Health literacy and its contribution to health promotion intervention and outcomes – experience in health systems with national universal health coverage

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Health Literacy — Working definitions and clarifications

“the ability to access, understand, and use information for health”

• Content specific literacy in a health context, relevant to age and stage in life.

• Functional, interactive and critical health literacy

• Advanced literacy skills don’t necessarily determine their ability to obtain, understand and use information when it comes to health

National Health and Family Planning Commission of the People’s Republic of China
Health in Israel - Profile

• Universal healthcare coverage for all citizens of Israel primary, secondary and tertiary care, since 1995
• Life expectancy – Overall 82 yrs, ranks 4th in the world
• Risk Factors- 20.3% smokers, over 60% overweight or obese, 20-30% regularly engage in physical activity
• Average number of visits to physician – 6 per capita/yr.
• Growing rates of adult population with chronic disease
• Growing rate of out-of-pocket expenses for health
• Recognized disparities regarding health behavior and service utilization
Health Literacy Action in Health Care System

Clalit Health Services

• 4.2 million members; 54% of Israel’s population
• 40,000 workers
• 1,400 primary and specialized care community clinics
• 14 major teaching hospitals: 8 general, 2 psychiatric, 1 pediatric, 2 geriatric, 1 rehabilitation
• 416 pharmacies
• 40 diagnostic imaging centers
• 67 laboratory centers
• 83 physiotherapy units
• 30 occupational therapy units
• 87 diet & nutrition consultation units
• 22 mental health clinics, 70 dental clinics
• 20 alternative medicine clinics

2nd largest non-government health care organization in the world
Measuring Health Literacy – The National Health Literacy Study in Israel

Distribution of HLS-ISR scores

Methodology: Face-to-face home interviews

Include a representative sample of 600

Languages: Hebrew, Arabic, Russian

HLS-ISR by average income in Israel (reported)

P < 0.0001
Promoting Health Literacy: Focus on settings

- Community Primary Care
- Hospitals
- Media/Online
Cultural Competence in Health Systems

“The capacity to function effectively as an individual and as an organization within the context of cultural beliefs, behaviors, and needs presented by consumers and their communities.” (HHS)
Initiatives for Reducing Disparities:
Partnerships for HP of New Immigrants

• Cross-cultural liaisons in primary care clinics - “Refuah Shlema”

• Partnering with NGOs:

• Telephone translation

• Community diabetes programs

• Training and coaching health staff on cultural competence skills

Diabetes, innovation and Health Literacy: focus on empowerment and self-management

• Multi-disciplinary workshops offered nationwide

• Text messages for people with diabetes tailored Transtheoretical Stages of Change Model

• Health Coach - culturally appropriate

• “Information Prescriptions” : Automatically sent by e-mail from the electronic health record – over 130 diagnoses, using patient portal

• Partner in Diabetes Literacy Project - EU
Media Health Literacy

**Identification**
The extent to which one recognizes content related to health

**Intended action**
The extent to which an intention is expressed towards personal and/or social action (advocacy) as a result of the content in the media.

**Awareness**
The extent to which one is aware of the potential influence of the content on the behavior on others

**Critical**
The extent to which critical analysis expressed by the individual regarding the content to which he is exposed

Digital and eHealth Literacy

THE DIGITAL HEALTH REVOLUTION
Infographic by Paul Sonnier

DIGITAL REVOLUTION + GENOMIC REVOLUTION

WIRELESS SENSORS & DEVICES
MOBILE CONNECTIVITY
SOCIAL NETWORKING
GENOMICS
INTERNET
IMAGING
DATA UNIVERSE
HEALTH INFO SYSTEMS


2010 2020

PREVENTION
PREDICTION
MANAGEMENT
DIAGNOSIS
DISEASE

storyofdigitalhealth.com

National Health and Family Planning Commission of the People’s Republic of China

World Health Organization
Effectiveness and outcomes in diabetes: HbA1C measures

Estimated Marginal Means of measure_1

Before intervention

Following intervention

P=<0.001
WHO Report: Reducing Disparities

Lessons from transforming health services delivery: compendium of initiatives in the WHO European Region

June 2016

Health Services Delivery Programme
Division of Health Systems and Public Health
Conclusions and recommendations

• Universal health care requires meeting demand for health literate appropriate services: primary care, hospital and media/digital arenas.

• Health literacy sensitive interventions facilitate achieving health outcomes.

• Cultural appropriateness is essential for best practice in health education and promotion.

• Ongoing measurement and monitoring of health literacy needed to identify progress and groups at risk.
Health Literacy and Policy

Including health literacy in public health and healthcare policy is essential for overcoming challenges and to ensure a sustainable benefit.
Thank you!

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