



Welkom!

Webinar en Q&A

Health Literacy, a global perspective

Door: Kristine Sørensen

19 september 2023

#gezondheidsvaardigheden

Even voorstellen



Coryke van Vuurpen

Pharos expertisecentrum gezondheidsverschillen
Coördinator Alliantie Gezondheidsvaardigheden



Eline Heemskerk

Webinar en Q&A

Health Literacy, a global perspective

Door: Kristine Sørensen



Kristine Sørensen



President of International Health Literacy Association (IHLA)

and

Chair of Health Literacy Europe

Health Literacy Global perspectives



IHLA

International Health Literacy Association

Kristine Sørensen, President

International Health Literacy Association

Alliantie Gezondheidsvaardigheden, 19 September 2023

Aarhus: at the
end of the
rainbow



Kristine Sørensen

- Public Health
- Global Health Diplomacy
- Health Literacy

Empowering leaders to improve health literacy by design



McKinsey&Company



Gesundheit Österreich GmbH



REGION SJÆLLAND
-vi er til for dig

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Maastricht University



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NEWSLETTER



Health Literacy Matters

Inspiration and advice on health literate transformation and how it impacts society, people and planet.



By **Kristine Sørensen**

Global expert and executive advisor empowering leade...

Published weekly
2,677 subscribers







Promoting health and well-being of people where they live, love, dream, work, vote, play...

[or try to survive during poverty, war and disasters]...

What is health literacy and why is it important?

Health literacy
develops during
the life course



Health education and health literacy

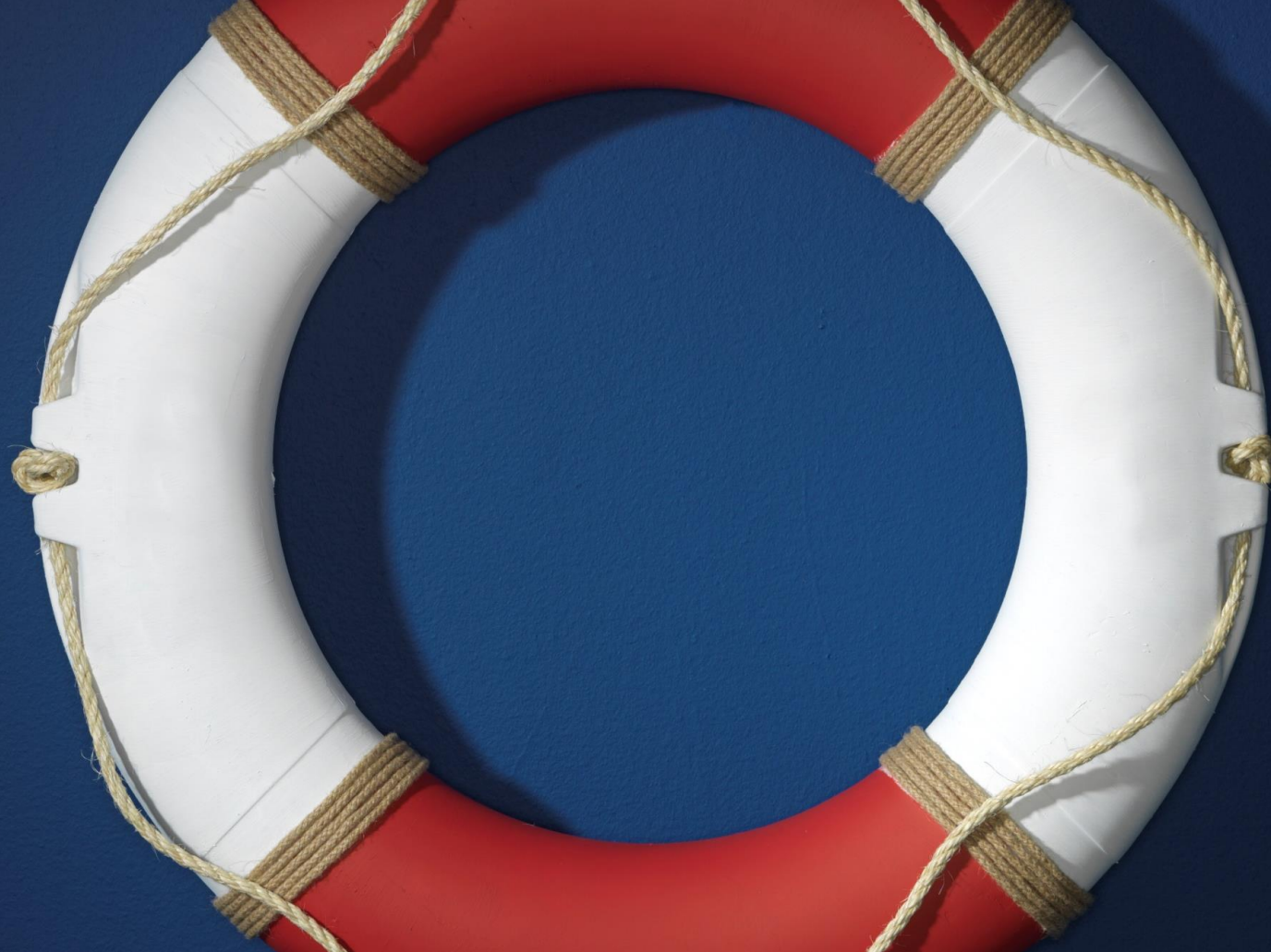


Health education

Process of learning experiences (formal, non-formal, informal) to pursue knowledge, motivation and skills

Health literacy

Measurable modifiable outcome of generated knowledge, motivation and skills



Health literacy helps saving time, costs and lives



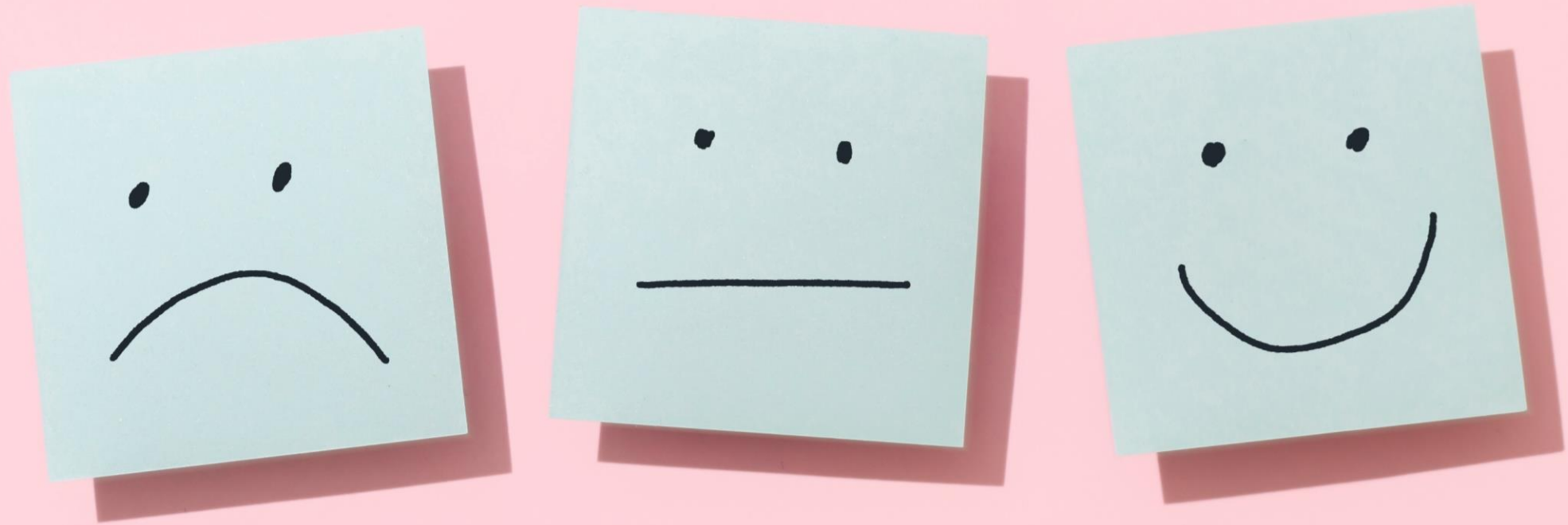
Health literacy avoids people getting lost



Health literacy respects that no one size fits all

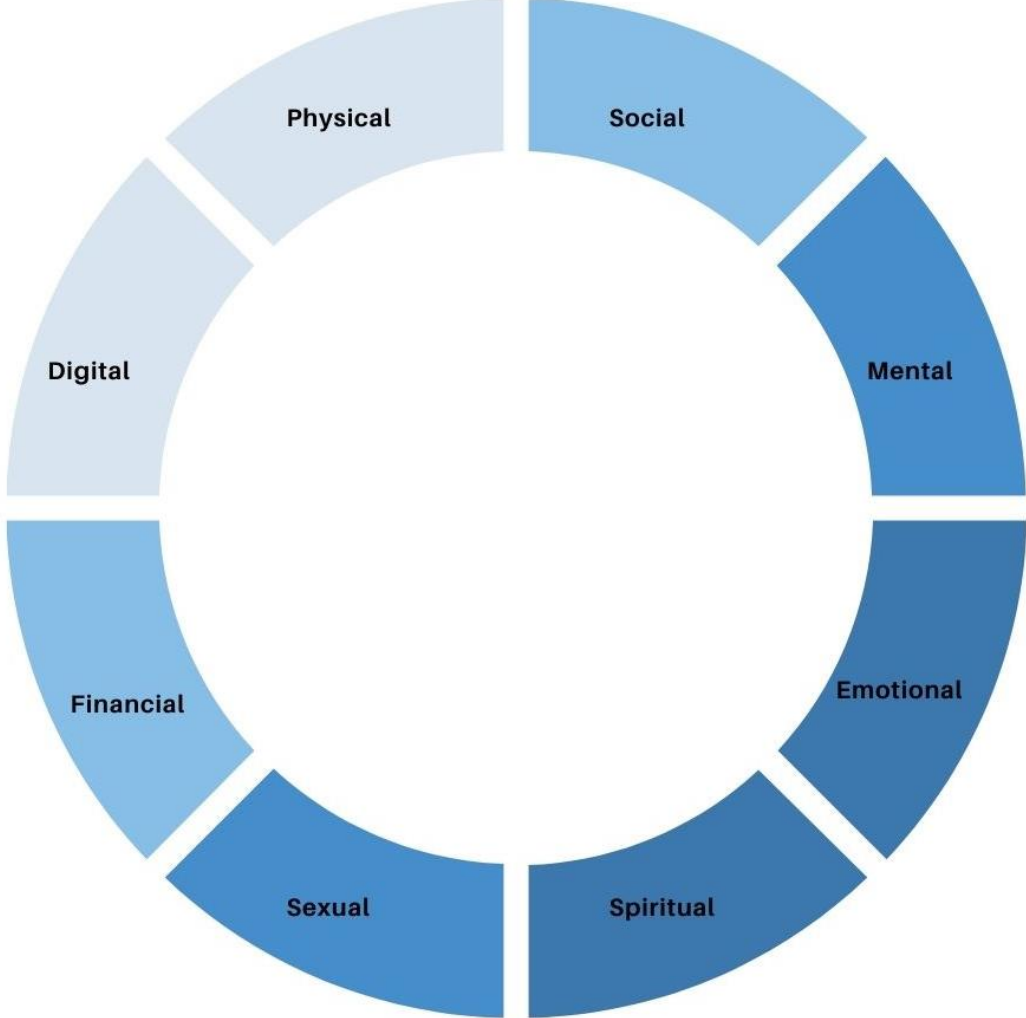


Health literacy helps building trust



Strengthens knowledge, attitudes and competencies

Health





Health protection

Protecting life to survive



Health care

Cure and care



Disease prevention

Preventing illness



Health promotion

Promoting health



Self-care

Personal and family care



Well-being

Well-being of people and planet

Literacy

Awareness

Knowledge

Competency

Proficiency

Expertise



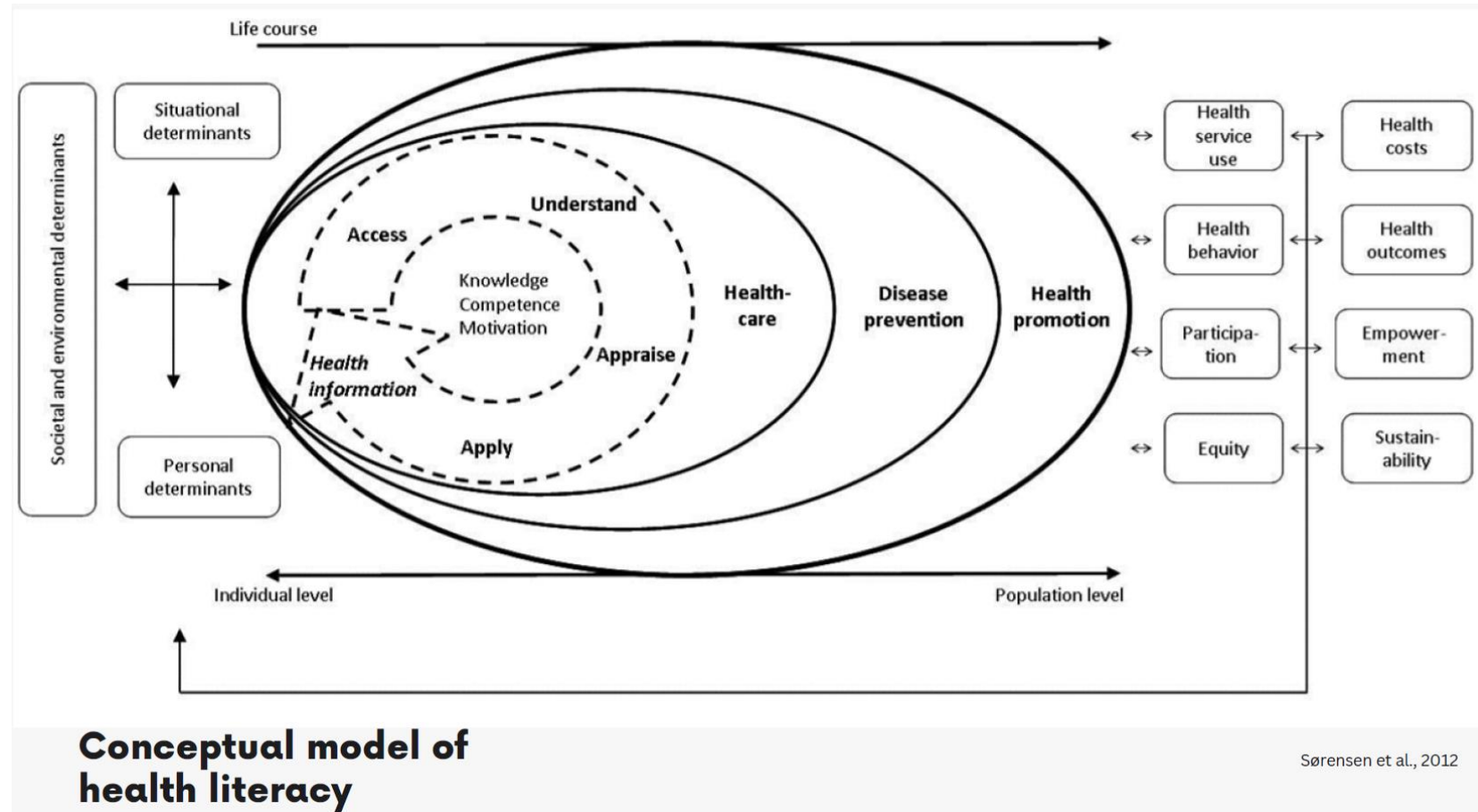
Health literacy defined

Health literacy is linked to literacy and concerns the knowledge, motivation and competencies to access, understand, appraise and apply information in everyday life to form judgement and make decisions regarding healthcare, disease prevention and health promotion to maintain and promote quality of life during the life course.

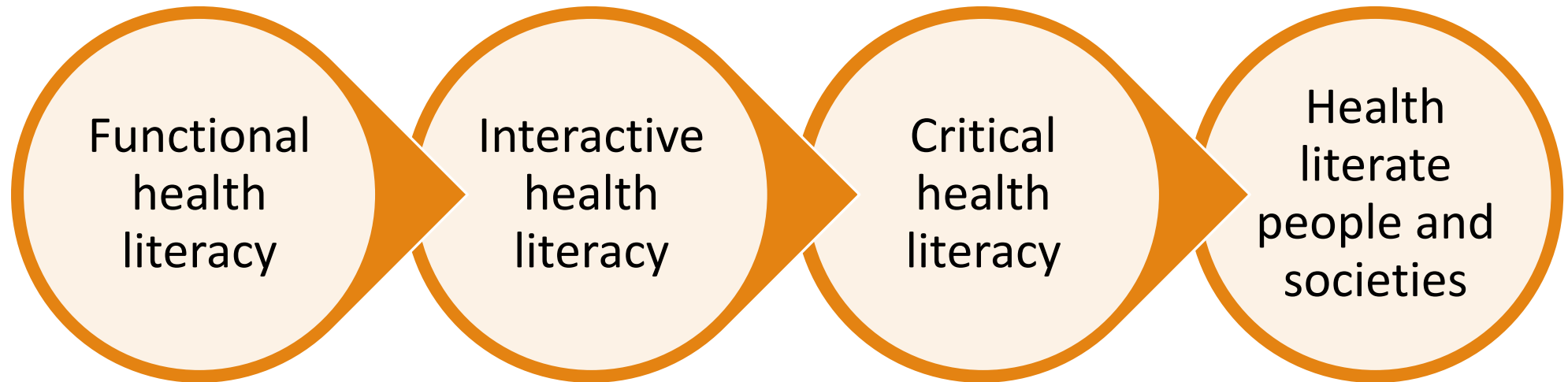
- Sørensen et al., 2012

Why is health literacy important?

- Health service use and health costs
- Health behaviour and outcomes
- Participation and empowerment
- Equity and sustainability



Nutbeam's health literacy approach



Health literacy is content- and context-specific

Health literacy	Access or obtain information relevant to health	Understand information relevant to health	Appraise, judge or evaluate information relevant to health	Apply or use information relevant to health
Health care	1) Ability to access information on medical or clinical issues	2) Ability to understand medical information and derive meaning	3) Ability to interpret and evaluate medical information	4) Ability to make informed decisions on medical issues
Disease prevention	5) Ability to access information on risk factors	6) Ability to understand information on risk factors and derive meaning	7) Ability to interpret and evaluate information on risk factors	8) Ability to judge the relevance of the information on risk factors
Health promotion	9) Ability to update oneself on health issues	10) Ability to understand health-related information and derive meaning	11) Ability to interpret and evaluate information on health-related issues	12) Ability to form a reflected opinion on health issues

Source: adapted from: Sørensen K et al. Health literacy and public health: a systematic review and integration of definitions and models. *BMC Public Health*, 2012, 12:80.

Health literacy is like a chameleon reflecting the colour of the environment.



What is health literacy?

Health Literacy is:



your
health



health & health care
information



your health
decisions



making decisions
together



taking health
action



feeling good about
your health

What is health literacy?

Health Literacy has 2 components:

1 Health literacy environment

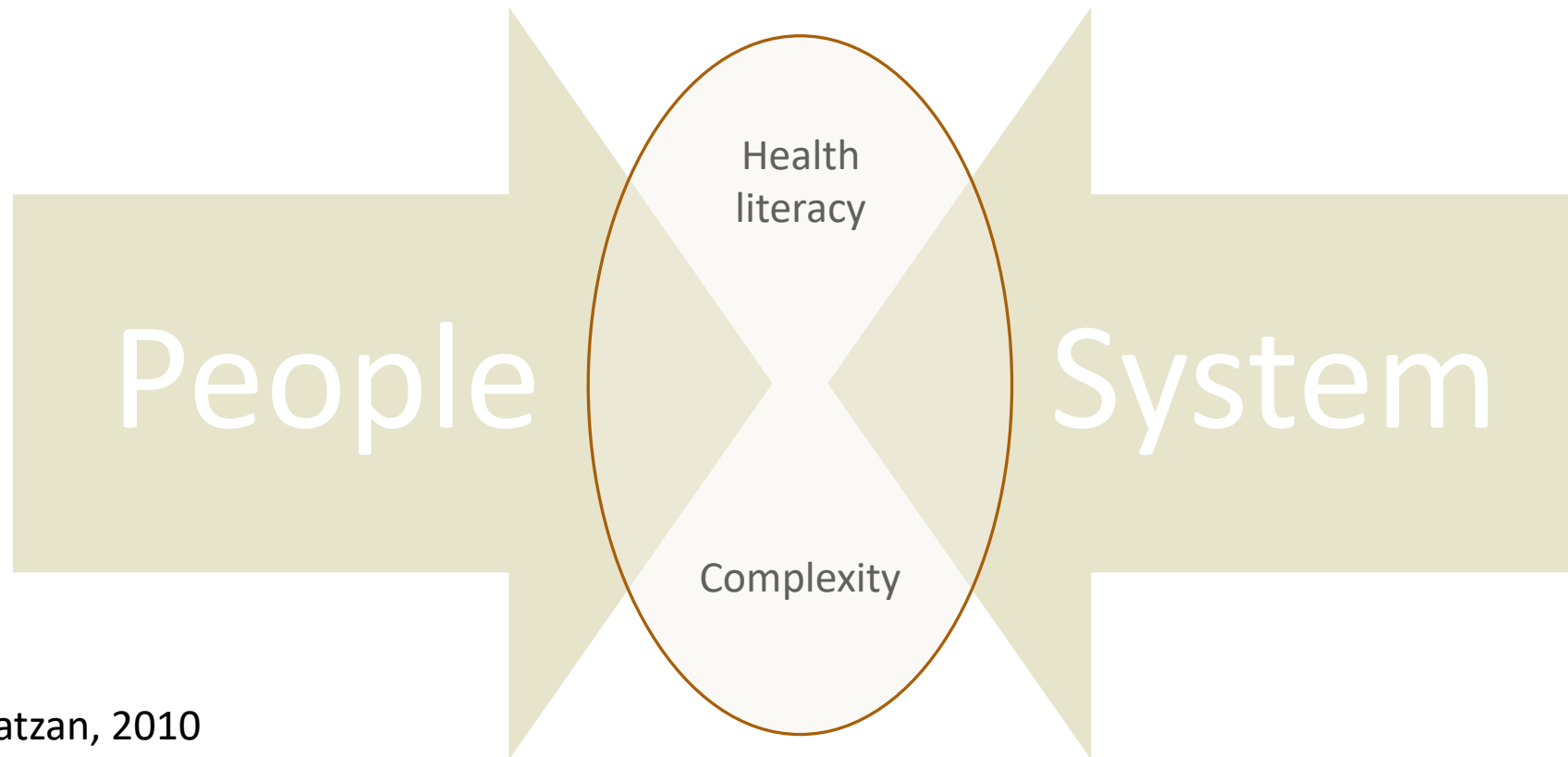
The health literacy environment includes all the areas that make up the health system and have an impact on the way in which people use it. It includes the infrastructure, policies, processes, accessible materials and the people you meet and relationships you form when using the health system.

2 Health literacy individual

Individual health literacy is the motivation and capacity of a person to access, understand, appraise and apply the available information to make health related decisions.



Parker & Ratzan's relational approach



Parker & Ratzan, 2010

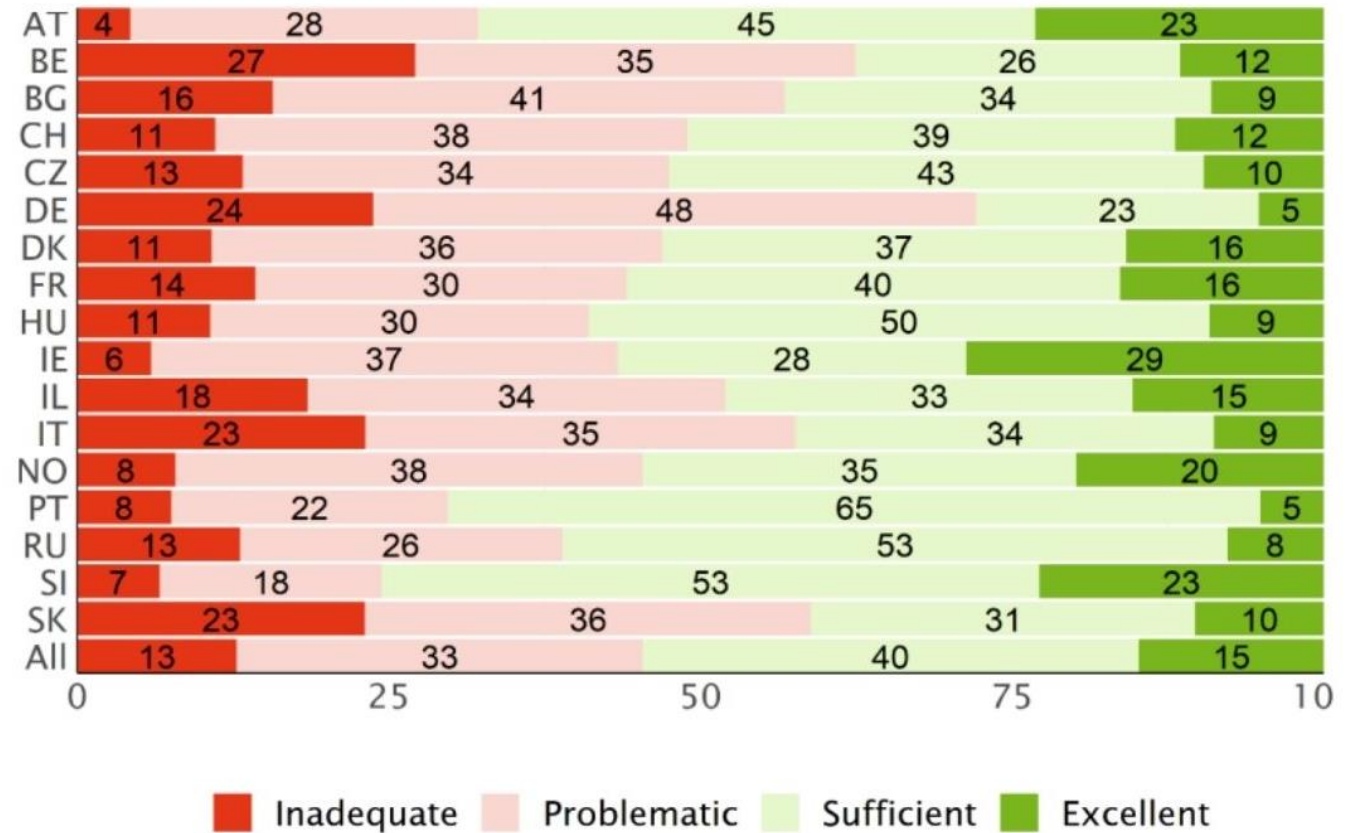
What are the challenges?

Limited health literacy is a public health challenge in Europe

Impactful differences within and between countries

- WHO M-POHL network

Percentage of respondents by categorical level of General HL as measured by the HLS₁₉-Q12, for each country and the mean for all countries



Source: HLS₁₉ Consortium

Health literacy is
a modifiable
social
determinant of
health

Social gradient

- Poor
- Poor health
- Poor education
- Poor health literacy

At-risk factors: socio-economic status, education, ethnicity and minority, health service use, self-reported health, etc.

Health literacy is big business

- 10-20% of health budgets attributed to limited health literacy
- United Health Group, US: one million unnecessary healthcare visits and additional costs of one billion dollars



Impacting human lives

- Lack of access to health services
- Lack of clear communication
- A silent epidemic
- Inequity due to a strong social gradient





It is time to bridge the health literacy gap!



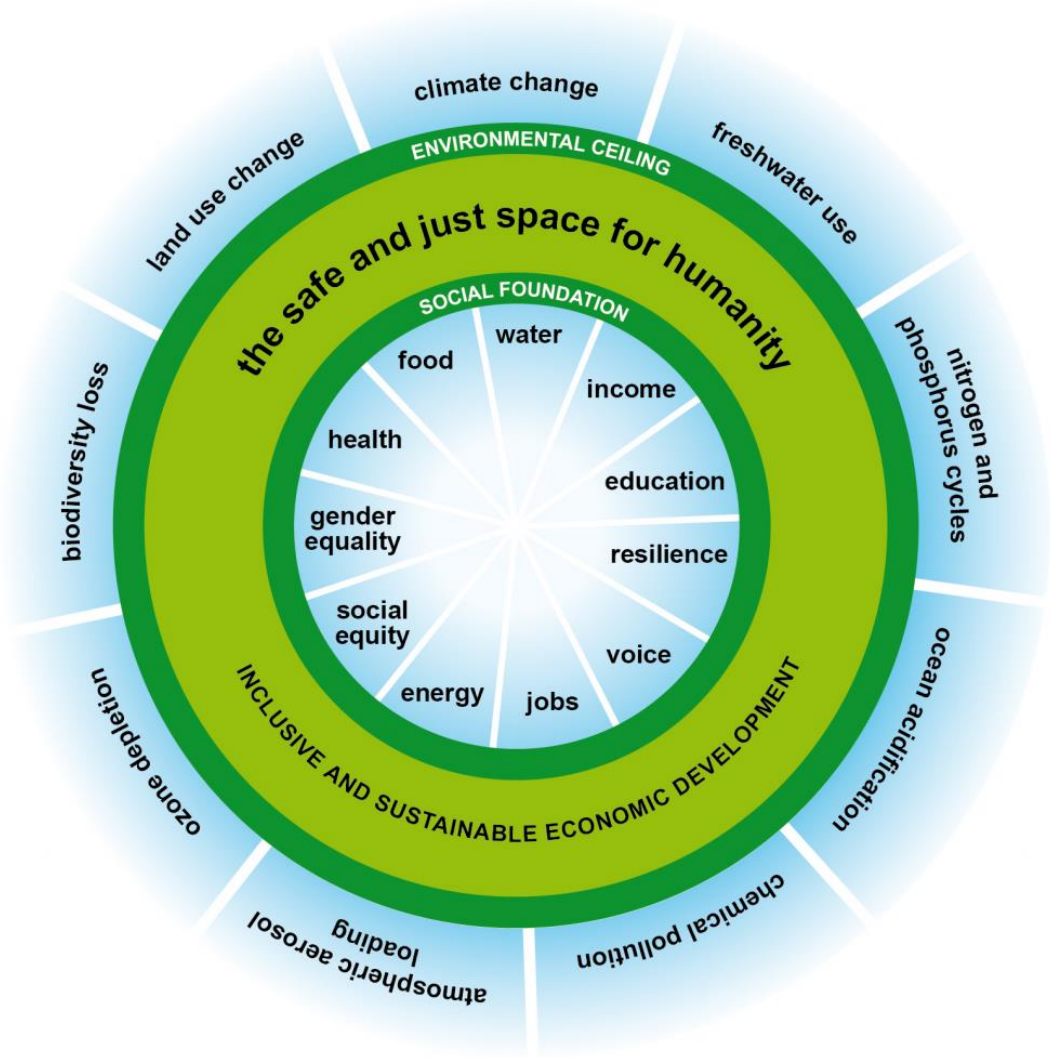
Health literacy is a political choice



Health literacy accelerates sustainable development

Health literacy helps safeguarding the health and well-being of people and planet

Inspired by Raworth, 2012



What can we do?

Meet people's needs



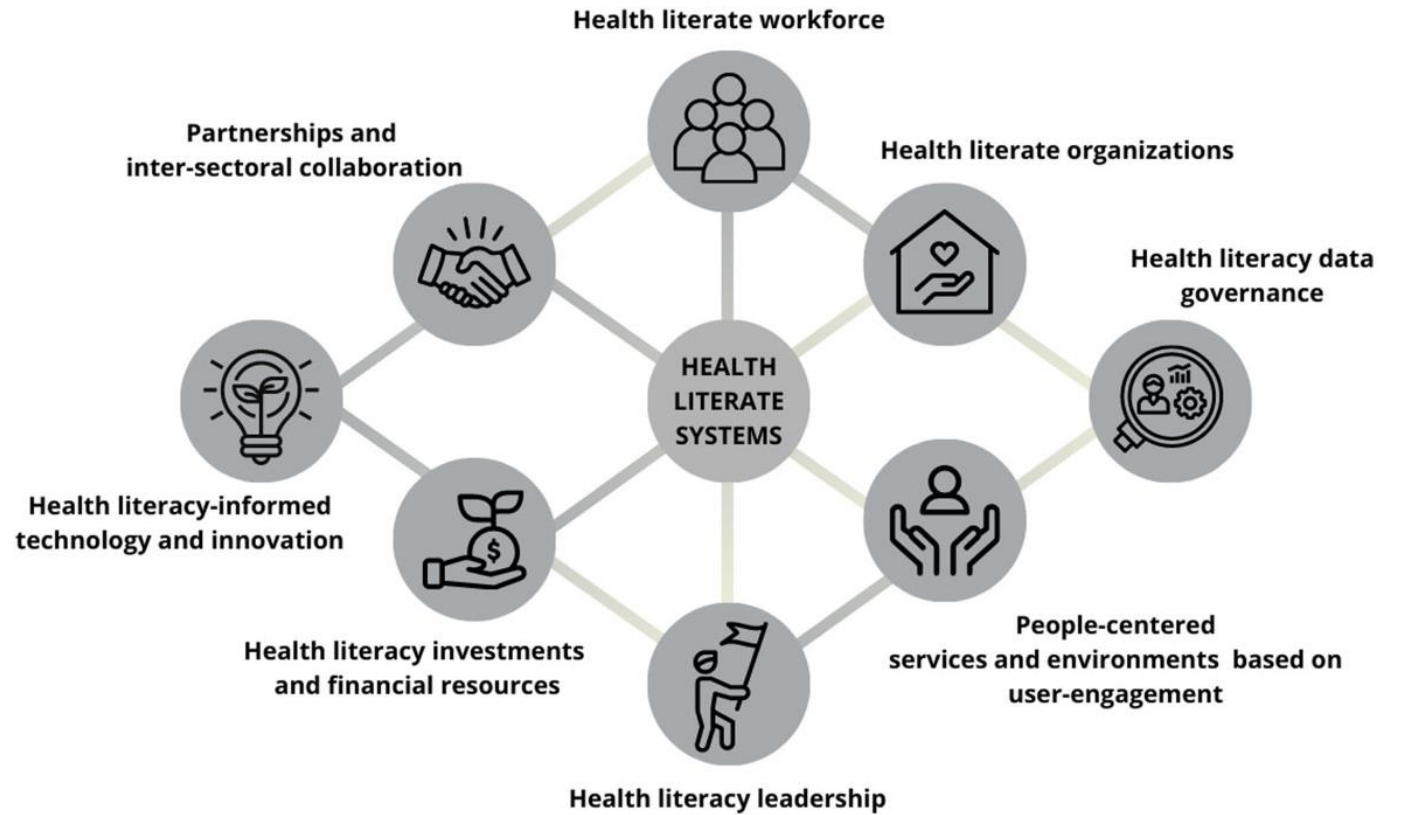
Develop health literate organizations

Brach et al, 2012



Develop health literate systems

Sørensen et al., 2021



Increase
political action



Access to health is a human right

- the Guide to Health Literacy by Council of Europe, 2023

GUIDE TO HEALTH LITERACY CONTRIBUTING TO TRUST BUILDING AND EQUITABLE ACCESS TO HEALTHCARE



Steering Committee for Human Rights
in the fields of Biomedicine
and Health (CDBIO)

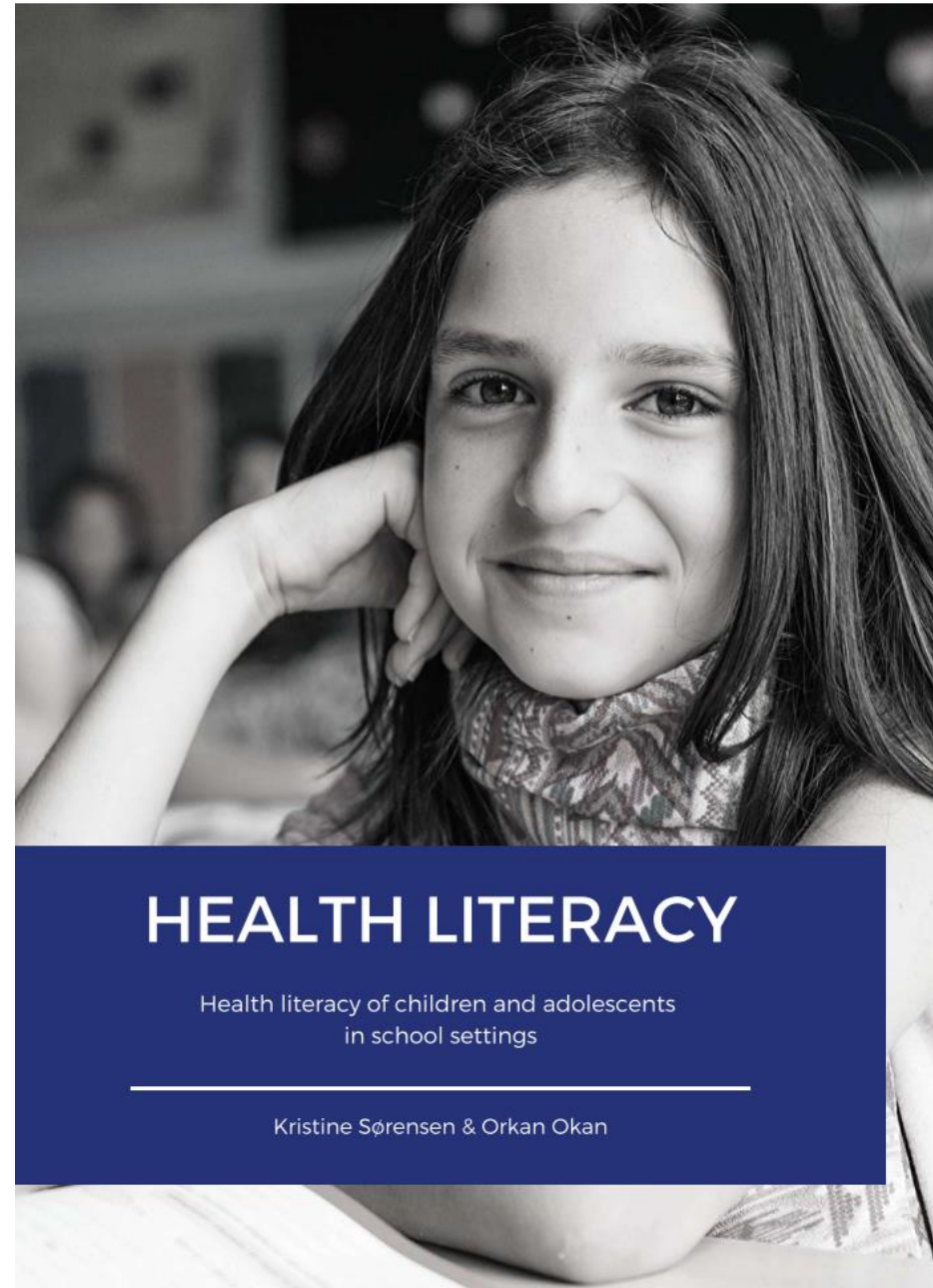


Monitor population health literacy



Start early

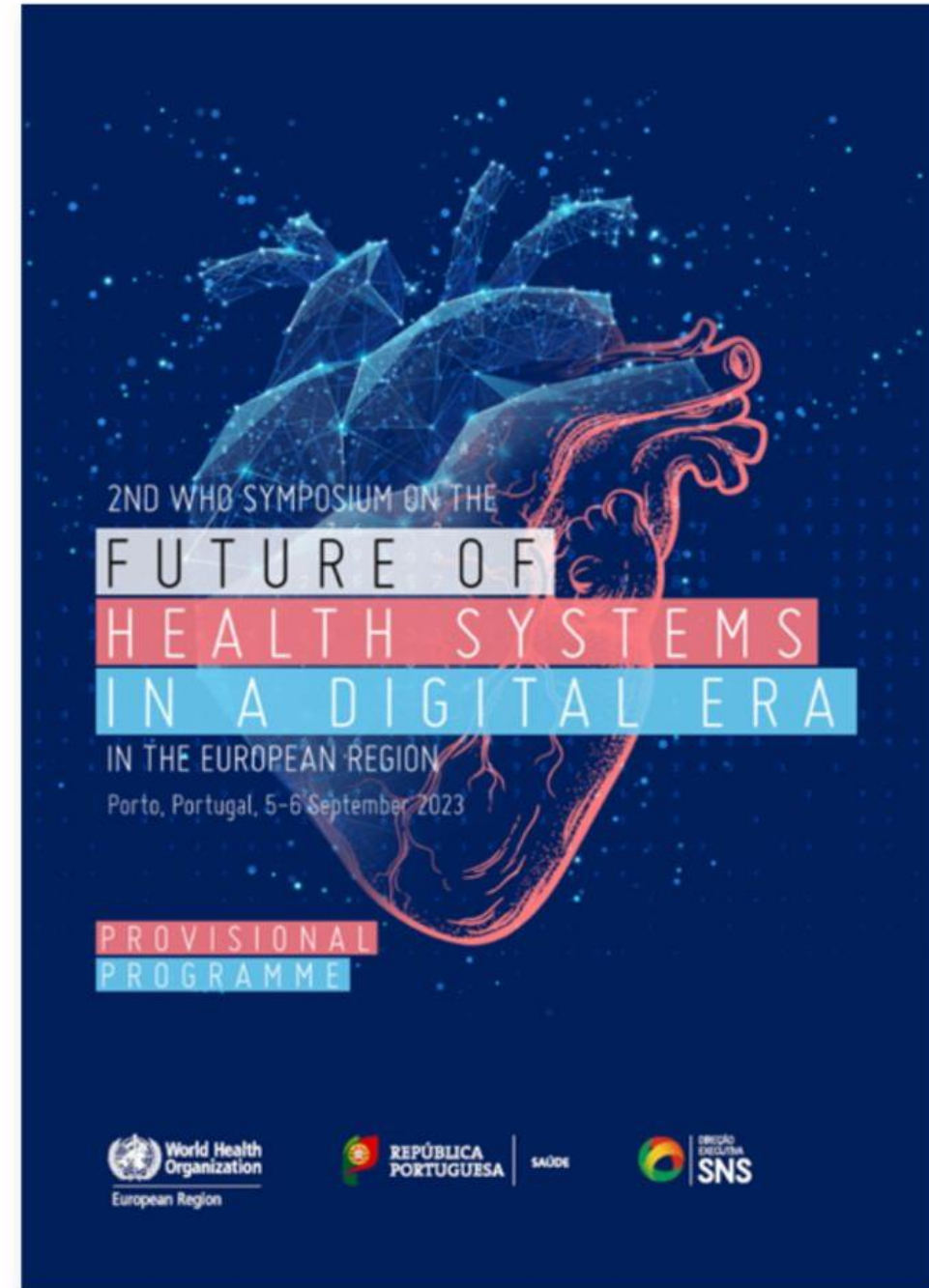
Health- promoting schools and communities





Invest in digital health literacy

Policy buy-in





Build capacity



**ECONOMIST
IMPACT**



Deloitte.

Corporate
health
literacy

A 3D maze constructed from various colored blocks (blue, green, red, yellow, cyan, purple, pink, orange, grey) on a wooden surface. Three chess pieces (two dark, one light) are positioned at the top of the maze. The text "Helping people to navigate complex systems" is overlaid in white on the left side of the image.

**Helping people to
navigate complex
systems**



People-centered care

The evidence is
growing

International Handbook of Health Literacy

Research, practice and policy
across the lifespan



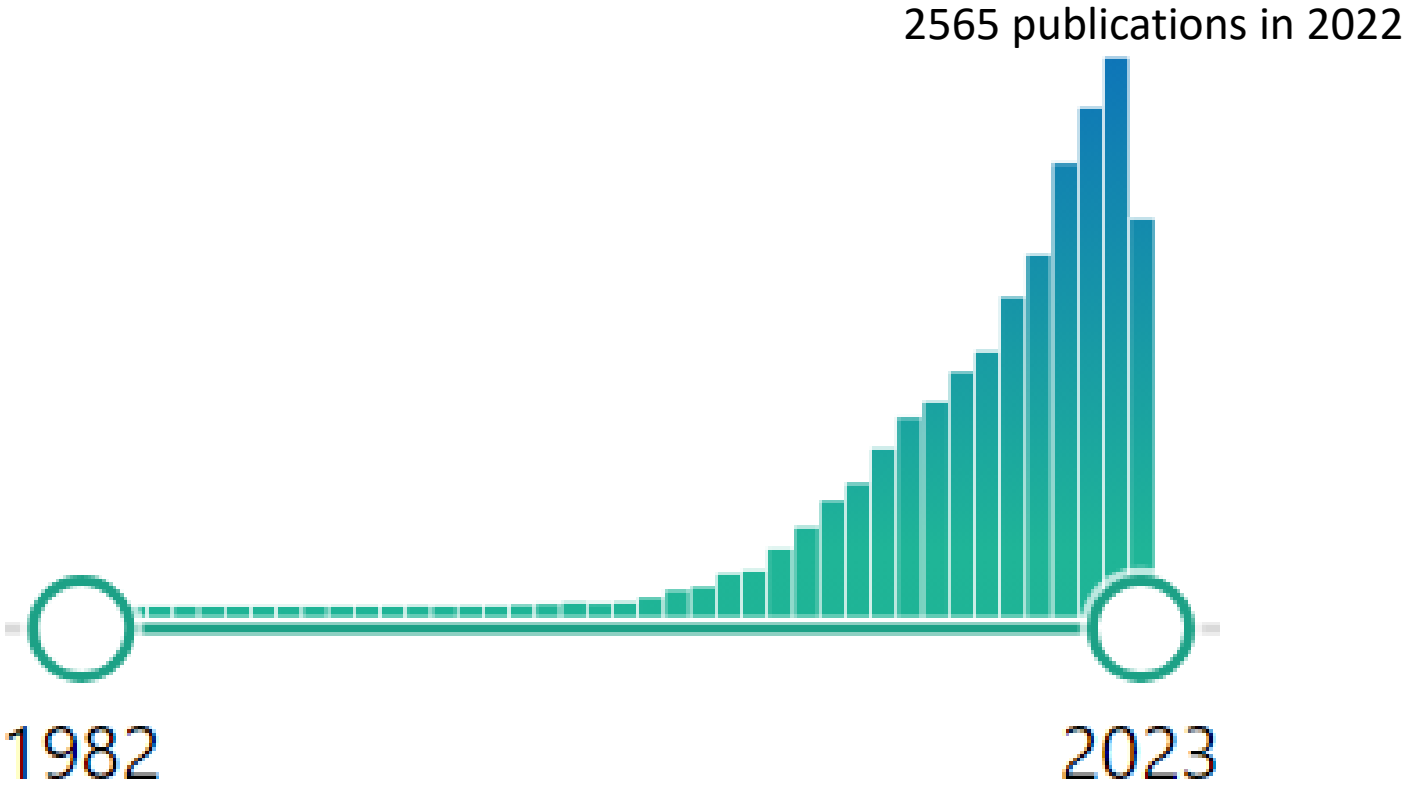
Edited by
Orkan Okan, Ullrich Bauer, Diane Levin-Zamir,
Paulo Pinheiro and Kristine Sørensen

P



**Health literacy - a
global movement
on the rise**

Research trend in PubMed



Policy mandate and advice



Regional Committee for Europe EUR/RC69/Conf.Doc./12 Rev.1
69th session
Copenhagen, Denmark, 16–19 September 2019 15 September 2019
Provisional agenda item 5(h) 190312 ORIGINAL: ENGLISH

Draft resolution

Towards the implementation of health literacy initiatives through the life course

The Regional Committee,

Recalling resolution EUR/RC62/R4 by which it adopted Health 2020, the European policy framework that supports action across government and society for health and well-being, and which includes actions on improving health literacy under priority area 1: Investing in health through a life-course approach and empowering people; as well as resolution EUR/RC67/R3 by which it adopted the roadmap to implement the 2030 Agenda for Sustainable Development, building on Health 2020, which highlights the fact that the broad promotion of health literacy, supported by digital health technology, has the potential to address health and health equity, empower citizens, decision-makers and investors and support the delivery of a range of Sustainable Development Goal targets;

Building on the adoption of the Shanghai Declaration of 2016 on promoting health in the 2030 Agenda for Sustainable Development, which highlights health literacy as one of the key health promotion pillars for achieving the 2030 Agenda for Sustainable Development, recognizes that health literacy is a critical determinant of health and health equity, and calls for focused investment in its development;

Taking into account document EUR/RC65/13, Priorities for health systems strengthening in the WHO European Region 2015–2020: walking the talk on people centredness, as well as the Political Declaration of the third High-level Meeting of the General



Mobilizing commitment to change



Health literacy for people and planet

Global Health Literacy Summit 2024





A · H · L · A
Asian Health Literacy Association

Vietnam 2024



AFRICAN HEALTH
LITERACY NETWORK



Facilitate empowerment

A close-up photograph of a person's torso and arms. The person is wearing a white t-shirt and a plaid shirt with shades of teal, grey, and white, which is tied around their waist. Their arms are crossed over their chest. In their right hand, they are holding a bright teal megaphone. The background is a light-colored, textured wall, possibly made of stone or concrete. The overall tone is bright and clear.

Speak up





The future is health literate



Because we shape it!



It can be done!

Take the lead!

- Join the global health literacy community
- Enable and empower people
- Shape conducive environments





You are health literacy champions!



Face the challenge - Be the Change!

Tiene que ser posible



IHLA

International Health Literacy Association

Thank you!

More inspiration? Check www.i-hla.org

Resources

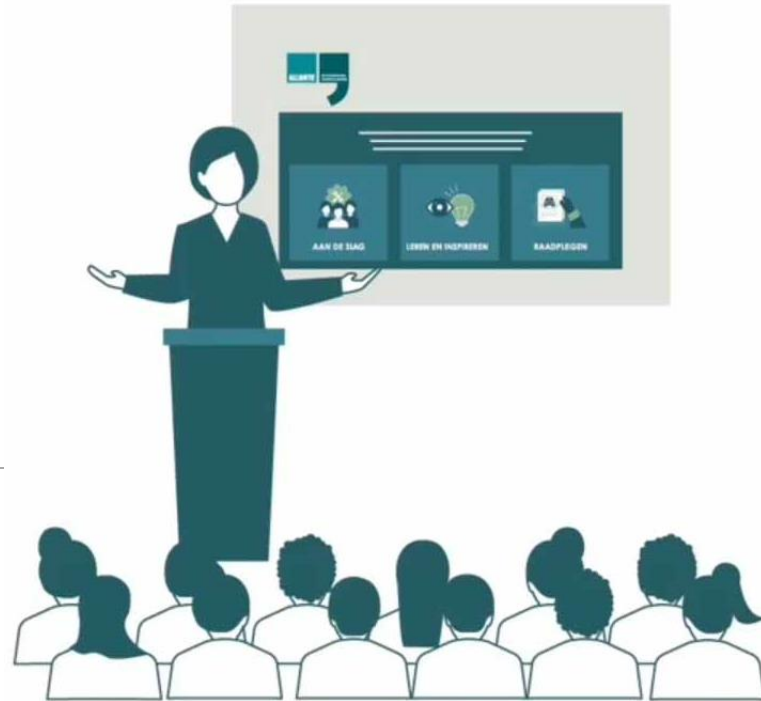
1. Council of Europe (2023): [Guide to Health Literacy](#)
2. Economist Impact (2022): [Health literacy around the world](#)
3. WHO (2022): [Health literacy for the prevention of NCDs](#)
4. Sørensen et al. (2021): [Building health literacy system capacity](#)
5. Okan et al. (2019): [International Handbook of Health Literacy](#)
6. WHO (2013): [Health literacy. The Solid Facts](#)
7. Brach et al. (2012): [Organizational health literacy](#)
8. Sørensen et al. (2012): [Review of health literacy definitions and models](#)
9. [The M-POHL network](#)
10. [The International Health Literacy Association](#)
11. [Health Literacy Europe](#)



Bedankt voor jullie aanwezigheid!

SAVE THE DATE:

Netwerkbijeenkomst op 23 november 2023 (middag)



Locatie & programma volgen | aanmelding is geopend (link in chat)

#gezondheidsvaardigheden

Verder praten?



MELD JE AAN BIJ ONZE [BESLOTEN LINKEDIN GROEP](#) EN VOOR ONZE NIEUWSBRIEF

VOLG ONS OP:

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