Scale up Health Literacy with Innovative and Integrated Strategies

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Talk Outline

- **Major Gaps in Lower Health Literacy in China**
  - China PEACE Millions Persons Project (population)
  - Nationwide Survey Study on Primary Health Care (professionals)

- **How to Address the Gaps under the Context**
  - Policy and strategy
  - Technology and tool
CVD is the Biggest Health Burden in China

World Bank; WHO; Ministry of Finance, National Health and Family Planning Commission, Human Resources and Social Security 2016
Does China Get Ready for Addressing It?

Lower Health Literacy is a Big Barrier

- Lower education level of population, especially in rural areas and aged female people
- Lower education level of health professionals in primary health care institutions
## China PEACE Million Persons Project

Jointly funded by MOF & NHFPC

<table>
<thead>
<tr>
<th>Year</th>
<th>No. province/site</th>
<th>Total screening (10,000)</th>
<th>Total high-risk subject (10,000)</th>
<th>Total management (10,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>4/20</td>
<td>40</td>
<td>~10</td>
<td>8</td>
</tr>
<tr>
<td>2015</td>
<td>16/96</td>
<td>144</td>
<td>33.2</td>
<td>33.2</td>
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<tr>
<td>2016</td>
<td>32/186</td>
<td>248.8</td>
<td>60.2</td>
<td>60.2</td>
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<tr>
<td>2017</td>
<td>32/186</td>
<td>326.4</td>
<td>74.4</td>
<td>74.4</td>
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<tr>
<td>2018</td>
<td>32/218</td>
<td>377.6</td>
<td>87.2</td>
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<tr>
<td>2019</td>
<td>32/250</td>
<td>428.8</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>2020</td>
<td>32/282</td>
<td>480</td>
<td>112.8</td>
<td>112.8</td>
</tr>
</tbody>
</table>

**By 2016:** 2 M screened, 0.5 M with CVD high risk managed

**By 2020:** 5 M screened, 1M with high risk CVD to be managed
Profound Gaps in Hypertension Management
Even Worse in Rural Areas

Control: 4.9%
Treatment: 24.7%
Awareness: 38.6%
Population Education Level is Lower Female and Rural Residences Even Worse

- Illiteracy rates are much higher in rural areas, and among elder or female population.
- Over 1/3 of the rural female aged above 70 are illiterate.
Nationwide Survey Study on Primary Health Care

Jointly funded by MOF, NDRC & WHO

- All 31 provinces
- Over 3,600 PHC Institutes
- Over 20,000 providers
- Over 30,000 patients

912,620 (96.3%)

Primary health care institutions

Rural

- 300 Township health center
- 2,620 Village clinics

Urban

- 200 Community health center
- 450 Community health station

Unpublished data
Lower Medical Training Level of PHC Professionals*

71% rural and 47% urban PHC professionals got only high school education, with very limited or no medical training

* Including Physician, nurse, pharmacist, technician, village doctor

Unpublished data
NCCD-Lancet Commission on Primary Care in China
How to Really Scale up Health Literacy?

- Accessible
- Adaptable
- Affordable
- Integrated
- Sustainable
Lower Education Level in Population

Health Knowledge is Conveyed Mainly Using Cartoon, Picture with Plain Words

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Lower Medical Training Level in PHC Professionals

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Considering PHC Professionals Career Development

Link Training Perform with National Continuing Education System

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National Health and Family Planning Commission of the People’s Republic of China
Huge Numbers of PHC Professionals and Scattered

Construction Facilitates for Remote Consultation and Training

Attracting Social Investment, Boosting Economic Development
Promoting Health Literacy is Imperative

Health for all and all for health