

Policy development in health literacy – a European perspective

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Konferenz der Österreichischen Plattform Gesundheitskompetenz

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Policy development in health literacy – a European perspective



New health challenges



Communicable diseases



Chronic diseases



Mental health problems



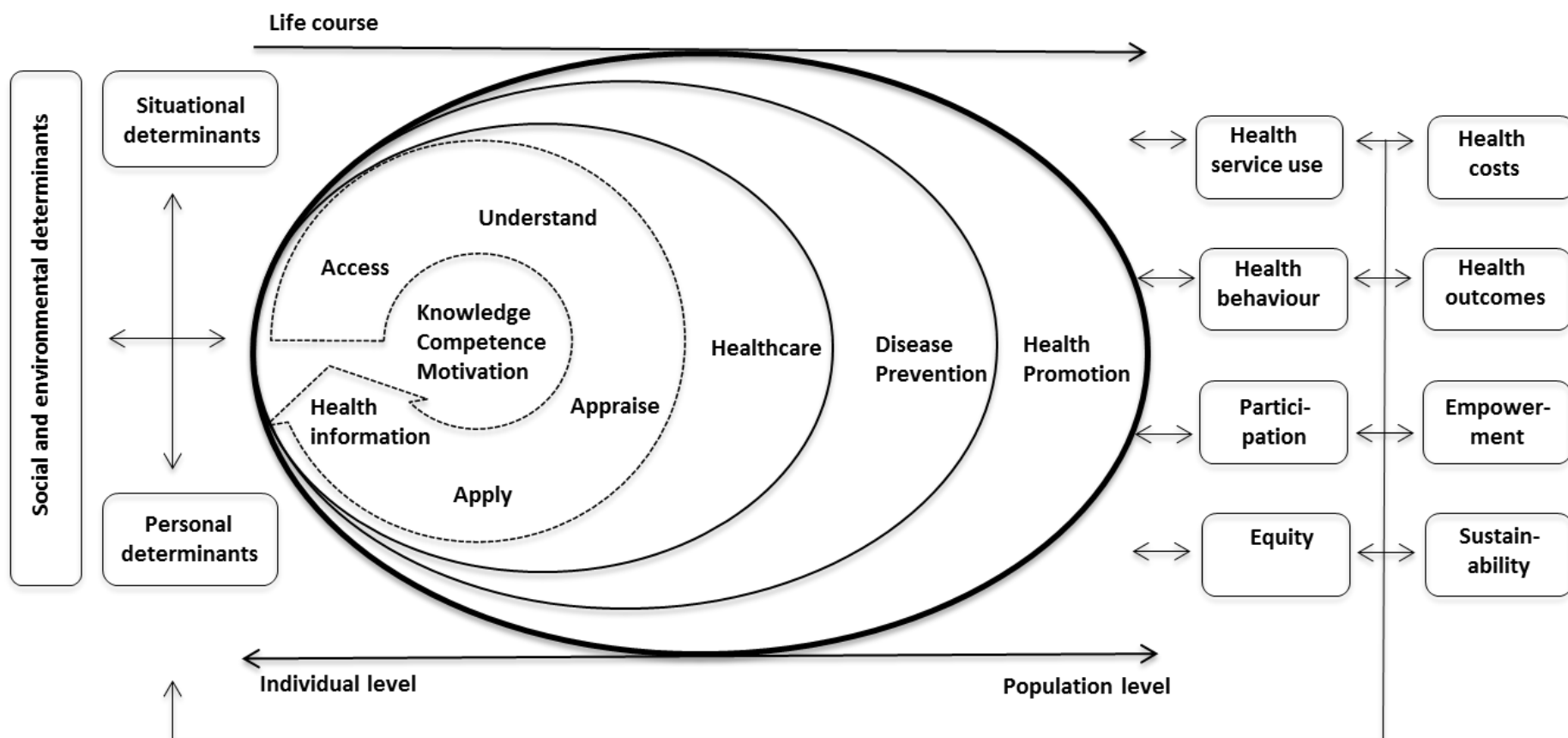
Health and well-being



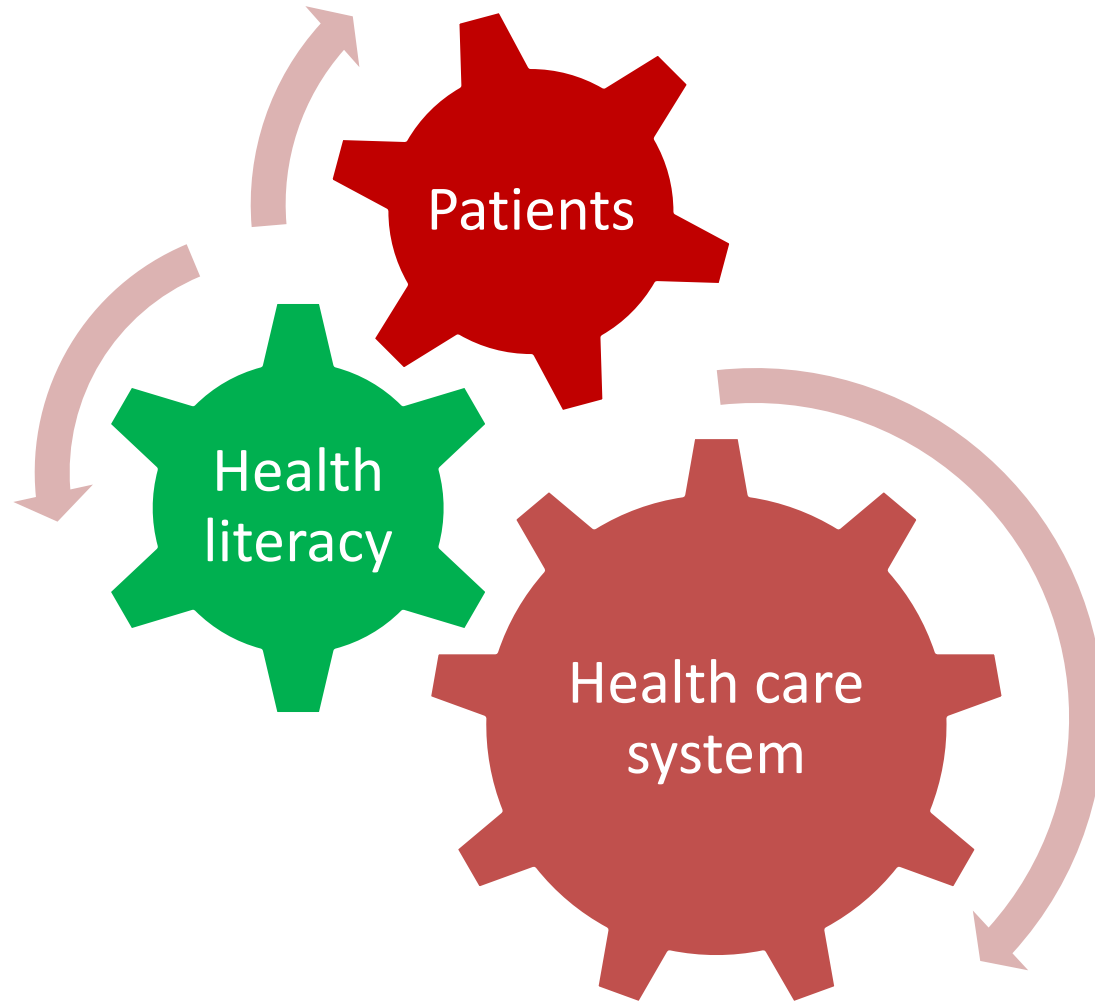
Defining health literacy

Health literacy is linked to literacy and entails people's **knowledge, motivation and competences** to access, understand, appraise and apply information to take decisions in everyday life in terms of healthcare, disease prevention and health promotion to maintain and improve quality of life during the life course.

Key drivers for health literacy

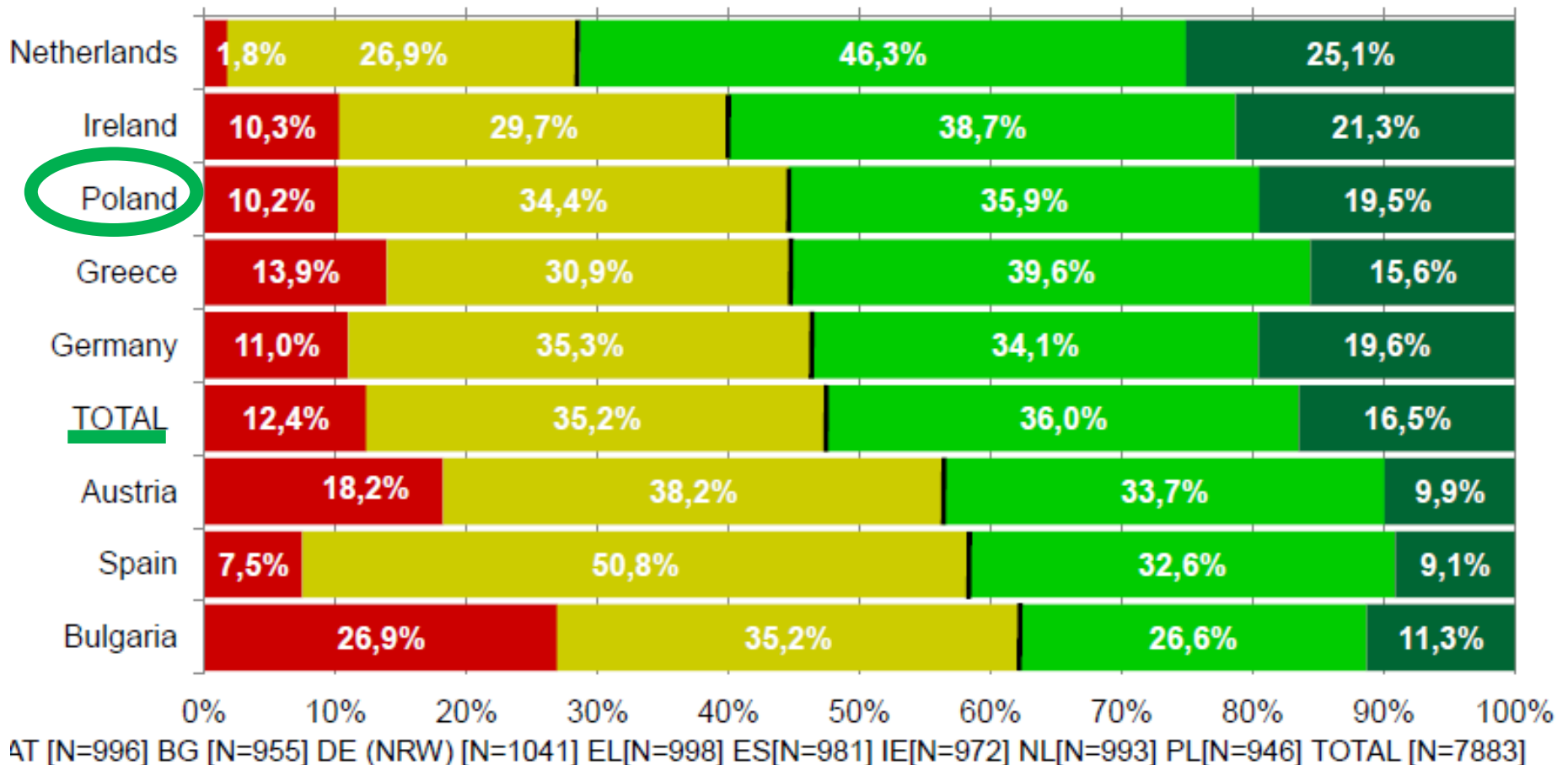


Better match, more satisfaction



Health literacy – a neglected European public health challenge

■ inadequate comp.-HL
 ■ problematic comp.-HL
 ■ sufficient comp.-HL
 ■ excellent comp.-HL



Health literacy on the policy agenda

HLS • EU

The European Health Literacy Project 2009-2012

THE EUROPEAN HEALTH LITERACY CONFERENCE
Museum of Natural Science, Brussels

HLS • EU

 Executive Agency for Health and Consumers

LAUNCH OF THE EUROPEAN HEALTH LITERACY SURVEY!
22-23 November 2011
WWW.HEALTH-LITERACY.EU

Cooperatives for
Orlaide Connors, HLS-EU project coordinator
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www.health-literacy.eu

 MSD



Study on sound evidence for a better understanding of health literacy in the European Union

Final Report

RfS Chafea/2014/health/01



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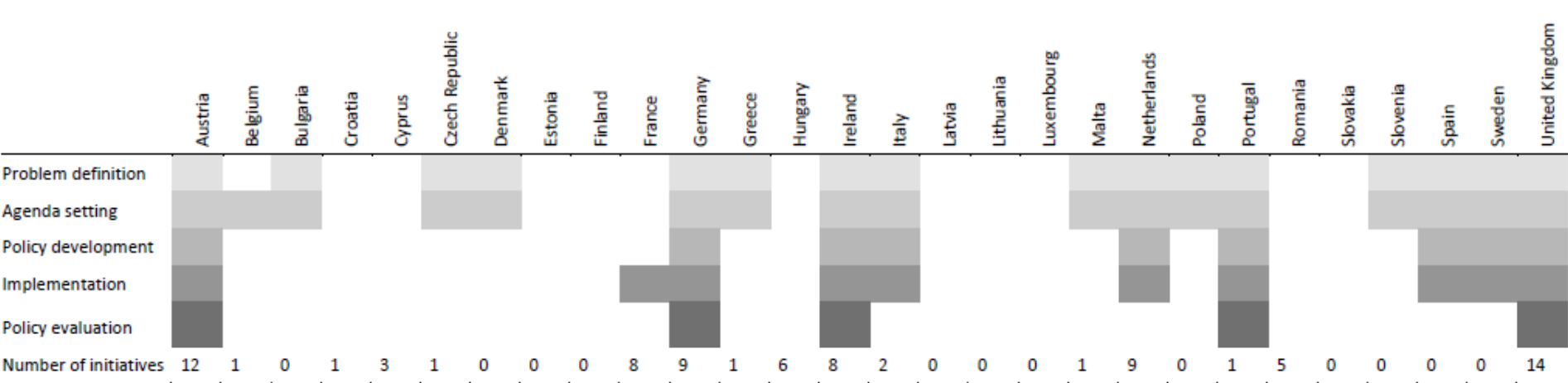
Ministry of Health,
Welfare and Sport

Policy cycle



Health literacy policy implementation

Table 4.23 Implementation status by country

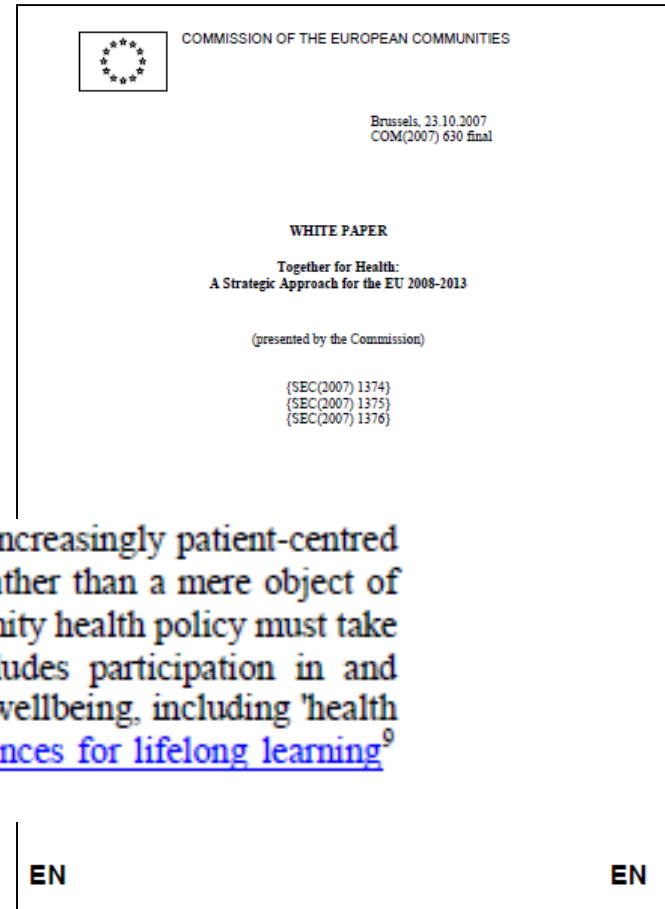


EU policy strategy

- EU's Together for Health
2008-2013

Competences needed for well-being

A core value is [Citizens' Empowerment](#). Healthcare is becoming increasingly patient-centred and individualised, with the patient becoming an active subject rather than a mere object of healthcare. Building on the work on the [Citizen's Agenda](#), Community health policy must take citizens' and patients' rights as a key starting point. This includes participation in and influence on decision-making, as well as competences needed for wellbeing, including 'health literacy'⁸, in line with the [European Framework of Key Competences for lifelong learning](#)⁹ e.g. looking at school and web-based programmes.



EU health programme

- 3rd health programme of the European Union 2014-2020

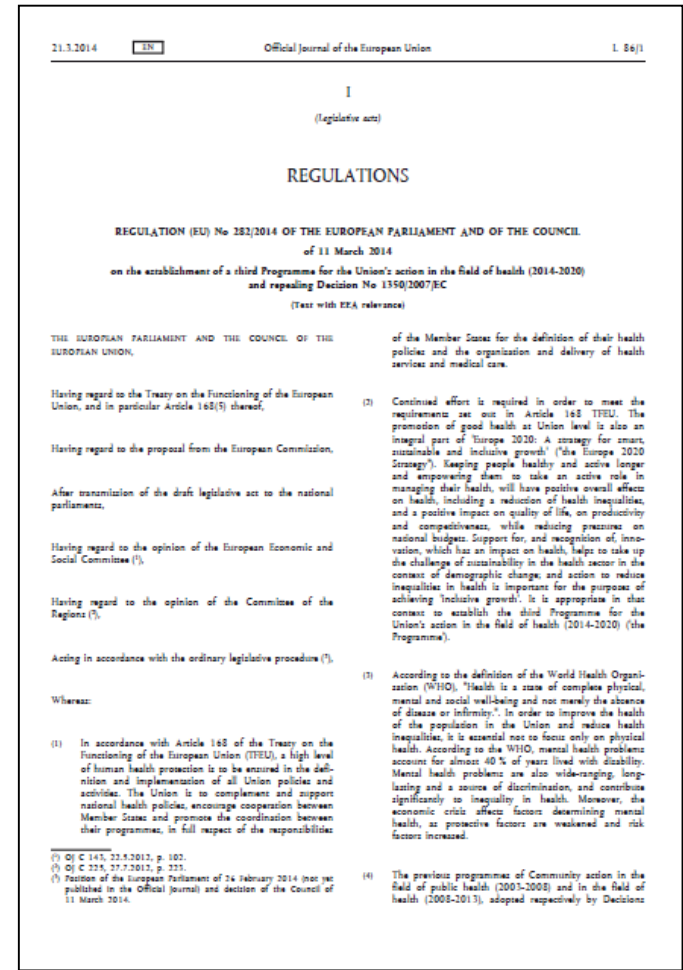
Patient empowerment

Patients need to be empowered, *inter alia* by enhancing health literacy, to manage their health and their healthcare more pro-actively, to prevent poor health and make informed choices. The transparency of healthcare activities and systems and the availability of reliable, independent and user-friendly information to patients should be optimised. Healthcare practices should be informed by feedback from, and communication with, patients. Support for Member States, patient organisations and stakeholders is essential and should be coordinated at Union level in order to help patients in an effective manner, in particular those affected by rare diseases, to benefit from cross-border healthcare.

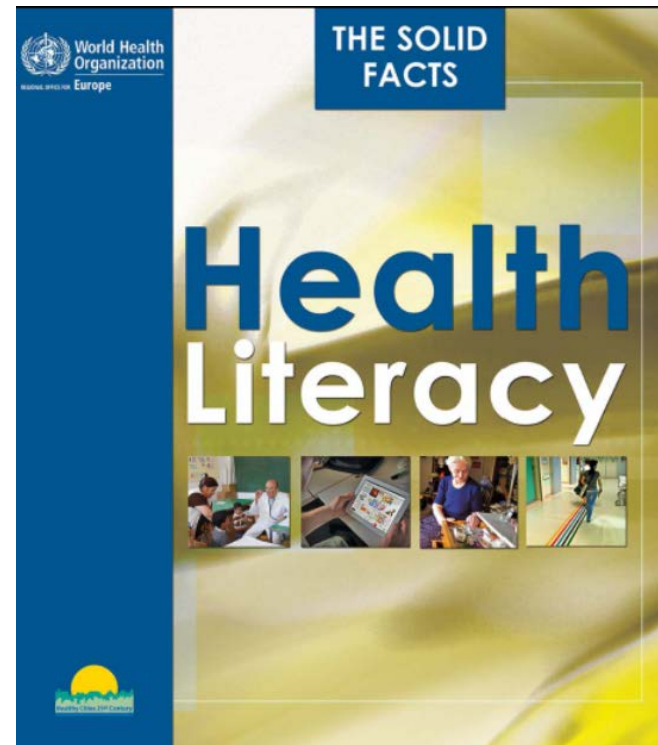
- 1.4. Support cooperation and networking in the Union in relation to preventing and improving the response to chronic diseases including cancer, cardiovascular disease and neurodegenerative disease, by sharing knowledge, good practices and developing joint activities on prevention, early detection and management (including health literacy and self management). Follow up work on cancer which has already been undertaken, including relevant actions suggested by the European Partnership Action against Cancer.

- (4) In order to facilitate access to better and safer healthcare for Union citizens: increase access to medical expertise and information for specific conditions beyond national borders, facilitate the application of the results of research and development for the improvement of healthcare quality and patient safety through, *inter alia*, actions contributing to the improvement of health literacy.

Improvement of healthcare quality and patient safety



WHO Europe's policy framework and recommendations



WHO Europe's Health 2020

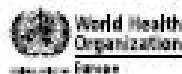
- WHO Europe's Health 2020

Engagement and empowerment

28. Health promotion programmes based on principles of engagement and empowerment offer real benefits. These include: creating better conditions for health, improving health literacy, supporting independent living and making the healthier choice the easier choice. Furthermore, it means making pregnancies safe; giving

31. A strategic focus on healthy living for both young and older people is particularly valuable. A broad range of stakeholders can contribute to programmes that support their health, including intergenerational activities. For young people, these can include peer-to-peer education, involvement of youth organizations and school-based health literacy programmes. Integrating work on mental and sexual health is particularly important. For older people, active and healthy ageing initiatives can benefit health and quality of life.

Healthy living



Regional Committee for Europe
Sixty-second session
14-17 September 2017



Health 2020:
a European policy framework
supporting action across government
and society for health and well-being



A Health Literacy Action Plan for Scotland



Making it Easy

A Health Literacy Action Plan
for Scotland

NHS
SCOTLAND

We want Scotland to be a health literate society which **enables** all of us to have sufficient confidence, knowledge, understanding and skills to live well, on our own terms, and with any health condition we may have.

healthier
scotland
SCOTTISH GOVERNMENT

Wales: scoping study and action area



Llywodraeth Cymru
Welsh Assembly Government

www.cymru.gov.uk

Fairer Health Outcomes For All

Reducing Inequities in Health Strategic Action Plan

Moving the Agenda Forward



Improved quality & length of life...
..and fairer outcomes for all

Reduced Inequities in health

Health & wellbeing through the life course

Healthy sustainable communities

Health as a shared goal

Strengthening evidence & monitoring progress

Prevention & early intervention

Our Healthy Future - Technical Working Paper 2

102001 | 10/2010

This plan

In the current economic climate, it is not possible to start a broad range of new initiatives. However, the seven action areas identified for this plan provide a framework for making progress in achieving our vision. These seven areas reflect our principles and are:

- building health into all policies and all policies into health
- giving every child a healthy start
- developing health assets in communities
- improving health literacy
- making health and social services more equitable
- developing a healthy working Wales
- strengthening the evidence base.

Minimum standards for health literacy proposed by Scott K. Simonds, 1974

Let me suggest policy goals for health education — goals to be attained hopefully in this decade:

1. National health insurance should be available to all Americans to secure the health care they need, and it should be required that the providers of health care have health education as an integral component of care. They should be reimbursed by the insurance system for provision of health education as a component of that care.

2. Hospitals should serve as centers for coordinating total health care and should take a major role in the provision of services for health promotion and health maintenance, including the provision of health education to all who use the hospital or are within its geographic area.

3. Minimum standards for "health literacy" should be established for all grade levels K through 12. Those school districts that fall below standard should be provided with Federal aid to develop programs with teachers qualified to teach health education.

4. The mass communications industry itself should take responsibility for continuously reinforcing good health practices and creating health-activated citizens through its programming efforts. It should be the responsibility of the regulatory agencies to assure that the privilege of using radio and television frequencies carries with it the requirement that a portion of public service time be allocated to health education and that equal time be made available for responsible groups to counter misleading information about health. The communications industry should share in the task of regulating itself by establishing a code of practice relating to dissemination of health information.

In conclusion, it is my belief that health education is on the cutting edge of social responsibility and that the three institutions — health, education, and mass communication — share major responsibility for the forward movement in this field. Policies need to be made and implemented in all these areas, for they would provide mutual reinforcement with the likely end that we will have a healthier population — a population that takes a greater responsibility for protecting and maintaining its own health, that utilizes the health care system as effectively as possible, and that takes an active role in shaping the health care system of the future.

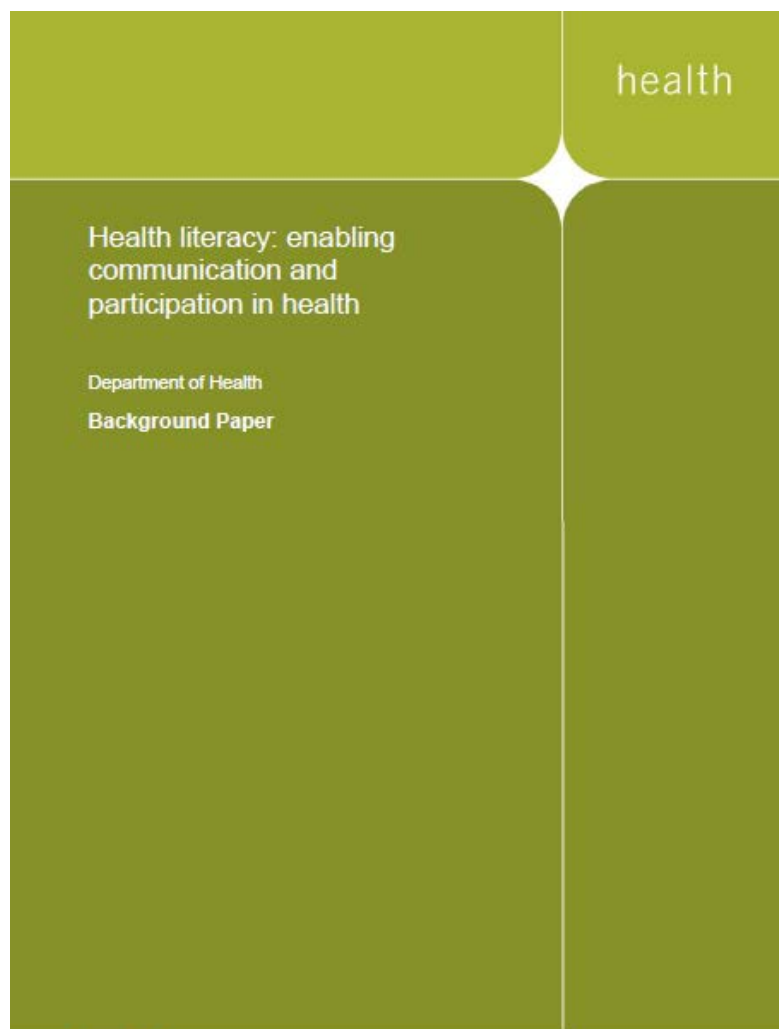
The National Action Plan to Improve Health Literacy

National Action Plan
to Improve
Health Literacy

"We should address in a sustained manner the problem of health literacy in our Nation with a goal of improving health status within and across populations".



Health literacy: an action area for Victoria, Australia



Summary

Health literacy is identified as a key priority area in the Victorian Government's Victorian Health Priorities; Framework 2012-2022. Better health literacy improves access to a range of programs to help maintain; good health, manage health better and achieve the best health care service outcomes possible.

European health literacy consensus

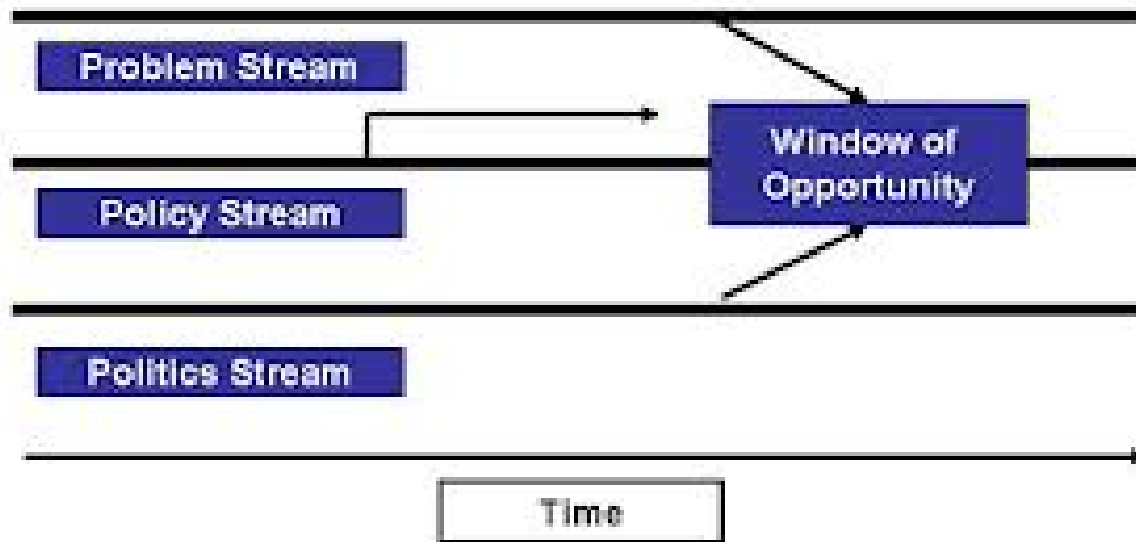


Making health literacy a priority in EU policy

DG SANCO's 2013 Annual Work Plan for the Health Programme emphasises the need to empower patients in the management of chronic diseases, and the importance of “[generating] and [disseminating] health information and knowledge”ⁱ. Moreover, the European Commission’s Health Strategy “Together for Health” links health literacy with the core principle of Citizens' Empowerment, highlighting that “healthcare is becoming increasingly patient-centred and individualised, with the patient becoming an active subject rather than a mere object of healthcare”ⁱⁱ.

Kingdon's policy stream model

Figure 3 - Kingdon's Streams Model

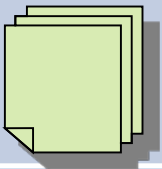


Hindering factors



Confusion about the concept

- Different definitions



Unclear action strategies

- Lack of evidence
- Lack of involved stakeholders



Lack of political involvement

- Lack of ownership

Enabling factors



Budget and fundings

- EU sources
- Public and private fundings



Data

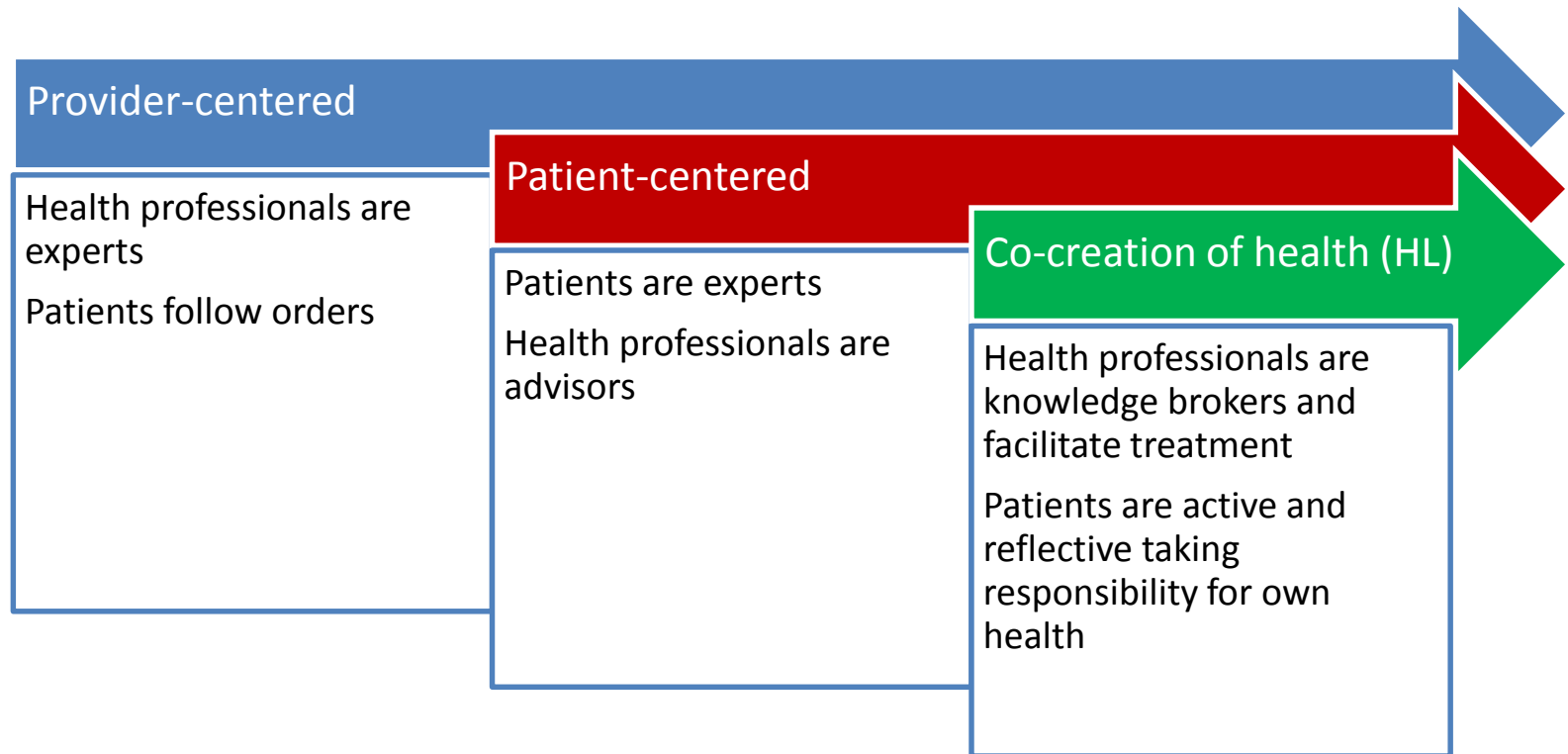
- HLS-EU project: Population Survey
- National studies in target groups



Consultations and partnerships

- Networks
- Multi-stakeholder approach

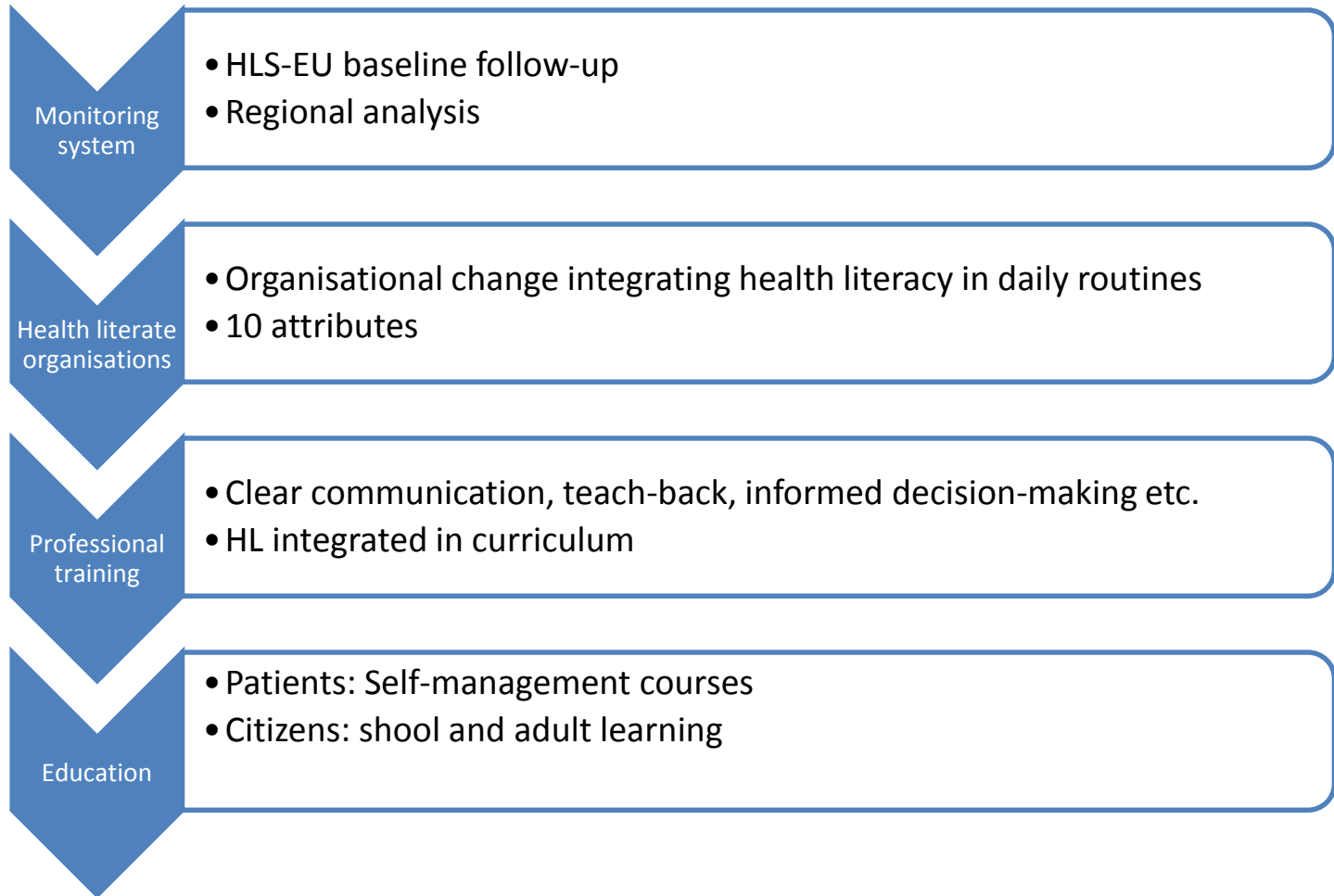
Paradigm shift



Common values: equal access to health, solidarity and universality



Health literacy policy check-list



Intersectoral approach



European Health Literacy Conferences

THE 2ND EUROPEAN HEALTH LITERACY CONFERENCE
Health literacy in populations and settings - developing the research base

SAVE THE DATE!

10-11 APRIL 2014 AT AARHUS UNIVERSITY, DENMARK

 AARHUS UNIVERSITY

 HEALTH LITERACY EUROPE
A NETWORK FOR ADVANCING EUROPEAN HEALTH LITERACY

 HU-EU

 **The 3rd European Health Literacy Conference**



Developing Health Literacy During the Life Course

17-19 November 2015 / The Management Centre Europe . Brussels

Hosted by

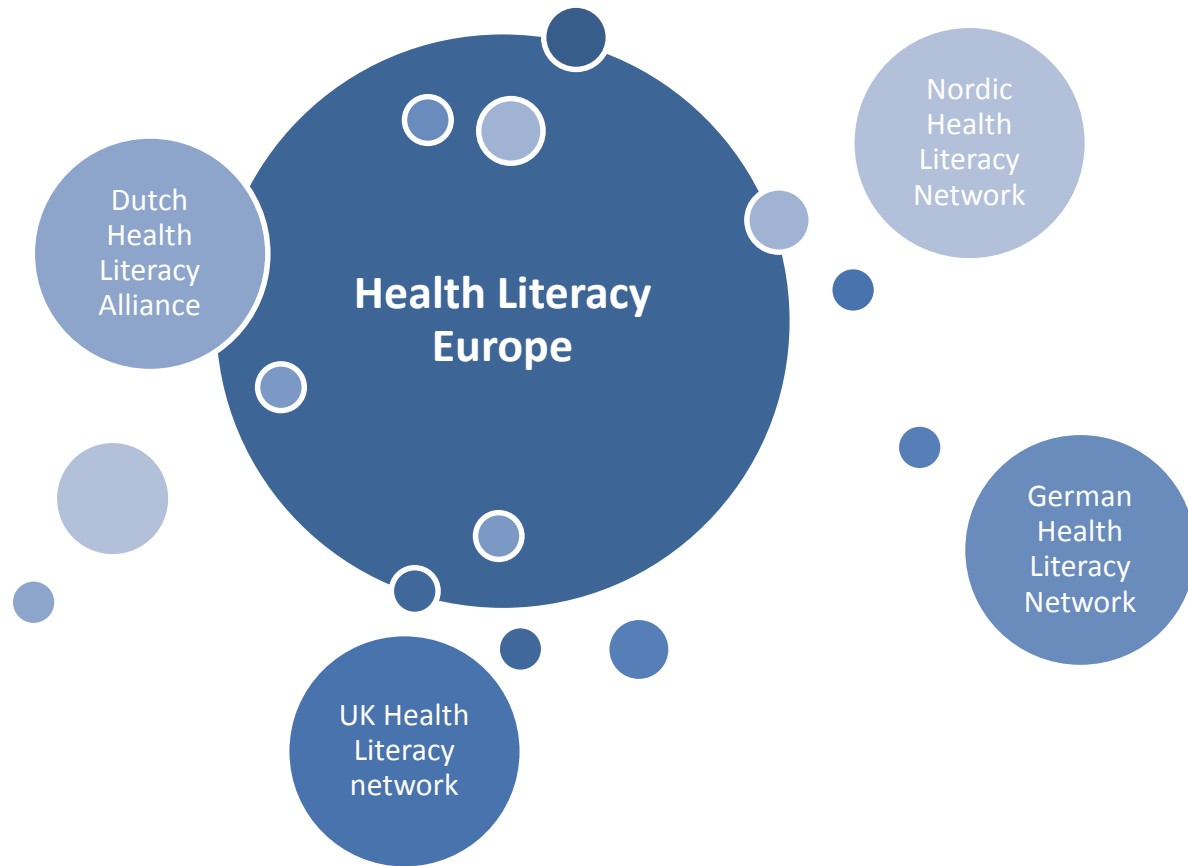
 HEALTH LITERACY EUROPE
A NETWORK FOR ADVANCING EUROPEAN HEALTH LITERACY

 irohla
Innovative policies for healthy ageing

 umcg



Welcome to the European health literacy community



Thank you!

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