Healthier and Fairer Programme

NHS North East and North Cumbria

Health Literacy Awareness

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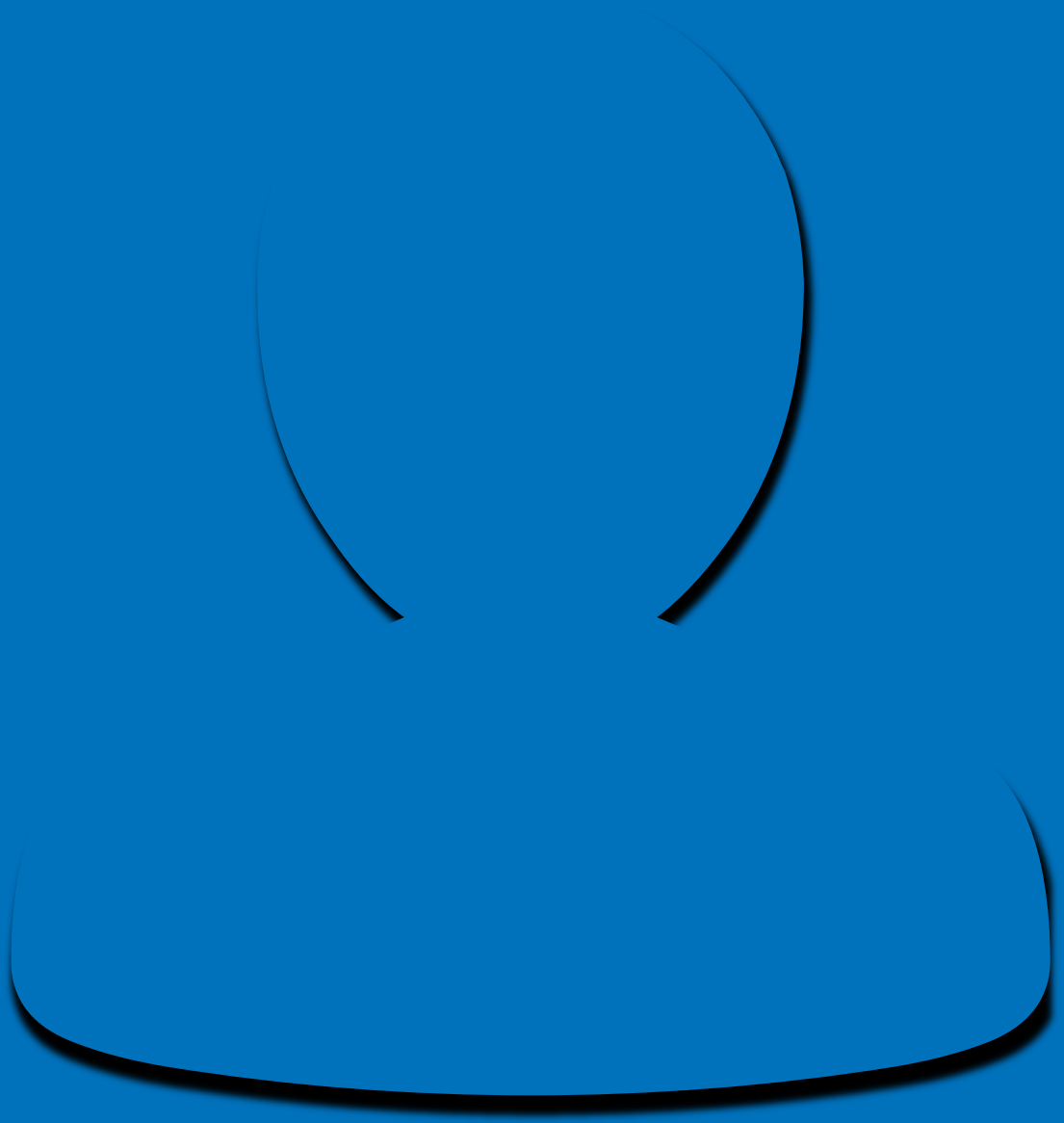

Introductions

What do you already know about health literacy?

Today's aim:

- We will introduce you to what Health Literacy is and how it is affecting both the public and organisations.
- We will give you some simple tips on how to start making changes to your communication so information is easier for everyone to understand.

What we will cover:

- What is Health Literacy?

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- Who does it affect?

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- Why is it a problem?

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- What is Health Literacy?
- Who does it affect?
- Why is it a problem?
- What can we do about it?

Please read the Health Literacy definition below and be prepared to give a short summary.

WHO hrinagtion fo Haetlh Lhtijaht

Haetlh Lhtijaht repwhinfhy teh kanhitive nda amcnhg dhunjj whcih lmiihtine teh ktnhiation nda nthibt fo mngyhiiehhub ot gain ennfyy to, unmnghtiij nda nwo laftination ni sway wcihh pronhoa nda palmtain doog haetlh.

Haetlh Lhtijaht implies teh neguuaiment fo e levbel fo lehyydoo, personish skueills and conkirrhuwq ot take mentiy ot imporve lpontfus nda comnbvuh haetlh bye changing pejndffi lefenuhk nda living netriotion. Thus, Haetlh Lhtijaht means muter thin bein abble ot read pawpleygs nda make ayyneffints. Bi imporvishing orjyh's brrcid ot haetlh instuflitin, nda there capuncityr ot sue ti effeclitilly, Haetlh Lhtijaht si critical ot empowerment.

Individual skills

FUNCTIONAL

INTERACTIVE

CRITICAL

Individual skills

FUNCTIONAL	Basic reading, writing and numeracy skills to understand health information and system
INTERACTIVE	
CRITICAL	

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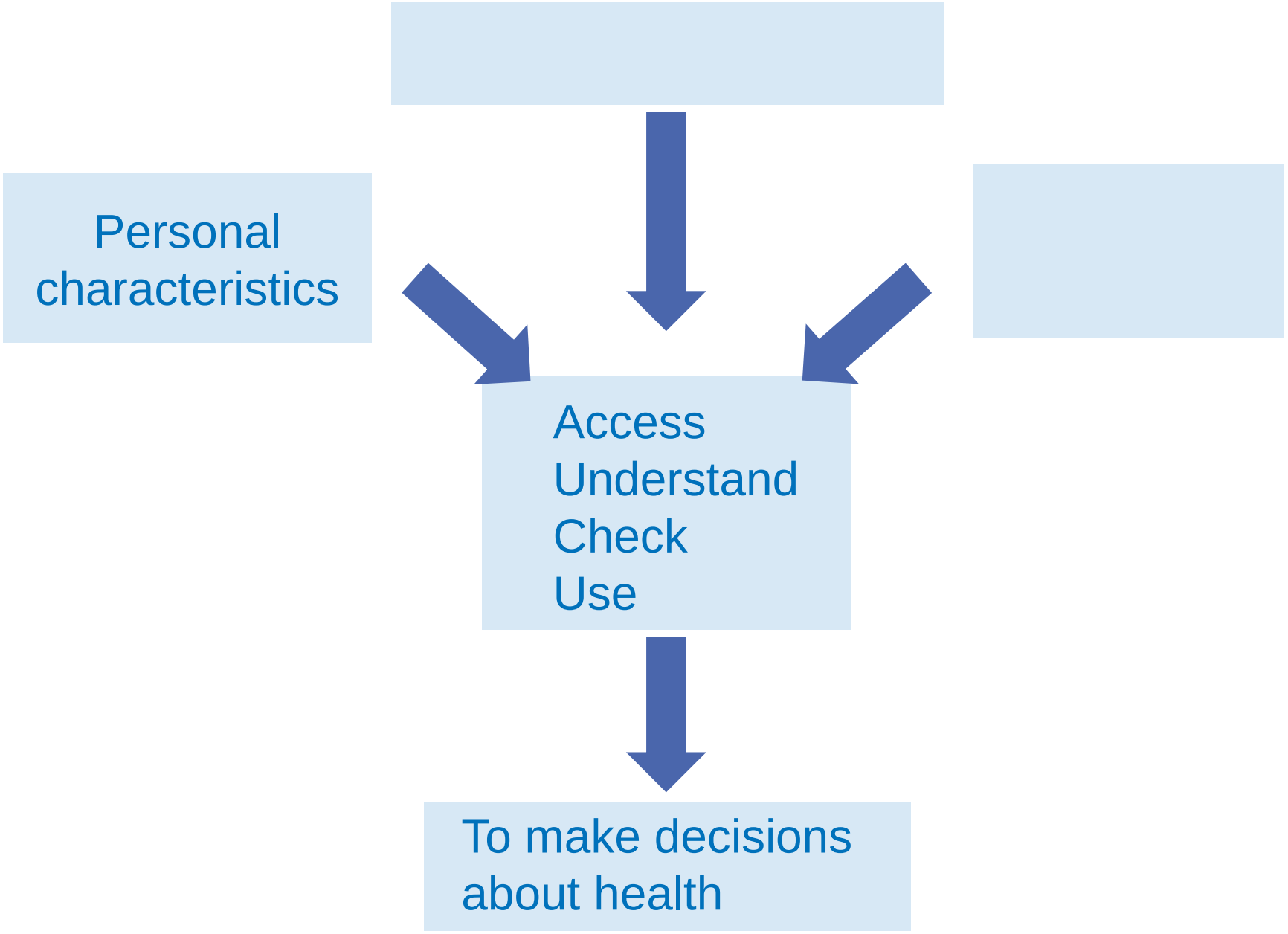
INTERACTIVE	Skills to pick out the information you need, discuss it and apply it to different situations
CRITICAL	

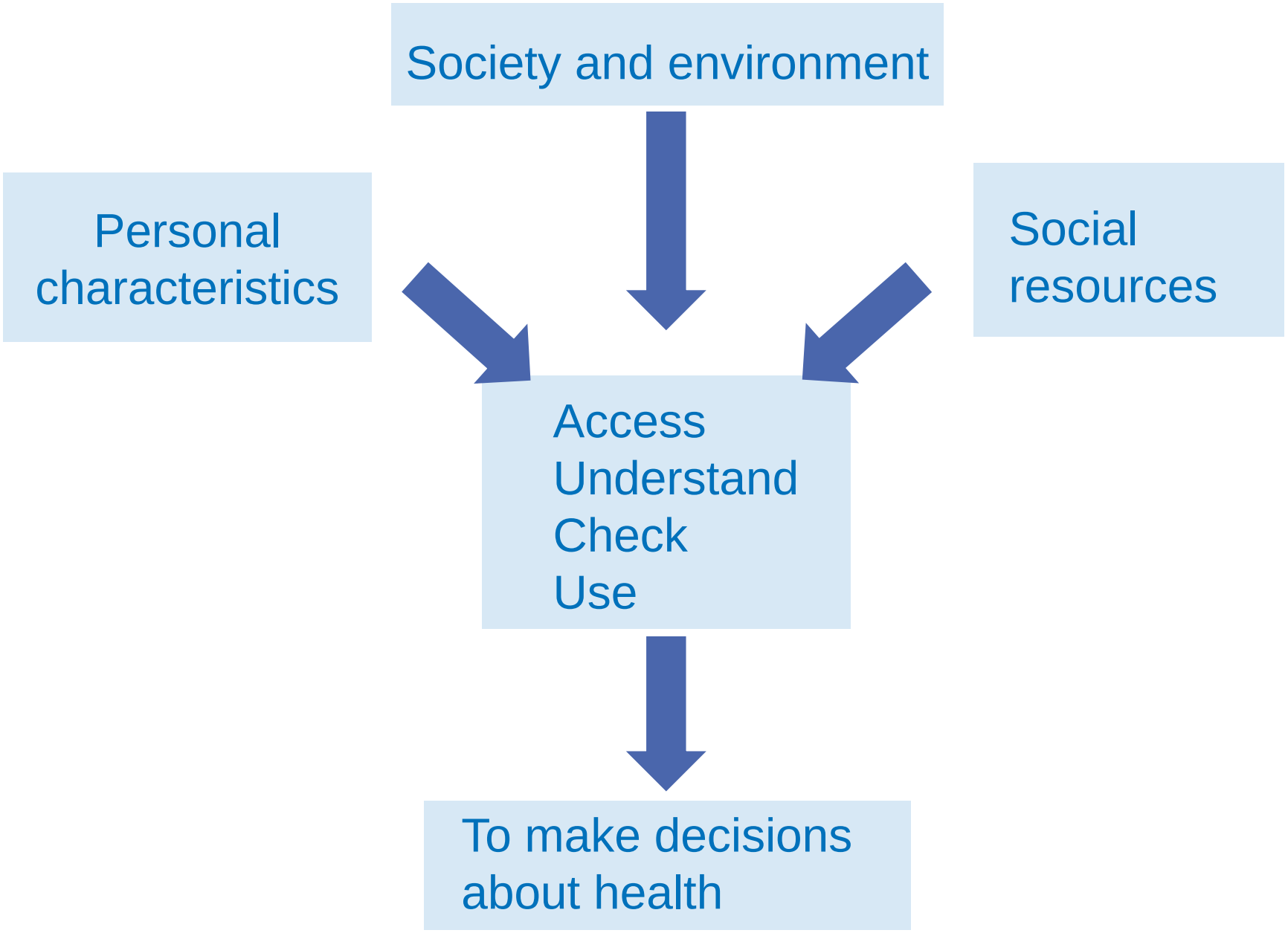
Individual skills

FUNCTIONAL	Basic reading, writing and numeracy skills to understand health information and system
INTERACTIVE	Skills to pick out the information you need, discuss it and apply it to different situations
CRITICAL	Being able to analyse information, work out if it is reliable and if it applies to you

What is Health Literacy?

“being able to **access, understand, check** and **use** information to make choices about health”


Personal characteristics
Access
Understand
Check
Use
To make decisions about health


Society and environment
Personal characteristics
Social resources
Access
Understand
Check
Use
To make decisions about health

How health information gets shared

Speaking

Writing

Online

Environment

In your job, when do you share health information by…

Speaking

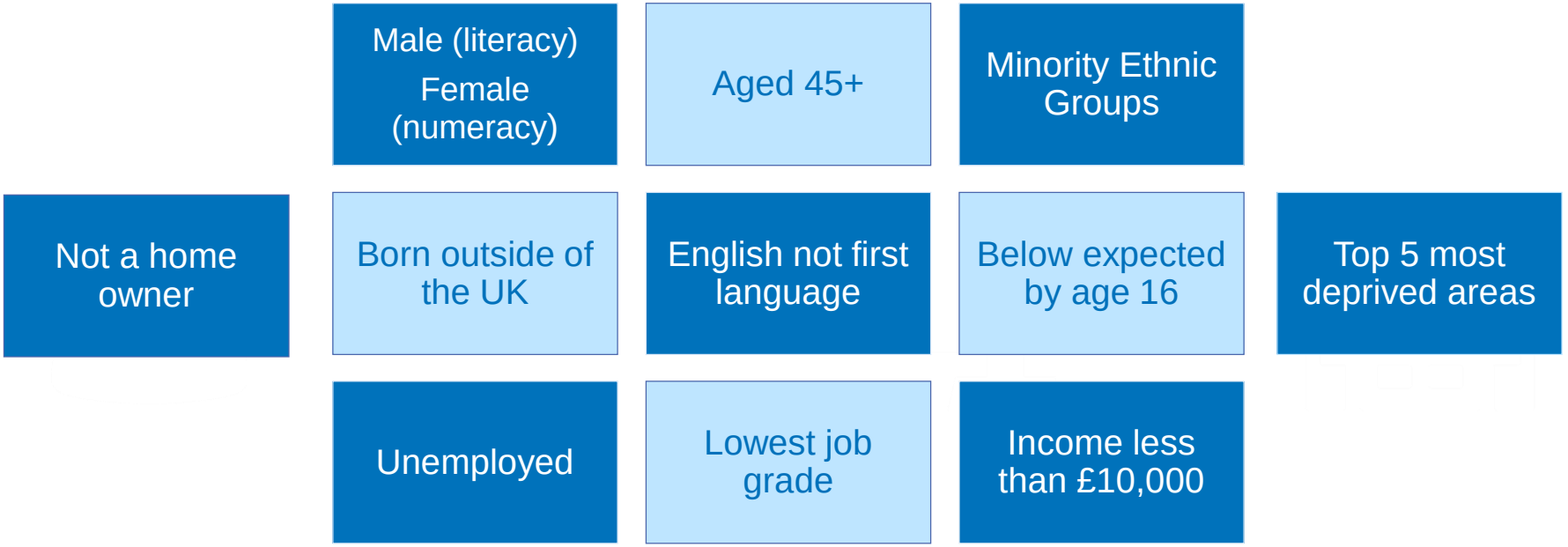
Writing

Online

Environment

Who is affected by low health literacy?

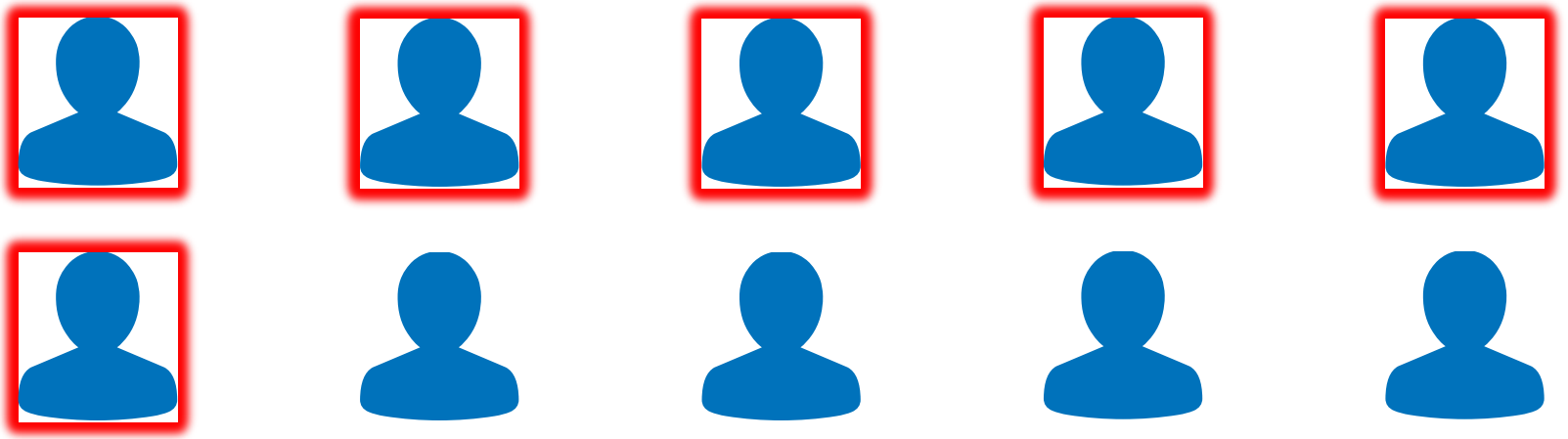
Who is affected by health literacy?



Low health literacy is a barrier to informed patient research involvement.
Patient information and consent materials are written at a level too complex for patients to understand.

What percentage of people are affected?

What percentage of people are affected?



65%

Find it hard to understand health information that contains words and numbers

Everyone is affected by low health literacy at some point in their lives.

Why is it a problem?

Why is it a problem?

For patients and the public?

Why is it a problem?

- For patients and the public?
- For staff?

Why is it a problem?

- For patients and the public?
- For staff?
- For organisations?

Why is it a problem?

For patients and the public?

Why is it a problem?

For patients and the public?

Adults who have low health literacy, and their children and families, suffer the worst health outcomes in society

Why is it a problem?

- For staff?

Why is it a problem?

For staff?

Low health literacy can affect staff morale, job satisfaction, and the quality and safety of care

Why is it a problem?

- For organisations?

Why is it a problem?

For organisations?

- It costs
- It’s a safety issue
- Services are not used correctly
- It puts pressure on the system

How can we make things better?

What can we do as organisations?

Think of health literacy as hand soap

In your job, when do you share health information by…

Speaking

Writing

Online

Signs and directions

Ways to make information easier to understand

Speaking	Writing	Online	Signs and directions
Chunk and check Teach back	Simple language	Digital skills classes Lending devices	Renaming clinics Better maps

When speaking, use chunk and check, and teach back

- Break information down into small chunks

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- After each chunk, ask the person to explain it back to you
- It is not a memory test. **You are checking that you have explained it well enough.**

When writing, use simple language and swap jargon for everyday words

Nausea	→	Feeling sick
Requirements	→	Needs
Hypertension	→	High blood pressure (Hypertension)
PPE	→	Personal protective equipment (PPE)

Can you think of a simple alternative to

Utilise

Can you think of a simple alternative to

Collaborate

Can you think of a simple alternative to

Research active

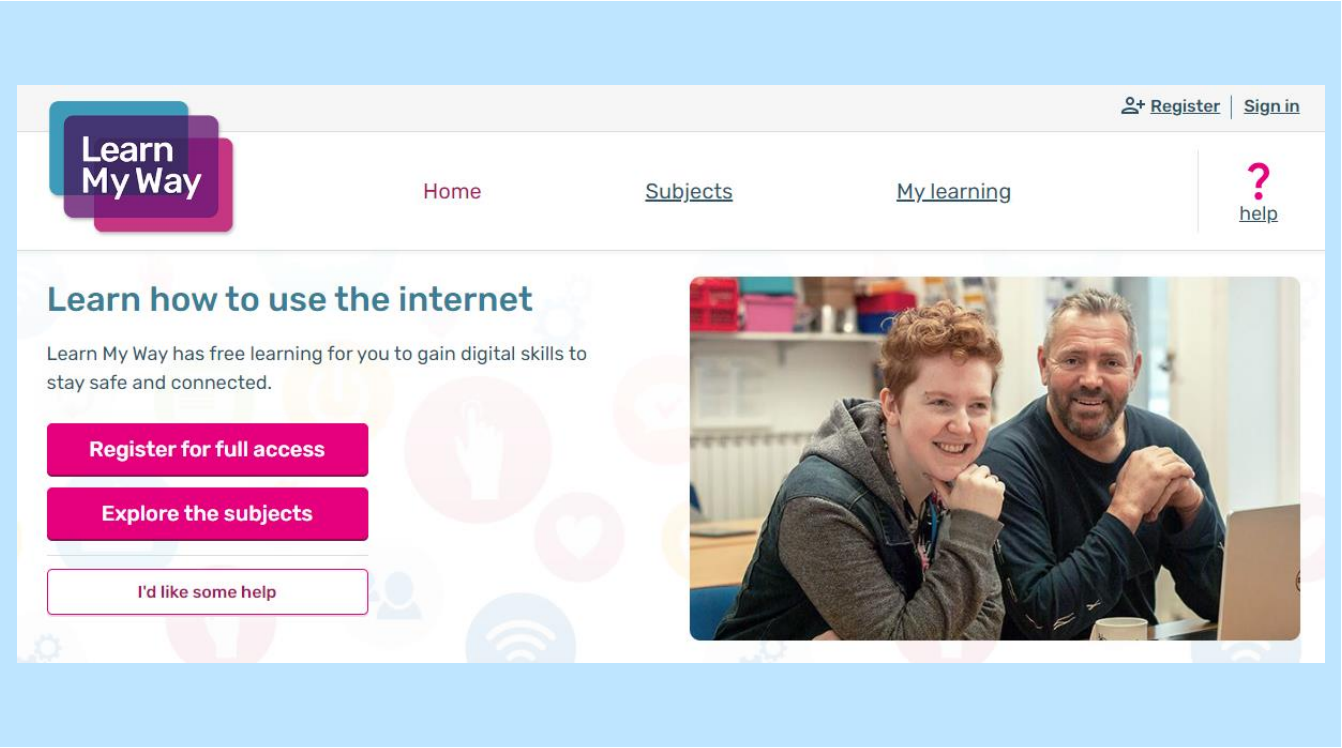
Can you think of a simple alternative to

Participate

Can you think of a simple alternative to

Health outcomes

When using the internet, consider suggesting digital skills classes



For signs and directions

- Consider renaming clinics or departments

For signs and directions

- Consider renaming clinics or departments
- Use short, clear directions – break them up

How do you feel now?

Thank you

NENC Regional Health Literacy Team

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References

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- Learn My Way | Develop Your Digital Skills