

# **I Love Health Literacy!**

## **How Do I Learn More?**

The Partnership for Health Literacy in Arkansas  
Arkansas Public Health Association Annual Meeting  
Crowne Plaza Hotel, Little Rock  
May 11, 2018

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# What is Health Literacy?

The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

Healthy People 2010

Health Literacy: A Prescription to End Confusion.  
Institute of Medicine. 2004

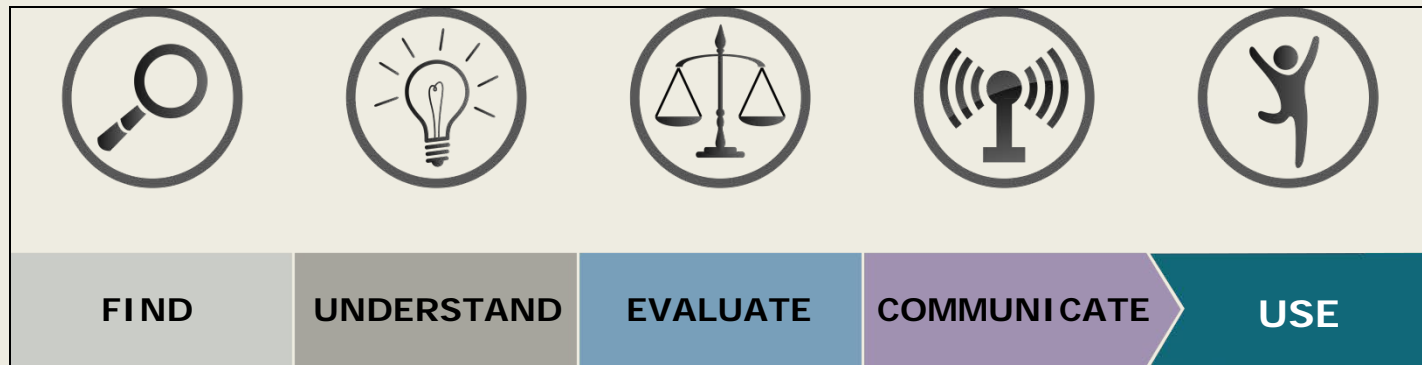


# Dillaha Definition

- Health Literacy is your ability to get and use information to make decisions to manage your own health or the health of someone for whom you are responsible, such as your children, your parents, your employees, or your community.
- It is a functional skill set in the same way that computer literacy or financial literacy are skill sets.



# Health Literacy



Health communications should be:

SIMPLE

ACCESSIBLE

UNDERSTANDABLE

ACTIONABLE



# Scope of Health Literacy

- Health-related activities are a part of the daily life of adults, whether sick or well.
- Many health-related decisions are made in the workplace and in the marketplace.
- The presentation of health information is often unnecessarily complex.
- Current evidence reveals a mismatch between people's skills and the demands of health systems.



# A Hidden Problem

- Low health literacy is often undetected
- People may have trouble understanding both printed materials and the meaning of discussions with providers
- People who are confused about health information may feel ashamed
- They may mask their shame to maintain their dignity



# Health Literacy Videos

- American College of Physicians (6 minutes)  
<https://www.youtube.com/watch?v=ImnlptxIMXs> (6 minutes)
- <https://www.youtube.com/watch?v=BgTuD7l7LG8> (4 ½ minutes)



Everyone has a  
Health Literacy story.





How many people in Arkansas  
have low Health Literacy?



# 2003 National Assessment of Adult Literacy

- Most recent assessment of English Literacy
- N = 19,000 adults (>16 years)
- 500 everyday literacy tasks
- First large scale national assessment of Health Literacy
- Four new Literacy Levels

<http://nces.ed.gov/naal/health.asp>

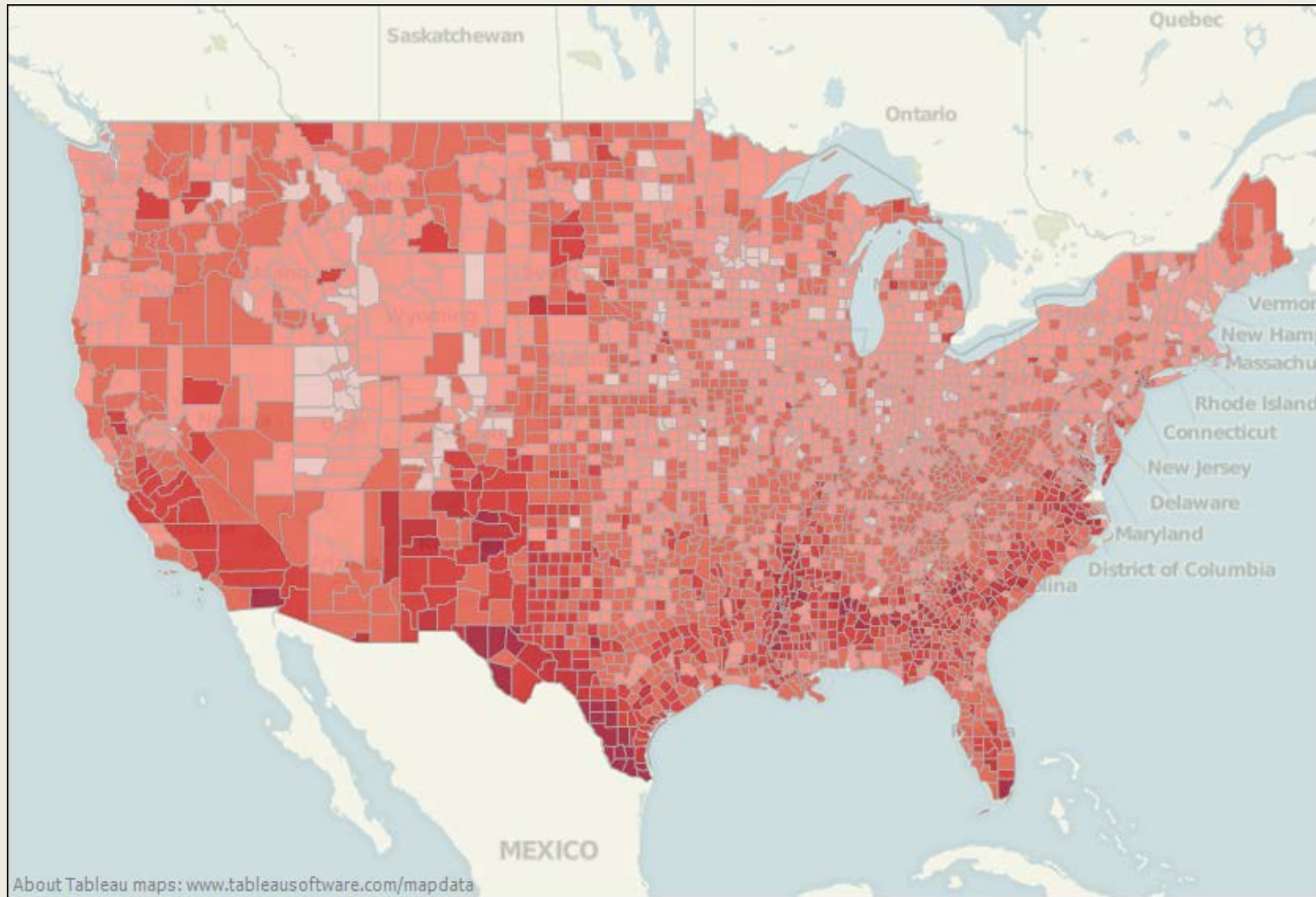


# 2003 National Assessment of Adult Literacy Health Literacy Levels

- Below Basic (14%) —circle date on appointment slip
- Basic (22%)—read pamphlet and determine symptoms of a disease
- Intermediate (53%)—vaccine schedule
- Proficient (12%)—calculate share of health insurance cost from table

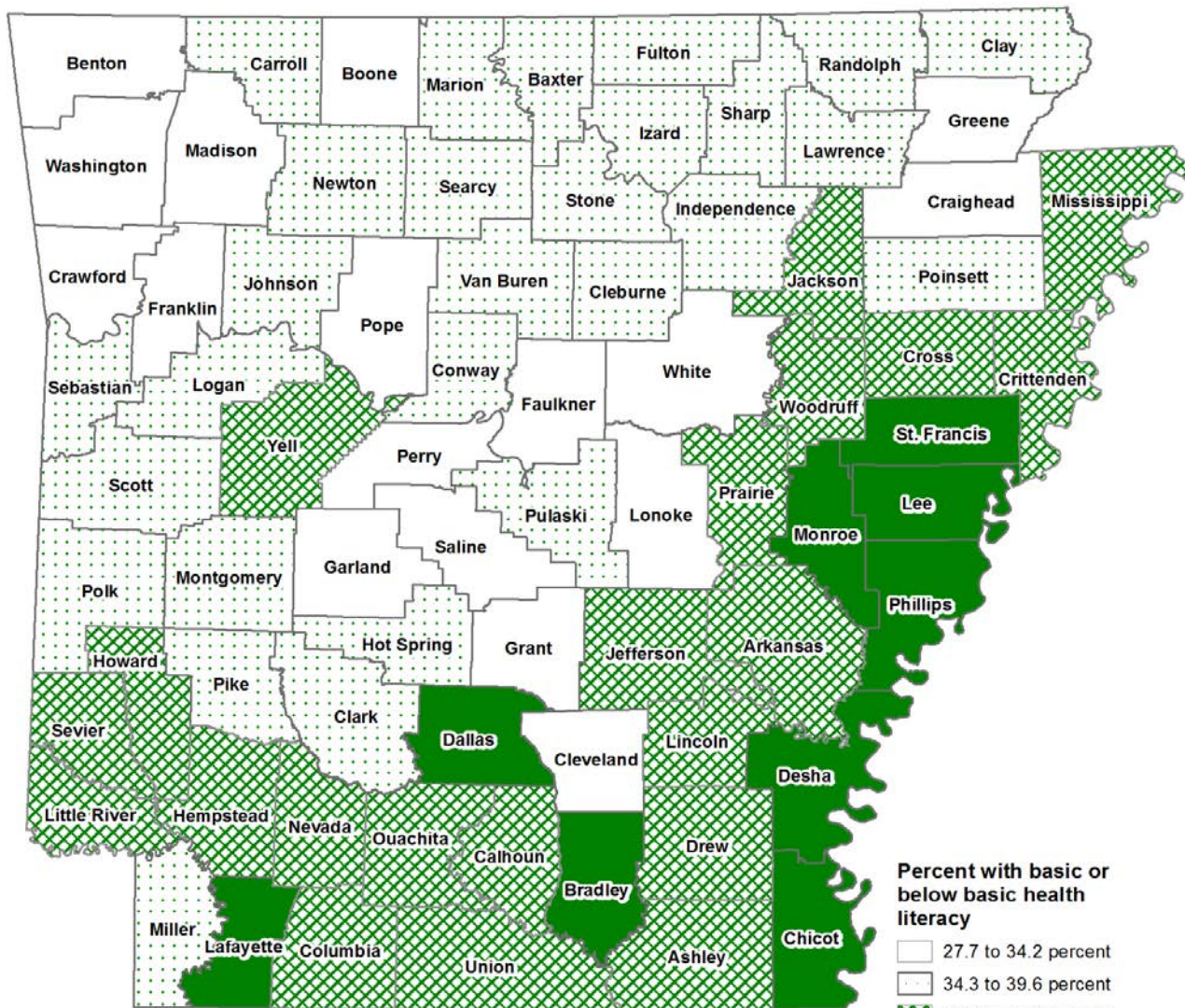


# Population-Based Health Literacy



Percent Above Basic  
0.4236 0.8338





# Health Systems

- Demands for reading, writing, and numeracy skills are intensified due to systems' complexities and new technologies
- These demands exceed the health literacy skills of most adults in the US
- Health literacy is fundamental to quality of care



# Calgary Charter on Health Literacy

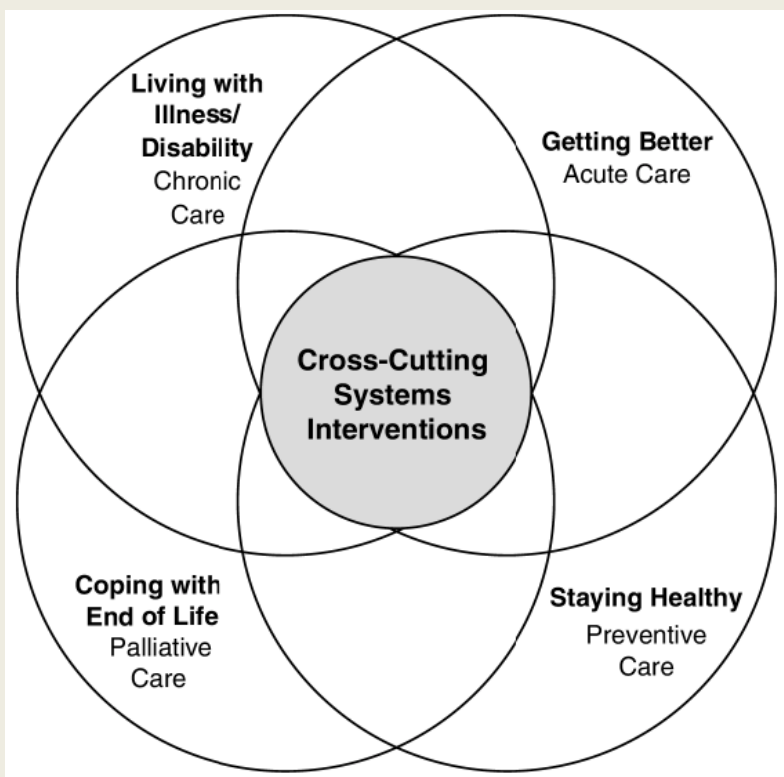
- Health literacy allows the public and personnel working in all health-related contexts to find, understand, evaluate, communicate, and use information.
- Health literacy applies to all individuals and to health systems.

[http://www.centreforliteracy.gc.ca/sites/default/files/CFL\\_Calgary\\_Charter\\_2011.pdf](http://www.centreforliteracy.gc.ca/sites/default/files/CFL_Calgary_Charter_2011.pdf)



# Institute of Medicine

## Priorities Areas for National Action: Transforming Health Care Quality



- Self-Management/Health Literacy
- Care Coordination



Health literacy is a stronger predictor of health status than age, income, employment status, education level, or racial and ethnic group.

Health Literacy: Report of the Council on Scientific Affairs.  
JAMA 1999;281:552-557.



How can we make a difference for  
Arkansans who struggle with low  
Health Literacy?



What are some tools and resources we can use?



# General Resources

- **National Academies Health and Medicine Division Roundtable on Health Literacy**  
<http://nationalacademies.org/hmd/Activities/PublicHealth/HealthLiteracy.aspx>
  - Workshops
  - Publications
  - Perspectives & Commissioned Papers
  - Collaboratives



# General Resources

- **HHS Office of Disease Prevention and Health Promotion**
- <http://health.gov/>
- Health Literacy Online
  - A research-based guide will help you develop intuitive health websites and digital tools that can be easily accessed and understood by all users
- Health Literacy Workgroup
  - National Action Plan to Improve Health Literacy
- Health Literacy Care Model



# General Resources

- **Centers for Disease Control and Prevention**  
<http://www.cdc.gov/healthliteracy/>
  - Everyday Words from Public Health Communication
  - Culture and Health Literacy
  - Assessing Health Literacy in Your Organization
  - Using Visuals to Communicate Health Information



# Becoming A Health Literate Organization

## NEW MODELS

By Howard K. Koh, Cindy Brach, Linda M. Harris, and Michael L. Parchman

### ANALYSIS & COMMENTARY

## A Proposed 'Health Literate Care Model' Would Constitute A Systems Approach To Improving Patients' Engagement In Care

**ABSTRACT** Improving health outcomes relies on patients' full engagement in prevention, decision-making, and self-management activities. Health literacy, or people's ability to obtain, process, communicate, and understand basic health information and services, is essential to those actions. Yet relatively few Americans are proficient in understanding and acting on available health information. We propose a Health Literate Care Model that would weave health literacy strategies into the widely adopted Care Model (formerly known as the Chronic Care Model). Our model calls for first approaching all patients with the assumption that they are at risk of not understanding their health conditions or how to deal with them, and then subsequently confirming and ensuring patients' understanding. For health care organizations adopting our model, health literacy would then become an organizational value infused into all aspects of planning and operations, including self-management support, delivery system design, shared decision-making support, clinical information systems to track and plan patient care, and helping patients access community resources. We also propose a measurement framework to track the impact of the new Health Literate Care Model on patient outcomes and quality of care.

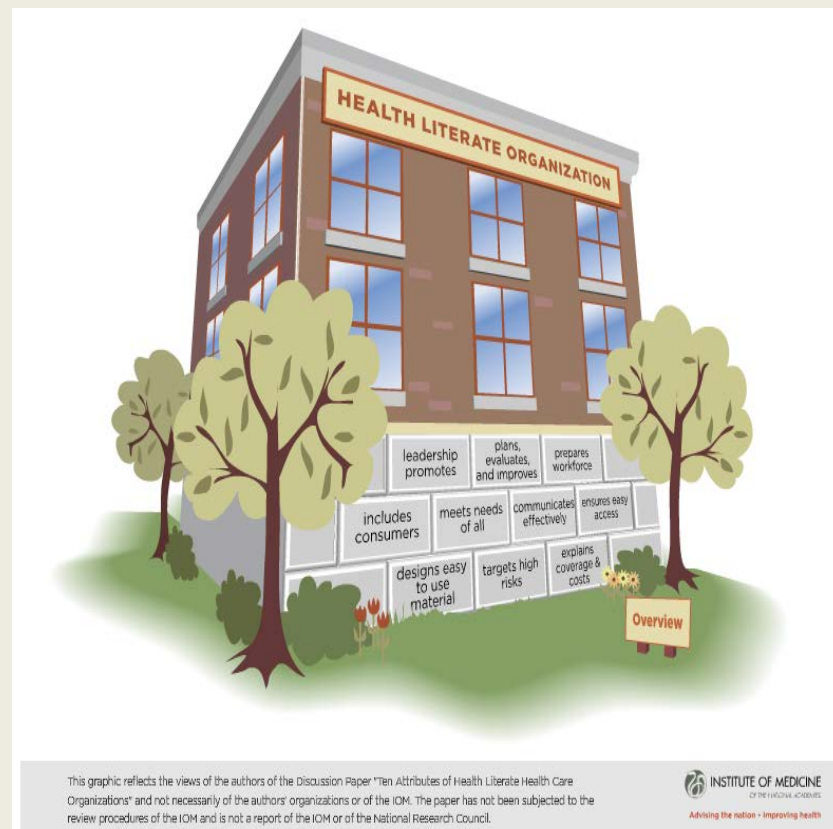
DOI: 10.1377/hlthaff.2012.1205  
HEALTH AFFAIRS 32,  
NO. 2 (2013): 357-367  
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The People-to-People Health  
Foundation, Inc.

**Howard K. Koh** is the assistant secretary for health at the Department of Health and Human Services, in Washington, D.C.

**Cindy Brach** is a senior health policy researcher at the Agency for Healthcare Research and Quality, in Rockville, Maryland.

**Linda M. Harris** (linda.harris@hhs.gov) is senior health communication and e-health adviser to the deputy assistant secretary for health, Department of Health and Human Services.

**Michael L. Parchman** is director of the MacColl Center for Healthcare Innovation, Group Health Research Institute, in Seattle, Washington.



# Ten Attributes of Health Literate Health Care Organizations

1. Has leadership that makes health literacy integral to its mission, structure, and operations.
2. Integrates health literacy into planning, evaluation measures, patient safety, and quality improvement.
3. Prepares the workforce to be health literate and monitors progress.
4. Includes populations served in the design, implementation, and evaluation of health information and services.
5. Meets the needs of populations with a range of health literacy skills while avoiding stigmatization.

Brach C, Keller D, Hernandez LM, Baur C, Parker R, Dreyer B, Schyve P, Lemerise AJ, and Schillinger D. Institute of Medicine Discussion Paper, June 2012.





# Ten Attributes of Health Literate Health Care Organizations

6. Uses health literacy strategies in interpersonal communications and confirms understanding at all points of contact.
7. Provides easy access to health information and services and navigation assistance.
8. Designs and distributes print, audiovisual, and social media content that is easy to understand and act on.
9. Addresses health literacy in high-risk situations, including care transitions and communications about medicines.
10. Communicates clearly what health plans cover and what individuals will have to pay for services.



# Becoming a Health Literate Organization

## Organizational Change

- **IOM Discussion Paper: Ten Attributes of Health Literacy Health Care Organizations**

<http://nationalacademies.org/hmd/Activities/PublicHealth/HealthLiteracy/Attributes-of-Health-Literate-Organization.aspx>

- **Building Health Literate Organizations: A Guidebook to Achieving Organizational**

**Change** <http://www.unitypoint.org/health-literacy-guidebook.aspx>



# Podcasts

- **Health Literacy Out Loud**

<http://www.healthliteracyoutloud.com/>



# In-Person Training

## Tufts

- Health Literacy Leadership Institute, June 11-15, 2018
- <https://publichealth.tufts.edu/graduate-programs/professional-development/hcom-professional-development/health-literacy-leadership>



# TRAIN: “Health Literacy” Training

- [www.train.org](http://www.train.org)
- CDC
  - Health Literacy Training Course and Health Literacy Supplemental Courses
- Columbia University
  - Health Literacy and Public Health: Introduction
- Public Health Agency of Canada
  - Health Literacy and Public Health: Strategies for Addressing Low Health Literacy
- SUNY Albany School of Public Health
  - Health Literacy: A Tool for Effective Communication and Engagement



# Conferences

- Annual Institute of Healthcare Advancement, May 9-11, 2018 <http://www.iha4health.org/>
- Biennial Wisconsin Health Literacy Summit, 2019 dates TBD <http://wisconsinliteracy.org/health-literacy/index.html>



# Use Plain Language

- **PlainLanguage.gov**

<http://www.plainlanguage.gov/>

- **CDC Simply Put**

[http://www.cdc.gov/healthliteracy/pdf/Simply\\_Put.pdf](http://www.cdc.gov/healthliteracy/pdf/Simply_Put.pdf)

- **Plain Language Medical Dictionary**

<http://www.lib.umich.edu/taubman-health-sciences-library/plain-language-medical-dictionary>



# Just Plain Clear English-Spanish Glossary

[www.glossary.justplainclear.com](http://www.glossary.justplainclear.com)


UNITEDHEALTH GROUP® [About the Glossary](#) [En Español](#)

## Just Plain Clear™

English and Spanish Glossary


We know that health care and health insurance terms can be difficult for anyone. When you make health decisions, you need information that's easy to understand.

That's why UnitedHealth Group created this glossary. You'll find thousands of terms defined in plain, clear language to help you make informed decisions. We hope you use *Just Plain Clear* in the best of health.



Search by Word:   [? How to search](#) Just Plain Clear™


Search by Letter: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)



### English and Spanish

Every word and definition in this glossary is in English *and* Spanish.

Para ver esta portada en español, haga clic en el enlace de abajo.



### Uniform Glossary

Just Plain Clear includes all the words in the Uniform Glossary established by the federal government.

[Uniform Glossary](#)

### Top 5 Terms

These words have been getting the most clicks. Do you see any that you need to understand, too? Simply click on these quick links!

- 1 [Co-Payment](#)
- 2 [Deductible](#)
- 3 [Primary Care Physician](#)
- 4 [Provider](#)
- 5 [Urgent Care](#)





# Make Health Info Easy to Understand

**Make health data easy to understand:**

Visualizing Health: <http://www.vizhealth.org/>

**Do Usability Testing to get input from your audience:**

Usability.gov: <http://www.usability.gov/>



# Resources for Clinics

- AHRQ Health Literacy Universal Precautions Toolkit (2<sup>nd</sup> Ed):

<https://www.ahrq.gov/professionals/quality-patient-safety/quality-resources/tools/literacy-toolkit/index.html>



# Universal Precautions Toolkit

- Assume that everyone may have difficulty understanding
- Ensure that systems are in place to promote better understanding by all patients
- Divided into manageable chunks
  - Quick Start Guide
  - Path to Improvement (6 steps to take to implement the toolkit)
  - 21 Tools/Strategies (2-5 pages each)
    - Spoken communication
    - Written communication
    - Self-management and empowerment
    - Supportive systems
  - Appendices (over 25 resources such as sample forms, PowerPoint presentations, and worksheets)



# Resources for Pharmacies

- AHRQ Pharmacy Health Literacy Center:  
<http://www.ahrq.gov/professionals/quality-patient-safety/pharmhealthlit/>
  - Seven health literacy tools for pharmacy.
  - Curricular modules for pharmacy faculty.
  - Resources for pharmacists interested in understanding more about health literacy.
  - Health literacy tools to improve communication for providers of medication therapy management
  - What is Pharmacy Health Literacy?



# Teach-back

- A way to make sure the health care provider explained information clearly.
- Not a test or quiz of patients.
- Asking a patient (or family member) to explain in their own words what they need to do.
- A way to check for understanding and, if needed, re-explain and check again.
- A research-based health literacy intervention that improves patient-provider communication and patient health outcomes.



# Teach-back Toolkit

- For all health care providers learn to use teach-back
- Combines health literacy principle of plain language and using teach-back to confirm understanding with behavior change principles of coaching to new habits and adapting systems to promote key practices
- <http://www.teachbacktraining.org/>

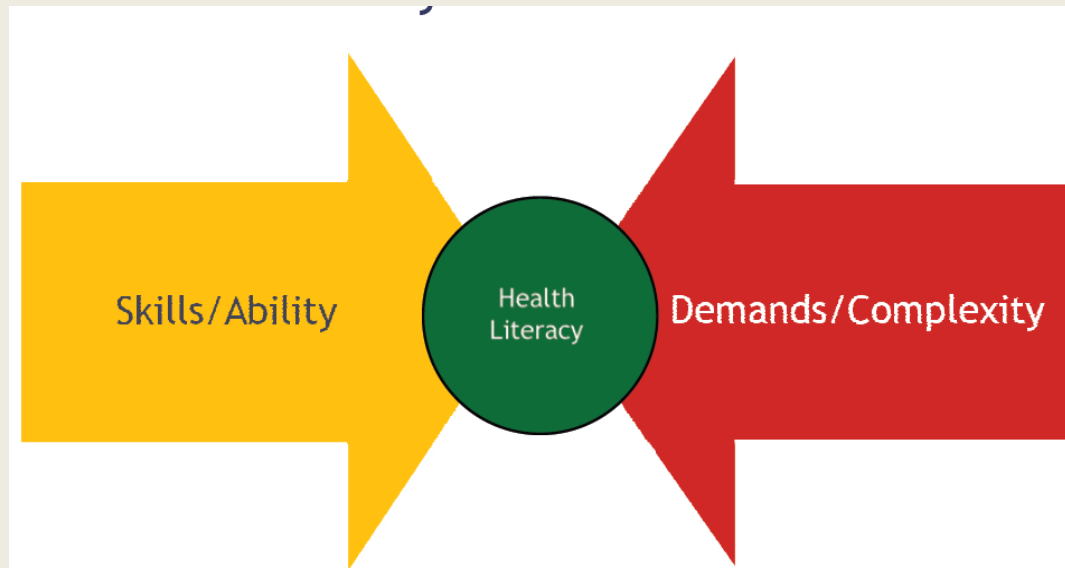


# UAMS Center for Health Literacy

- <http://healthliteracy.uams.edu/>
- PlainPages.org
- Research
- Education
- Training



**“Health literacy happens when anyone on the receiving end of health communications and anyone on the giving end of health communications truly understand each other.” R. Rudd**





# Health Literacy Discussion List

- <http://listserv.ihahealthliteracy.org/scripts/wa.exe?INDEX>
- A moderated list serve
- 1146 Subscribers



# PHLA

Partnership for Health Literacy

A r k a n s a s



# Arkansas

## Health Literacy Partnership

- First meeting July 24, 2009
- Dormant of last few years
- Broad-based coalition of individuals, agencies and organizations
- Committed to improving health literacy among all Arkansans
- Section of the Arkansas Public Health Association
- <http://phla.net>



# PHLA Mission

**To improve health literacy among Arkansans by developing strategies and promoting collaboration to**

1. Provide professional education and improve the health literacy of health care organizations and systems;
2. Provide education for the public through the adult education community and other networks that serve Arkansans at highest risk for low health literacy;
3. Increase awareness and use of evidence-based practices; and
4. Increase capacity for conducting health literacy research in Arkansas.



A health-literate Arkansas  
is an achievable goal.



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