

Health Literacy Month

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Enhance Your Practice by Attending Any of These Informative Events:

Getting started; Recognizing the need

- Process used to develop resources
 - Who is it for ?
 - When do they get it?
 - How do they get it?
- Use of the principles of plain language
 - What does that mean and not mean?
 - Why bother?

What worked?

- **Identifying common concerns by collaborating with others.**

How did we get started?

Health Literacy Month Handbook
by Helen Osborne

http://www.healthliteracy.com/hl_month.asp

Health Literacy Handbook

- About Health Literacy and Health Literacy Month
- Getting Started on Your Health Literacy Month Event
- Creating the Event
- Exploring the Range of Possible Events
- Putting It All Together
- Marketing Your Event
- Assessing Your Health Literacy Month Event

- Appendices. These include "Countdown to Health Literacy Month: A List of Things to Do Including When to Do Them" plus other useful resources.

What worked?

- **Finding a resource and a process that has already had success.**

Building a Team: Partners in the beginning

- Provincial Health Services Health Authority
 - Learning & Development; BCWH BCCH
 - Provincial Language Services
 - Quality and Risk
- BC Mental Health & Addictions
 - Kelty Resource Centre
 - Riverview Hospital and Library
 - Forensic Psychiatric Services Resource Centre
- Vancouver Coastal Health Authority
 - Population Health

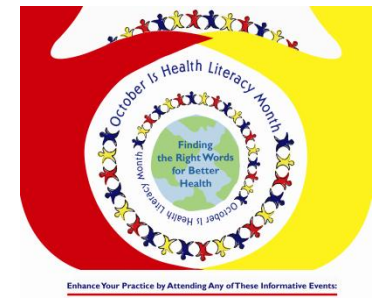
What worked?

- Inviting all those who may be interested by phone, e-mail and in person.
- Looking to programs inside the agency and in the community where patients and families live.

What might work?

- Inviting consumer groups and primary care providers.

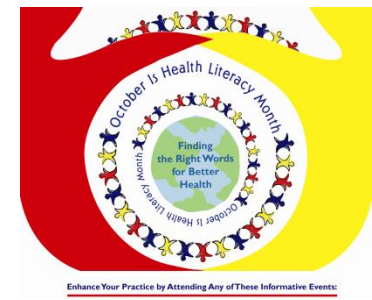
Choosing the Focus



Focus for 2008

To build awareness of health literacy as a determinate of health for staff and the public.

Planning the events 2008



- Ethics in Health Literacy- A brown bag discussion 10
- Health Literacy in Action- A Fair 40
- Kelty Resource Library Open House 80
- *What Can Health Professionals Do About Health Literacy?"*
Lecture for staff- Dr. Irv Rootman 40
- Plain Language workshop 33
- Canadian Patient Safety Week
- Wide Variety of events –BCMHAS Movies sold out
- What is Health Literacy and why should you be concerned about it? Public Forum Dr. Irv Rootman

What worked?

- **Collaborating between Health Authorities.**
- **Focusing on staff.**
- **Publicizing community events well and having them in a place with easy access.**
- **Knowing your audience's needs.**
- **Using different media to deliver the message.**

2009



Enhance Your Practice by Attending Any of These Informative Events:

Recommendations for Health Literacy Action in BC Health Authorities

(Irv Rootman, Presentations in 2008 and 2009)

- Establish Literacy and Health Committee
- Commit to addressing literacy, particularly as it relates to health
- Provide training opportunities for staff related health literacy
- Form stronger links with the literacy community
- Conduct audit of facilities, services and programs in terms of literacy and health literacy demands on public
- Examine health literacy maps and consider implications for action
- Implement and evaluate health literacy interventions
Support the development of research on literacy and health and health literacy

Wrote a background and rationale

2009

Purpose

To support initiatives and collaborations among British Columbia's Health Authorities.

Objectives..

- To build awareness throughout BC Health Authorities of health literacy as a determinant of health.
- To help BC Health Authority leadership and staff understand their roles as health care providers in ensuring appropriate health care communication in all its forms.
- To develop strategies to help BC Health Authorities address health literacy issues and identify partnerships and resources to address concerns.
- To support and share health literacy research across BC Health Authorities.
- To commit to assessing and evaluating activities and processes to ensure BC Health Authority staff are continually sharing and learning from each other.

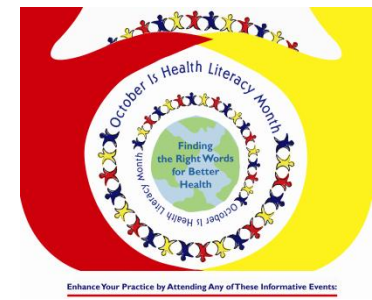
What worked?

- Building on resources already available.
- Writing a background and rationale.

Partners 2009

- Provincial Health Services Health Authority
 - Learning & Development; BCWH BCCH
 - Provincial Language Services
- BC Mental Health & Addictions
 - Kelty Resource Centre
 - Riverview Hospital
 - Forensic Psychiatric Services Resource Centre
- Vancouver Coastal Health Authority
 - Population Health
- Fraser Health Authority
- Providence Health Care

Focus 2009



To build awareness of health literacy as a determinate of health for staff and the public

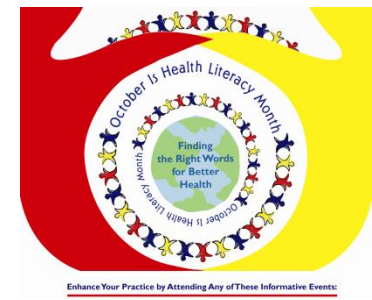
Refine the message and focus on staff;

- Support staff to incorporate health literacy into their care
- View health literacy as a universal precaution
- Support intercultural awareness

Form stronger links with the literacy community
Have joint sessions between Health Authorities

Planning the events 2009

Speakers



Leslie Varley; PHSA Director Aboriginal Health
“Indigenous Cultural Competency”

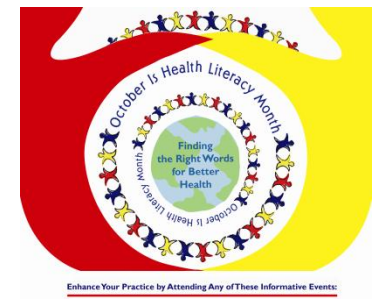
Mackie Chase; Founding Director UBC Centre for Intercultural
Communications

“Mind the Gap: Techniques to Improve Instruction for
Patients in a Clinical Setting”

Dr. Iraj Poureslami; Senior Research Scientist Faculty of
Medicine, Division of Respiratory Medicine, UBC

“Health Literacy Research in Ethnocultural Communities: The
Reality of New Immigrants Cultural and Language Issues”

Other events 2009

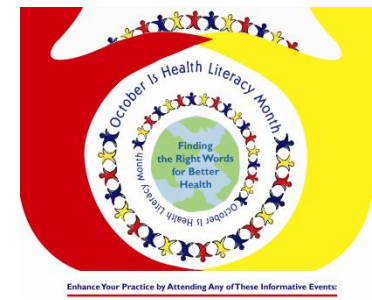


- BCMHAS- many events well attended
- Quality and safety-linked patient safety and health literacy
- Providence Health Care- linked health literacy, culture and diversity
- Fraser Health -interest to palliative care, pharmacy and with the libraries
- BCWH & BCCH
 - Edu-quicks to staff
 - “Plain language; Its a Process” webinar

What worked?

- Beginning planning earlier.
- Having guest speakers
- Exploring cultural diversity in variety of ways.
- Using different media- Webinar
- Meeting with staff in small groups for short periods
 - Identified needs to be able to put health literacy into action
- Being aware of other pressures for staff- H1N1

Focus 2010



Establish Literacy and Health Committee

To build awareness of health literacy as a determinate of health for staff and the public

Conduct audit of facilities, services and programs in terms of literacy and health literacy demands on public

Form stronger links with the literacy community

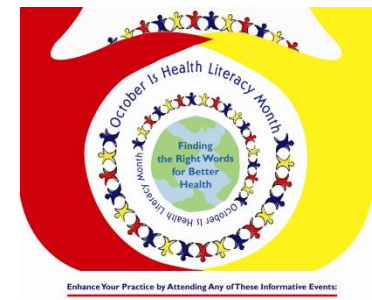
Commit to addressing literacy, particularly as it relates to health

Provide training opportunities for staff related health literacy

Partners 2010

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 - Learning & Development; BCWH BCCH
 - Provincial Language Services
- BC Mental Health & Addictions
 - Kelty Resource Centre
 - Riverview Hospital
 - Forensic Psychiatric Services Resource Centre
- Vancouver Coastal Health Authority
 - Population Health
- Fraser Health Authority
- Providence Health Care
- North Health Authority
- Interior Health Authority
- Vancouver Island Health Authority

Focus 2010



- Goal 1 Encourage members from each of the health authorities to come together as an opportunity to build on each others' work and to share.
- Goal 2: Each Health Authority works on at least one action strategy for 2010 within their health authority.
- Goal 3: Work toward implementing pilots for using a tool such as the Alberta Audit Tool for Customer Service Excellence.

What might work?

- Inviting consumer groups and primary care providers.

What worked?

- Identifying common concerns by collaborating with others.
 - Within agencies
 - Within Health Authorities
 - Within the Province
- Finding a resource and a process that has already had success.
- Inviting all those who may be interested by phone, e-mail and in person.
- Looking to programs inside the agency and in the community where patients and families live.
- Focusing on staff.
- Publicizing community events well and having them in a place with easy access.
- Knowing your audience's needs.
- Using different media to deliver the message.

What worked?

- **Building on resources already available.**
- **Writing a background and rationale.**
- **Beginning planning earlier.**
- **Having guest speakers.**
- **Exploring cultural diversity in variety of ways.**
- **Using different media.-Webinar**
- **Meeting with staff in small groups for short periods.**
 - **Identified needs to be able to put health literacy into action**
- **Being aware of other pressures for staff.- H1N1**

