Health Literacy – Stepping Up Impact

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WHO Meeting Geneva 2017
• **Health is created at the local level in the settings of everyday life, in the neighbourhoods and communities where people of all ages live, love, work, shop, google, travel and play.**

• *Ottawa Charter*
Health Literacy: a critical 21st century capacity

• Health literacy is the capacity to make sound health decisions in the context of everyday life – at home, in the community, at the workplace, in the health care system, the marketplace and the political arena.

• Kickbusch, Maag 2006
The most important graph in Health Literacy

- Ruth Parker
Ottawa Charter 25 years on ....

- Ottawa Action Areas
  - Healthy public policy
  - Supportive Environments
  - Community action
  - Personal skills
  - Reorient health systems

- Determinants
  - Political
  - Social
  - (Macro) Economic
  - Commercial
  - Environmental
  - Behavioral
  - (genetic)
The dynamics of the health society

- Market
- Health system

EXPANSION

State

INNOVATION

Citizens Consumers Patients
Definition

- Health literacy is linked to literacy and entails people’s knowledge, motivation and competences to access, understand, appraise, and apply health information in order to make judgments and take decisions in everyday life concerning healthcare, disease prevention and health promotion to maintain or improve quality of life during the life course (Sorensen et al. 2012).
Integriertes HLS-EU Modell (Sorensen et al 2011)

Kickbusch Geneva 2017
# Twelve Sub-Dimensions of Health Literacy, Defined by the HLS-EU Model

<table>
<thead>
<tr>
<th>Health literacy</th>
<th>Access/obtain information relevant to health</th>
<th>Understand information relevant to health</th>
<th>Process / appraise information relevant to health</th>
<th>Apply / use information relevant to health</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cure and care</strong></td>
<td>1) Ability to access information on medical or clinical issues (4 Questions)</td>
<td>2) Ability to understand medical information and derive meaning (4 Questions)</td>
<td>3) Ability to interpret and evaluate medical information (4 Questions)</td>
<td>4) Ability to make informed decisions on medical issues (4 Questions)</td>
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<tr>
<td><strong>Disease prevention</strong></td>
<td>5) Ability to access information on risk factors (4 Questions)</td>
<td>6) Ability to understand information on risk factors and derive meaning (3 Questions)</td>
<td>7) Ability to interpret and evaluate information on risk factors (5 Questions)</td>
<td>8) Ability to judge the relevance of the information on risk factors (3 Questions)</td>
</tr>
<tr>
<td><strong>Health promotion</strong></td>
<td>9) Ability to update oneself on health issues (5 Questions)</td>
<td>10) Ability to understand health related information and derive meaning (4 Questions)</td>
<td>11) Ability to interpret and evaluate information on health related issues (3 Questions)</td>
<td>12) Ability to form a reflected opinion on health issues (4 Questions)</td>
</tr>
</tbody>
</table>

*Kickbusch 2012*
Message

• Key: Health literacy can be measured

• Build on success HBSC

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4.2.1 Prozentsätze der unterschiedlichen Levels des allgemeinen GK/HL Index, für Länder und Gesamt
• Build on political relevance - it enables comparisons – at high levels of aggregation
1. New mindset: health is participatory, active and dynamic

The health society has a holistic, active, individualized and expansive understanding of health

WELLBEING

More health is always possible
• Low health literacy endangers us all – NCDs, AMR, vaccines, environment
2. Expansion of risk and of disease

- Epidemic of diagnosis
- Epidemic of risk
- Global Epidemics

- Everyone is „at risk“
- Expansion of the definition of Illness and disease
3. Expansion: Health in all policies
New areas of health policy
Critical health literacy area for NCDs

Commercial determinants

| Toxic products | Toxic environment | marketing |

Obesogenic Environmental Impact

Evolutionary Adaptation
Rapid environmental change
Rapidly adopted behaviour change

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HEALTH IN THE SDG ERA

GOOD HEALTH AND WELL-BEING

ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

World Health Organization
www.who.int/sdg
Message

• Build on the settings approach – health literate organisations – schools – cities – work places
4. Expansion: Health as a market
Empowerment: patients - citizens become central actors
• Link to other literacies – especially science literacy and digital literacy
Empowerment through Technology

- **Alive Diabetes Management System** provides wireless transmission of blood glucose readings to a central web-based database, allowing an accurate diary to be kept. This can be easily reviewed by the patient and his physician, with two way wireless messaging providing insulin schedules, advice and reminders. Expert systems on the server analyse the data and provide immediate feedback to the patient and his doctor. The system facilitates better diabetes management, reducing the long term complications of diabetes. The Alive Diabetes Management System utilises the latest advances in technology to provide an affordable solution which meets the need for improved disease management and care planning.

- The system uses Bluetooth, GPRS, and SMS wireless technologies.
Message

• Health Systems literacy is critical in a health society – it is an issue of patient rights
Health Literacy of service providers

Source: Health and Independence Report, Ministry of Health, 2002
Health literacy interface

Communication skills of providers

Health literacy of patient, client
User consumer citizens

Readability of the system

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Empowerment through information and ownership

• ONLINE Health Management
• For example: Microsoft HealthVault lets consumers collect, store, and share health information online. Third-party developers can build applications on the HealthVault platform by utilizing the HealthVault SDK
• Living with chronic disease
Empowerment through exchange: the patient platform
Empowerment through new organization of health systems

- For example retail clinics, participatory models of care
Message

• Include consumer settings – link to NCD agenda, labelling, consumer rights
Consumer choice – consumer power

Enabling environments
Consumer/Citizens rights

Judges’ Comment:

“An entertaining and well-planned game. Students will certainly learn a lot about their consumer rights and have fun at the same time.”

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Health Literacy of politicians

-Wir vergleichen für Sie die Prämien, Leistungen und Produkte der Schweizer Krankenkassen!
Message

• Send a strong political message beyond „the tool“
• rights, empowerment,
• citizenship, democratization