionals.

#### **Research questions**

- 1. What are the core competencies of the training?
- 2. What are the needs and perceptions of professionals?
- 3. How to tailor the training to the context of professionals?







## Study design





Identify core competencies.

Focus group 1:

Explore needs and perceptions



#### 2. Development

Develop draft outline of the training

Focus group 2:

Opinions training outline & tailoring



#### 3. Testing & evaluation

Training development and pilot-testing

Focus group 3:

Evaluation & future improvements









- 1. Core competencies of the training
- 2. Needs and perceptions of health professionals
- 3. Tailoring the training to the context of professionals









#### 1. Core competencies of the training

- Knowledge and awareness on health literacy and tailored communication strategies
- Ability to facilitate tailored communication to decrease HL problems and develop HL skills.
- Ability to sustain communication skills to mitigate HL problems







#### 2. Needs & perceptions of professionals

Current experiences of professionals:

- Recognized problems related to health literacy
- Used cues indicating low health literacy

Needs and perceptions on training:

- Training in multidisciplinary teams
- Practice communication strategies
- Training on critical situations and evidence informed interventions









#### 3. Tailoring to the health context.

- Mixed views on e-learning vs. face-to-face
- Relevant training content: communication skills and personal feedback
- Positive on blended learning and role play
- Sustaining of acquired skills







### 3. The training program



#### 1. Increase knowledge and awareness on health literacy (2 hours):

Definition, impact, recognition of limited health literacy

#### 2: Teach tailored communication strategies (6 hours):

- Reduce health literacy problems:
  Information gathering, clear communication, teach back
- Facilitate development of health literacy skills:
  Relationship, shared decision making and self-management

#### 3: Sustaining communication strategies (2 hours):

Reflection on applying strategies in practice







### Conclusion



The literature study and the health professionals contributed to:

The systematic development of a modular training in health literate communication tailored to the European health care context.







#### **IROHLA PARTNERS**



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innovative policies for healthy ageing

## Thank you for your attention. Questions?















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We can tailor communication to people with low health literacy and mitigate health literacy related problems...









