
The Health Literacy Environment of Health Institutions

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IHA 19TH ANNUAL HEALTH LITERACY CONFERENCE

PRE-CONFERENCE WORKSHOP

Part 1: Introduction & Background

THE 'EVOLVING NATURE OF HEALTH LITERACY'

Brief Introductions

A. With a partner next to you:

Getting Lost

- Have you ever gotten lost?
- How did you feel?
- What did you do?

B. With a Partner next to you

Being in a complex setting:

- Have you ever felt intimidated by a setting [a place, a room, a building]?
- How did this feel?
- What did you do?

Report out

Words & Numbers Get in the Way

Significant numbers of adults in most industrialized nations do not possess the basic information-processing skills considered necessary to succeed in today's world or to navigate the sophisticated institutions/systems of their country.

At Stake:

- Agency
- Engagement in Civic Society
- Participation in the work force
- Contributors to the economy
- Access to information

- Health
- Equity
- Social Justice

Assessments of Adult Literacy Skills -> Health Literacy Inquiries

Findings from several waves of national and international surveys of adult literacy skills:

NALS.....1992

IALS -----1993-

NAALS.....2003

ALLS2006 -

PIAAC 2011

Initial Response from the health field:

Given the surprising finding of limited literacy skills, what are the implications for health?

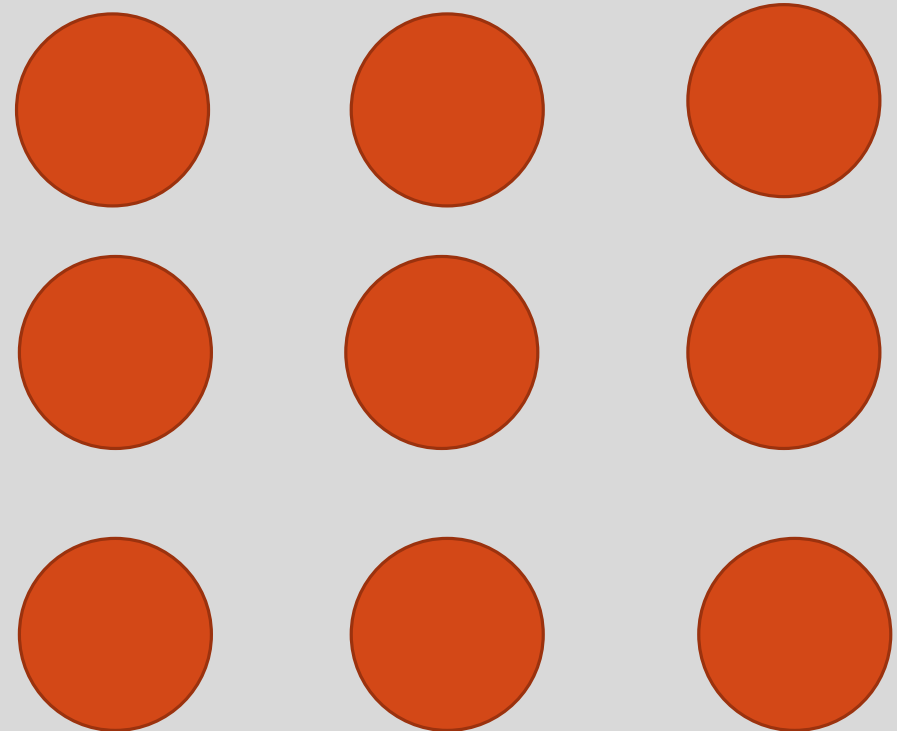
Concept of Health Literacy and a Shift in Perspective

Example: A simple game

Connect all 9 dots using exactly 4 straight lines.

Once you start do **NOT** raise your pen/pencil from the paper.

NOTE: we have eliminated the next several slides to maintain the 'surprise at the workshop' & the relevance to health literacy



'Health Literacy Studies' is Undergoing a Paradigm Shift



From Focus on Skills of individuals



Mismatch

From Focus on Public's Capabilities



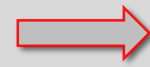
Professionals' Skills

from Focus on Practitioners



Institution

From Focus on Health Care



**Health Promotion,
Disease Management &
Public Health**

A New Understanding of Health Literacy is Emerging

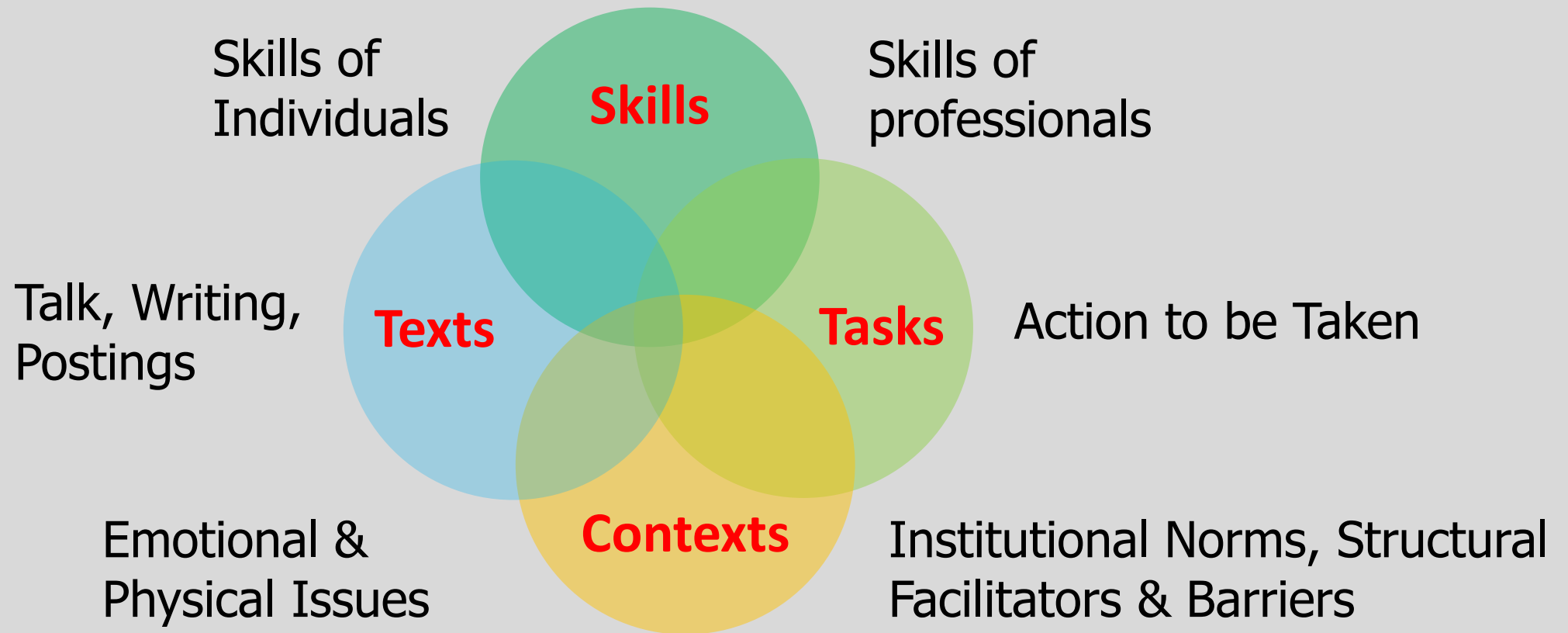
the **capacity of professionals and health institutions** to provide accessible information and to support the active engagement of people

Rudd, Communicating Health: Priorities and Strategies for Progress, USDHHS 2001

Rudd and colleagues: IOM Report on Health Literacy: A Prescription to End Confusion, 2004

Rudd, McCray, Nutbeam. Health Literacy and Definition of Terms, chapter 2 in Health Literacy in Context: International Perspective. Canada: Nova Science. 2012

Interacting Factors of Health Literacy



Interacting Factors of Health Literacy



Part 2: A Walkabout

THE CONTEXT

FACILITATING FACTORS AND BARRIERS



First Impressions & Walking Interview

Eliminating Barriers & Increasing Access

Planning

First Impressions

- Telephone
- Web
- Walk to the Entrance

Walking Interview

- Protocol
- Process
- The Entry Point / Lobby: use of the written word
- Getting Directions / Seeking Help
- Navigation: Signs

Analysis

- Language
- Ease

Exercise Assignment

Team of 3:

- Interviewer
- Navigator
- Observer

Navigate this Site

Identify facilitating Factors and Barriers

Part 3: Discussion & Analysis

THE DANCE: THE EXPERIENCE

THE BALCONY: DISCUSSION AND ANALYSIS

Report on Experience

Experiences

Observations:

- Facilitating factors
- Barriers

Part 4: Consider a Follow-Up

YOUR WORK ENVIRONMENT

YOUR LOCAL INSTITUTIONS

A Complex Environment

A Work Setting and a Care Setting

A Foreign Land

Design Elements

Atmosphere

Expectations

Demands

Appropriate Behaviors

Culture of its own

- Language
- Dress
- Protocols
- Behaviors
- Expectations
- Sanctions

Increase Access to Information, Care, and Services

Argument: Reduce Inequities & Disparities

Analysis and Discussion:

- Identify Problems
- Generate Possible Solutions

Consider Efficacious Change

- Priorities
- Realities
- Strategies

Consider an Action Plan

Conduct [multiple] walkabouts in your work environment

- Needed Protocol
- Insiders vs outsiders
- Findings
- Discussions
- How to remove literacy related barriers

Review HLE 2

Conduct an informal walkabout within a local organization/hospital/health center

Consider an in-house assessment with a local organization /hospital/health center