

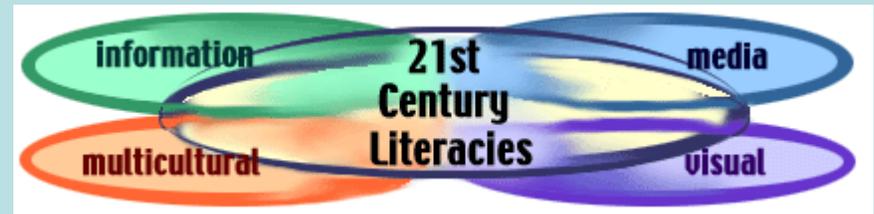
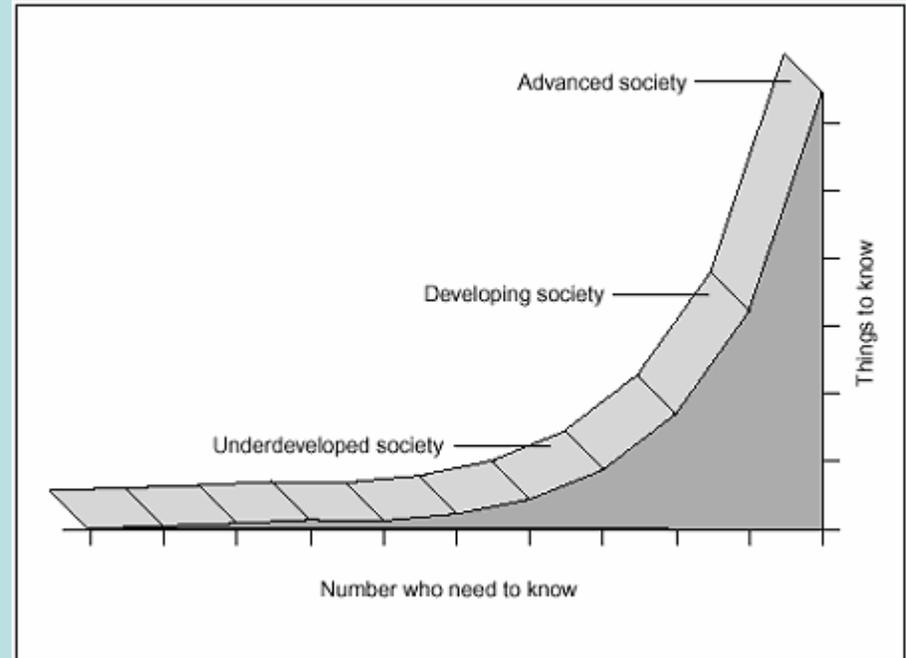
**The health society in the 21st
century:**

the central role of health literacy

**Dr. Ilona Kickbusch
Brussels 2005**

Literacies in a knowledge rich 21st century society

- Quantitative literacy
- Scientific literacy
- Technological literacy
- Cultural literacy
- Media literacy
- Computer literacy
- Environmental literacy
- **Health literacy**



The Health Society



A Healthy New Lifestyle

Why Is Everyone Talking About The Atkins Diet? Because It Works!

ATKINS

Save On All Our Original Atkins Products

Quick Oats
Keto Cream
D'Vantage

Men's Health **BEST LIFE**
AGE ERASERS FOR MEN
GET BACK IN SHAPE
HEAT-BLANKET
FASCINATING HISTORY OF
FRESHING UP
HEALTHY: A Survival Guide



Six dimensions of a Health Society

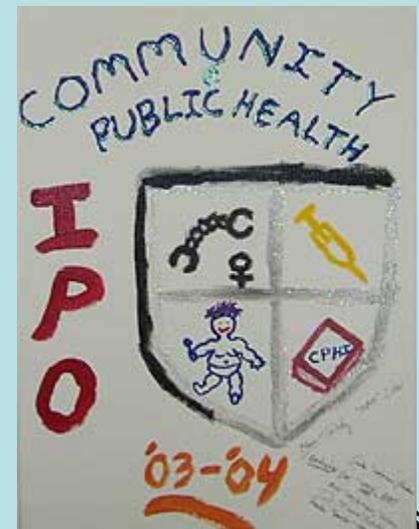
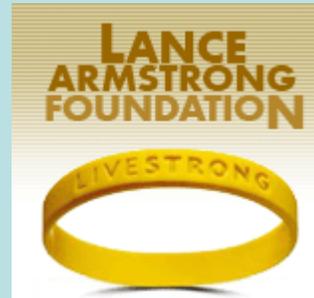
- a high life expectancy and ageing populations
- an expansive health and medical care system
- a rapidly growing private health market
- health as a dominant theme in social and political discourse
- health as a major personal goal in life
- Health as a right of citizenship

WHO Ottawa Charter

- Health promotion is the process of enabling people to increase control over their health
- Health is created in the context of everyday life where people live, love, work and play

EMPOWERMENT IS CRITICAL

Patient Organizations



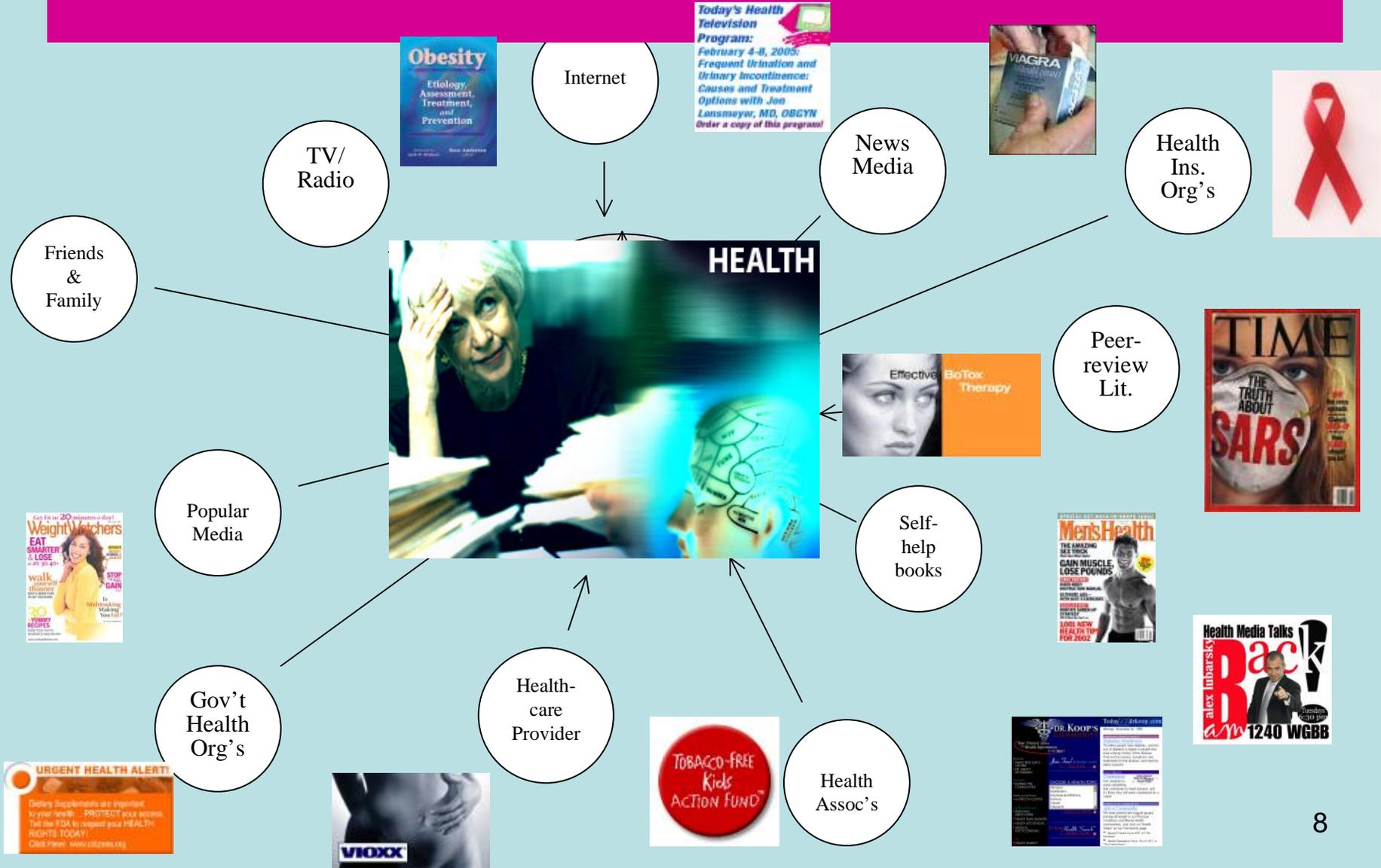
Radical responses

Citizen Action



Mayday Melbourne 2001

The information deluge



Advertising



- Advertisers aggressively market to teens, spending an estimated \$23.4 billion per year on them. Even in schools, advertisers reach teens with vehicles like Channel One, a news program littered with ads. Youth are bombarded with media images, spending about 5 hours a day with various forms, including television, magazines, and the Internet.

The marketplace



*Confused about
Health?*

Visit our "Resource Library"
& receive FREE articles.
Discover how PURE foods
build your immune system
& heal your body.

www.purestfoods.com
206.795.6705



The health system



- Consumers/patients need to navigate an increasingly complex system of health information, rights and entitlements, services and care options
- With increasing choice comes increasing personal responsibility



Health threats in the environment and the community:

Traffic, pollution, noise, the work place.....

Health Literacy



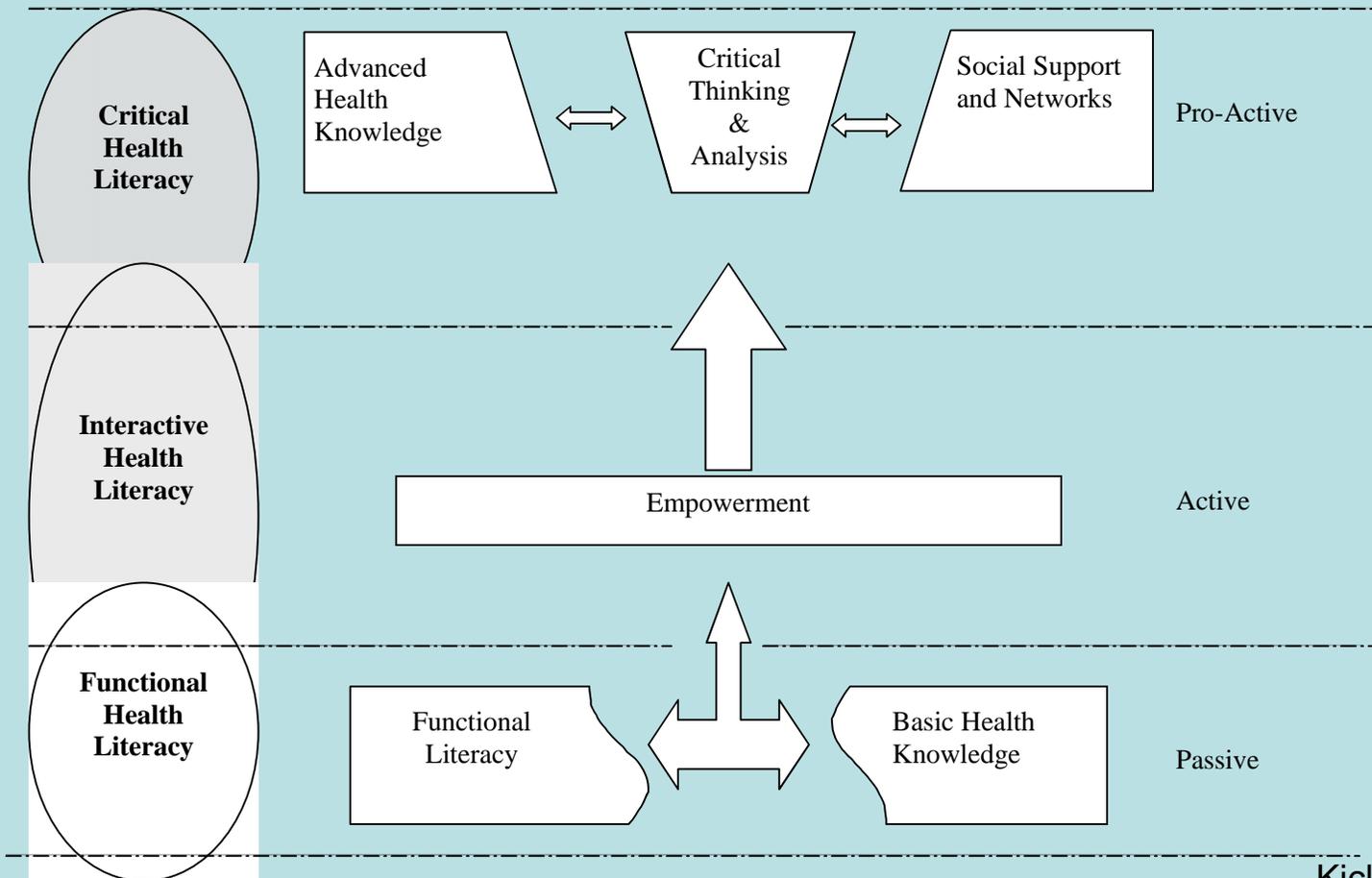
“The cognitive and social skills which determine the motivation and ability of individuals to gain access to, understand and use information in ways which promote and maintain good health.”

WHO Glossary

A health promotion outcome

Health Literacy Framework

Level of Health Literacy Individual Role



Kickbusch based
on Nutbeam 4

- **Health literacy is defined as the degree to which individuals have the capacity to obtain, process, and understand basic information and services needed to make appropriate decisions regarding their health.**
- IOM 2004



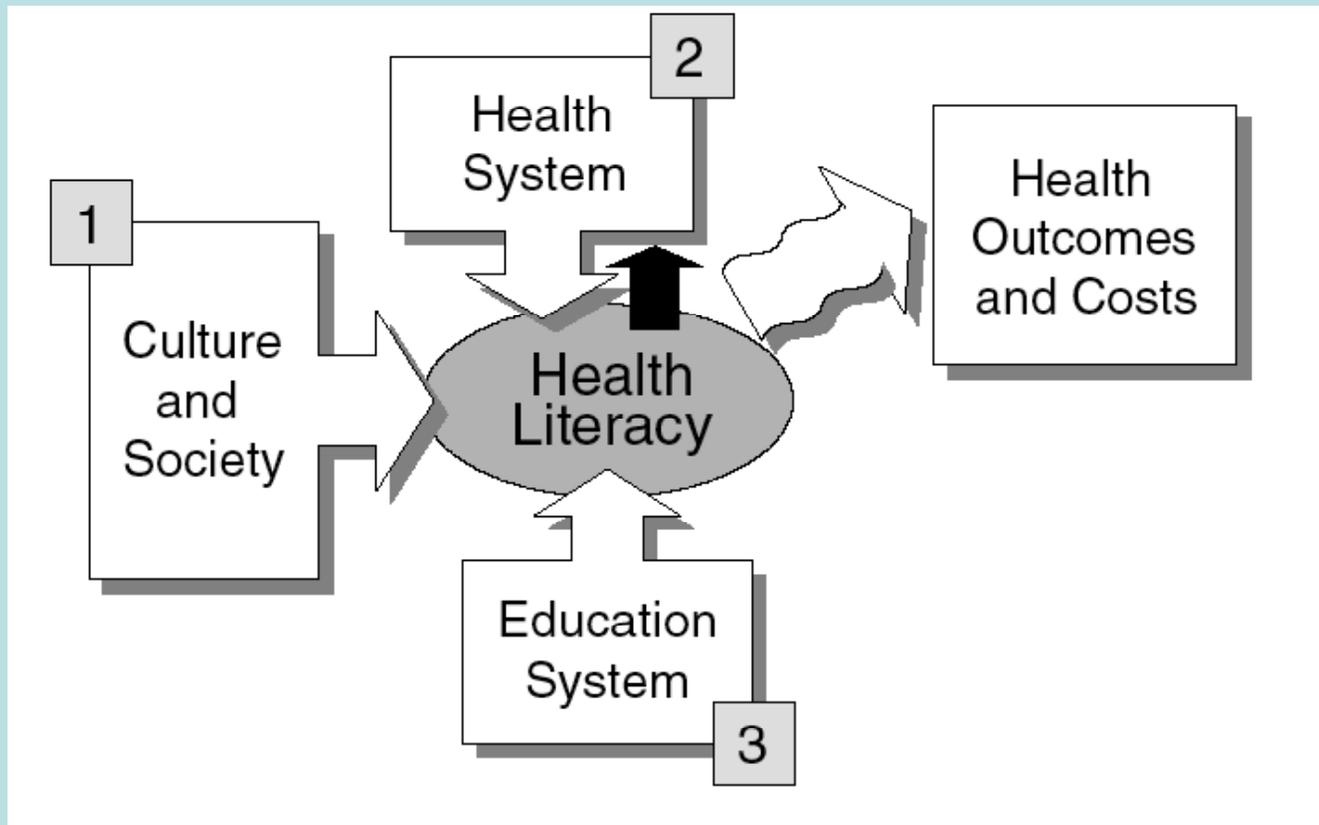
Categories of Health Activities with Selected Examples

Health Activities	Focus	Examples of Materials	Examples of Tasks
<i>Health Promotion</i>	Enhance & maintain health	Articles in newspapers & magazines, booklets, brochures Charts, graphs, lists Food & product labels	Purchase Food Plan Exercise regimen
<i>Health Protection</i>	Safeguard health of individuals & communities	Articles in newspapers & magazines Postings for health & safety warnings Air & water quality reports Referendums	Decide among product options Use products Vote
<i>Disease Prevention</i>	Take preventive measures & engage in early detection	News alerts [TV, radio, newspapers] Postings for inoculations & screenings Letters re: test results Graphs, charts	Determine risk Engage in screening or diagnostic tests Follow up
<i>Health Care & Maintenance</i>	Seek care & form a partnership with health providers	Health history forms Medicine labels Discharge instructions Education booklets & Brochures	Describe & measure symptoms Follow directions on medicine labels Calculate timing for Medicine
<i>Systems Navigation</i>	Access needed services Understand rights	Maps Application forms Statements of rights & responsibilities, informed consent Health benefit packages	Locate facilities Apply for benefits Offer informed consent

Literacy – health literacy

- At some point, most individuals will encounter health information they cannot understand. Even well educated people with strong reading and writing skills may have trouble comprehending a medical form or doctor's instructions regarding a drug or procedure
- High mobility, migration, tourism

Potential Points of Intervention in the Health Literacy Framework



Where must change take place

Where Must Change Take Place?

Public

Skills:

- Schooling
- Reading
- Auditory
- Verbal
- Math
- Writing

Increase
Health
Literacy

Message

Demands:

- Format
- Grade Level
- Language
- Organization
- Assumptions
- Background

Professionals

Skills and**Assumptions:**

- Communication
- Language
- Background knowledge

Bureaucracies

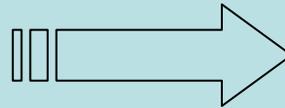
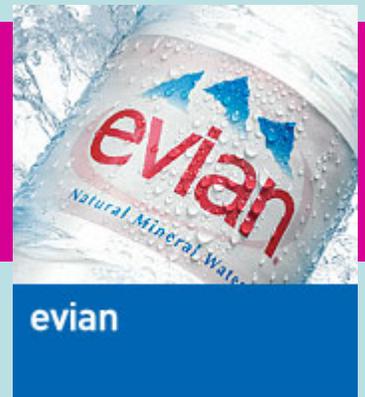
Assumptions:

- Procedures
- Language
- Rights

Rudd 2002

40

Business.....



E health

IDG .net

JANUARY 2004

HealthIT World

The Digital Magazine on Technology for Healthcare

E-Profile

Software Doc

Doctor Mark Rosenbloom did what he had to do to get the software he needed: He developed it himself.

Inside

MONTH-IN-REVIEW:
Vital briefs and links from our newsletter

IN DEPTH:
Three Approaches to Inventory Tracking

RULES & REGS:
e-Prescribing a "Must" Not a "Maybe"

TECH ASSOCIATION:
Mass Medical Society's Physician Training Lab

SECOND E-OPINION:
Docs Chafe in Corporate World

DODGE RETORT:
Will Office 2003 Win Healthcare Hearts?

HealthIT World << Previous Page | Contents | Zoom In | Zoom Out | Front Cover | Full Screen | Search Issue | Print | Next Page >>

The Economist

Power at last

How the internet means the consumer really is king (and queen)

BY FRANK SPECIAL REPORT

Illustration of hands holding various computer mice.

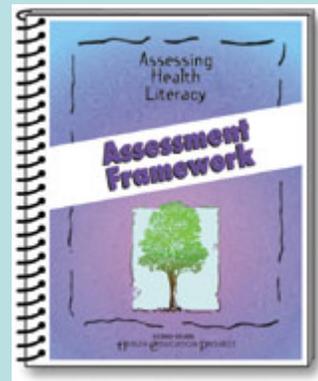
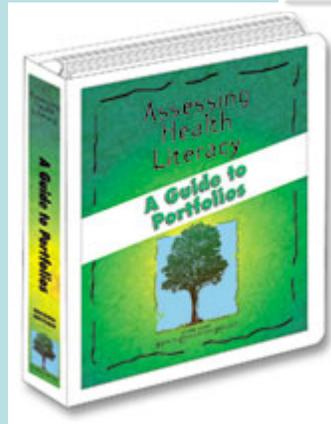
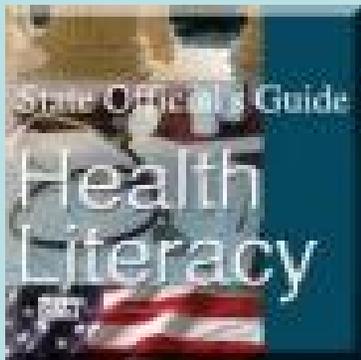
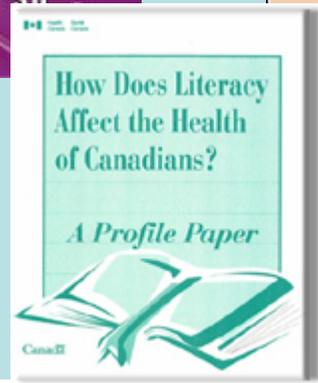
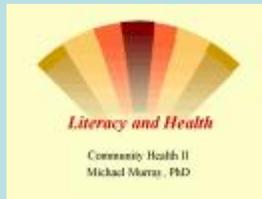
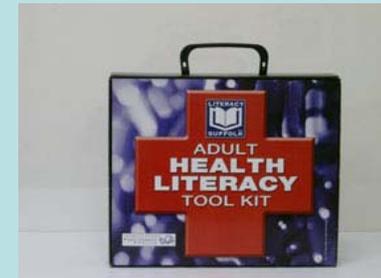
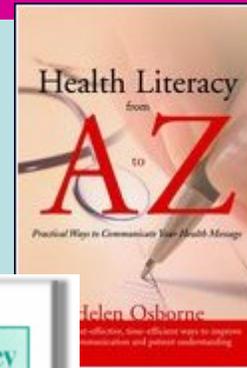
Health Care settings

Literacy Needs in Health Care Settings

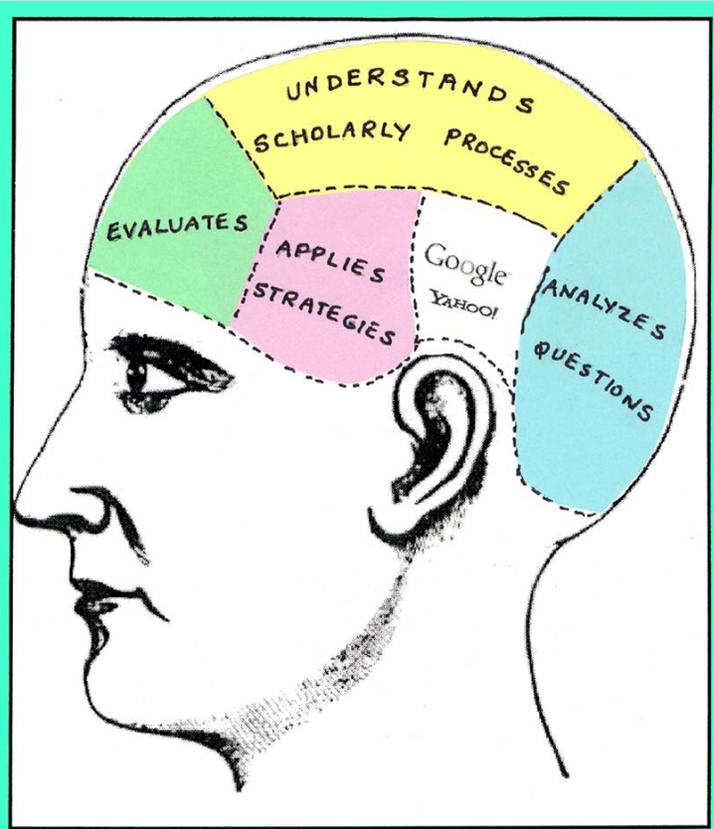
- Access information
- Recognize cues to action
- Access Care
- Navigate institutions
- Complete forms
- Provide consent
- Communicate with professionals
- Provide information for assessment and diagnosis
- Understand directions
- Follow regimens
- Advocate

Rudd 2002

Materials



Education system



What would you wish for this child...

... by the time he is 18 years old?

Healthy Schools logo and ISLE of WIGHT logo are visible at the bottom.

Find out more on www.wimforhealth.gov.uk or phone Dr Marguerite Horvick on (01980) 829790.

Choosing Health UK

- **Proposals raised include:**

a plan to make most enclosed public areas, including offices and factories, smoke-free (only private clubs, where members voted to allow smoking, and pubs which do not serve prepared food would be exempt)

a ban on junk food advertising before 9pm

traffic light coding for supermarket food

improved access to sexual health clinics

clearer labelling on alcohol

access to personal health trainers on the NHS



USA Healthy People 2010

- *“Improve the health literacy of persons with inadequate or marginal literacy skills”*

EU policy “Healthier, safer, more confident citizens”

- brings together the Public Health and Consumer protection policies and programmes under one common framework.
- The Commission paper makes explicit reference to *“the challenges posed to all consumers by more complex and sophisticated modern markets, that allow more choice, but also bring greater risks including crime.”* (Draft paper page 8).

The EU move towards combined health and consumer policies

- 1. To protect citizens from risks and threats, which are beyond the control of individuals and cannot be effectively tackled by member states alone (e.g. health threats, unsafe products, unfair commercial practices).
- 2. To enhance the ability of citizens to take better decisions about their health and consumer interest.
- 3. To mainstream health and consumer policy objectives across all EU policies in order to put health and consumer issues at the center of policy-making.

Consumer protection in the Internal EU Market

- Actions that need to be taken in relation to *“ensuring a common high level of protection for all EU consumers, wherever they live, travel to or buy from in the EU, from risks and threats to their safety and economic interests.”* (page 9)
This includes:
 - better understanding of consumers and markets,
 - better consumer protection regulation,
 - better enforcement, monitoring and redress and
 - better-informed and educated consumers.

Health Literacy

- Health literacy is the capacity to act for health in the settings of everyday life: as a citizen, as a consumer and as a patient.