

The **Vienna Statement** on the measurement of population and organizational health literacy  
in Europe

Vienna, Austria, 23<sup>rd</sup> February 2018

We, the members of the **Action Network on Measuring Population and Organizational Health Literacy (M-POHL Network)**, emphasize the importance and value of enhancing health literacy in Europe, as demonstrated by WHO's Solid Facts – Health Literacy, by ensuring the availability of high-quality, internationally comparative data to facilitate evidence-informed policymaking through this, the **Vienna Statement**:

Affirming our commitment towards strengthening the generation of health literacy data on populations, organizations, settings and systems under the umbrella of the WHO European Health Information Initiative (EHII), in alignment with Health 2020, the European policy framework for health and well-being; and

Mindful of the WHO Europe resolution EUR/RC66/R12 – the European action plan to strengthen the use of evidence, information and research for policymaking in the WHO European Region – we, the members of the Network, will work towards the following goals:

- *The provision of continuous support for the European Health Information Initiative (EHII) as a fundamental basis for strengthening evidence, information and research in the WHO European Region;*
- *The establishment of an international research consortium to support the institutionalization of regular, reliable, cross-national European health literacy surveys, including the coordinated and synchronized collection of data on population-based individual health literacy, and to prepare the measurement of health literacy of organizations / settings / systems;*
- *The identification of one or more European survey coordination centers to support the action network in recruiting participating Member States, to maintain and continuously improve survey standards and quality by further developing the theoretical framework for the surveys, the tools and methods, and the coordination of international data collection, analysis and reporting in line with mutually agreed standards;*
- *The development of a multi-level, international database on health literacy (covering both population health literacy and health literacy of organizations / settings/ systems);*
- *The joint reporting, dissemination and discussion of health literacy research results across Europe;*
- *The formulation of recommendations, and the encouragement of international exchange of knowledge and experience on national and international health literacy policies and the effectiveness of interventions, including monitoring and evaluation;*
- *The promotion and stimulation of further research in the area of health literacy.*
- *The promotion of dialogue and synergy with other networks of relevance to health literacy with the support and under the coordination of EHII.*

We, the members request the WHO Regional Office for Europe to:

- *Support the Network through the WHO EHII and its technical and strategic entities;*
- *Encourage Member States to join the international consortium and conduct health literacy surveys to support decision-making;*
- *Encourage Member States to share best practices and experiences on measuring and improving population health literacy and organizational health literacy;*
- *Link the Network to other relevant networks under the EHII, in particular the Evidence-informed Policy Network, EVIPNet Europe, and to other relevant networks and entities in the Region;*
- *Advocate for the Network to increase its membership; and*
- *Encourage similar initiatives in other WHO Regions following the **Shanghai Declaration** on promoting health in the 2030 Agenda for Sustainable Development.*