




**GIPPSLAND HEALTH
LITERACY
SHORT COURSE
GIPPSLAND PRIMARY CARE
PARTNERSHIPS
MODULE 5: HEALTH
LITERATE ORGANISATIONS**


AIM OF MODULE 5

- To develop an integrated approach to health literacy in your organisation
- Consider the implications for informed consent procedures



ACTIVITY: 10 ATTRIBUTES OF A HEALTH LITERATE ORGANISATION

- In pairs, consider the 10 attributes on the handout– are they feasible?
- Be prepared to report back your thoughts to the whole group



FIVE LEVELS FOR CHANGE

1. Improve **service user interactions** with health care professionals and agencies
2. Improve the **usability** of health services
3. Improve access to accurate and **appropriate health information**
4. Build the knowledge needed to improve the **health care workforce's** thinking, decision-making, and practices
5. Integrate **downstream-upstream interventions** for an comprehensive approach



SERVICE USER INTERACTIONS

- Include health literacy in staff training and orientation.
 - Include information on health literacy in staff orientation
 - Make a presentation on health literacy at your next staff meeting.
 - Circulate relevant research and reports on health literacy to colleagues.
 - Post and share health literacy resources.



USABILITY OF HEALTH SERVICES

- In small groups, consider the Resource: Rima Rudd's Health Literacy Environment Activity Packet

Should your organisation undertake this assessment?

How would you progress the findings?



WORKFORCE DEVELOPMENT

- Build the knowledge needed to improve the **health care workforce's** thinking, decision-making, and practices
 - Training and education
 - Evaluation
 - Policies
 - Awards

MEASURE WHAT MATTERS

- **Implement health literacy metrics, eg:**
 - Apply user-centered design principles to 75 percent of new Web pages
 - Ensure that all documents intended for the public are reviewed by a plain language expert
 - Evaluate health literacy interventions
 - Provide all new employees with training in cultural competency and health literacy within 6 months of their date of hire
 - Revisit in 12 months to assess impact of training and next steps in strengthening workforce skills

LEVELS OF EVALUATION

Formative	Process	Impact	Outcome
Pre-implementation testing and refinement	Implementation of strategies	Attainment of objectives (intermediate outcomes)	Attainment of goals (long term outcomes)
What are the benefits of pre-testing?	Strategy conducted as intended?	What changes resulted from the program?	What changes resulted from the program?
Pilot phase	Reach the intended group?	How durable were effects?	How durable were effects?
	Satisfaction? What helped/hindered?	How generalisable are results?	How generalisable are results?

RESOURCE – TEACH-BACK SELF EVALUATION AND TRACKING LOG

Small groups:

what is the evaluation setting out to achieve?

Key questions:

- How effective is our work with individuals?
- Could the method be evaluated with cohorts of clients?
- How do I know it is making a difference?
- How effective is the method in practice?
- What changes are needed to increase effectiveness?



SMALL GROUPS:

○ **How can your organisation move forward on health literacy?**

- Use butcher's paper to record your discussions
- Prioritise actions and identify who / what positions, would be responsible



WHAT CAN YOU DO?

- Commit to advocating for improved health literacy in your respective organizations.
- Embed health literacy in your programs, policies, strategic plans, and research activities.
- Advocate for health literacy in your organization.
 - Make the case for health literacy improvement to all staff and Board
- Incorporate health literacy into mission and planning
- Establish accountability for health literacy activities



MOVING FORWARD ON HEALTH LITERACY

- Identify specific programs and projects affected by low health literacy.
 - How can addressing health literacy improve the effectiveness of these programs?
- What existing or ongoing organizational activities contribute to the improvement of health literacy?
 - How can these activities be recognized and supported?



ORGANISATIONAL STRATEGIES

- Incorporate health literacy into mission statements, strategic planning and program planning
 - Include 'readability' of materials into program strategies
 - Evaluate program materials with end-users
- Convene a work group to develop a health literacy agenda for your organization.
 - Seek input and collaboration from a broad cross-section of employees.



IMPLICATIONS FOR INFORMED CONSENT

- Discuss in small groups – use butcher's paper to record your points