

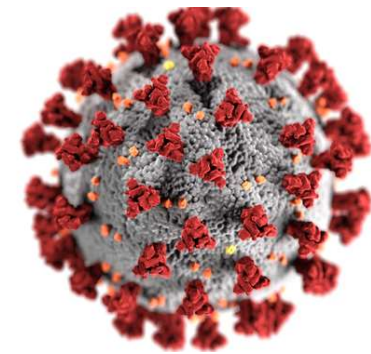
Coronavirus-related health literacy in Austrian: results of a trend study

Mag. Dr. Robert Griebler

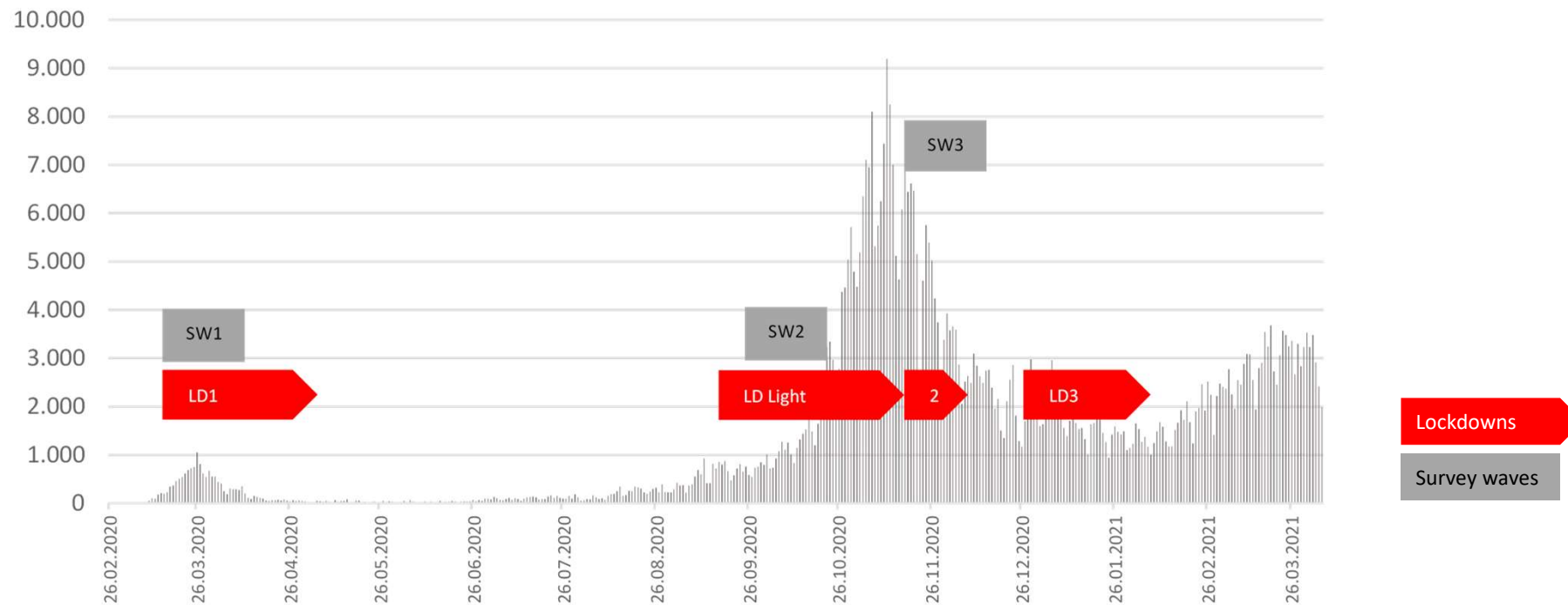
11th IUHPE European Conference on Health Promotion

Pre-conference | Workshop 1: Health promotion in times of COVID-19

14 June 2021



Epidemiological curve SARS-CoV-2 (newly infected cases) and survey waves on Corona-related HL



Source: Austrian Agency for Health and Food Safety (AGES), <https://covid19-dashboard.ages.at/dashboard.html>, visited on 6.4.2021

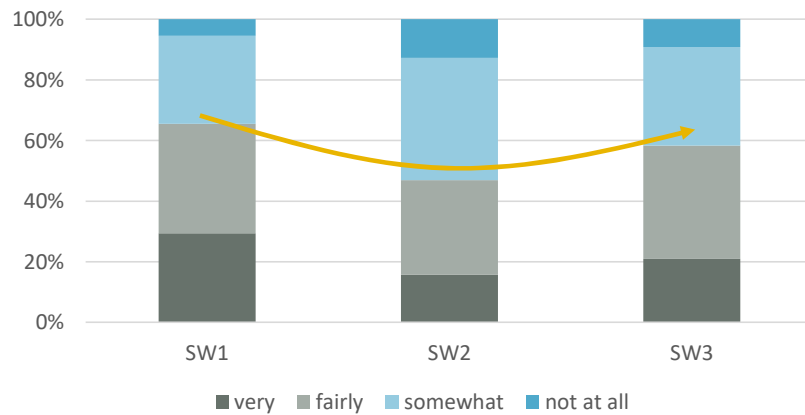
Information on coronavirus



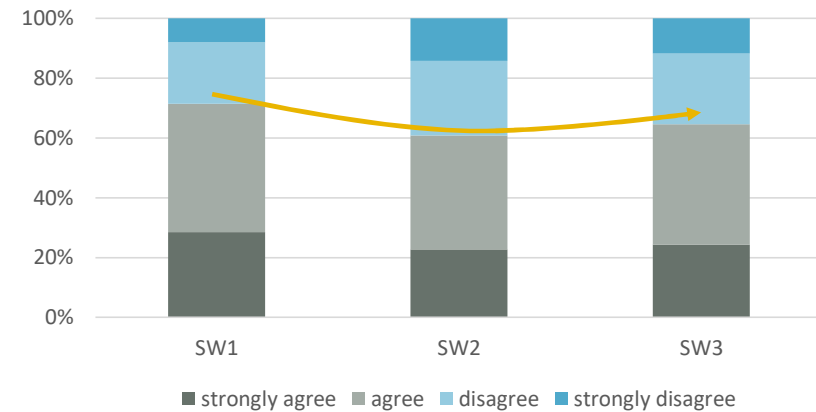
- » information as a key weapon against the pandemic
- » dense information in the media during corona waves, less in summertime 2020
- » experts played an important role
- » changing evidence
- » diversification of opinions
- » increase of mis- and disinformation (infodemic)
- » political takeover by opposition parties

Concern about corona situation

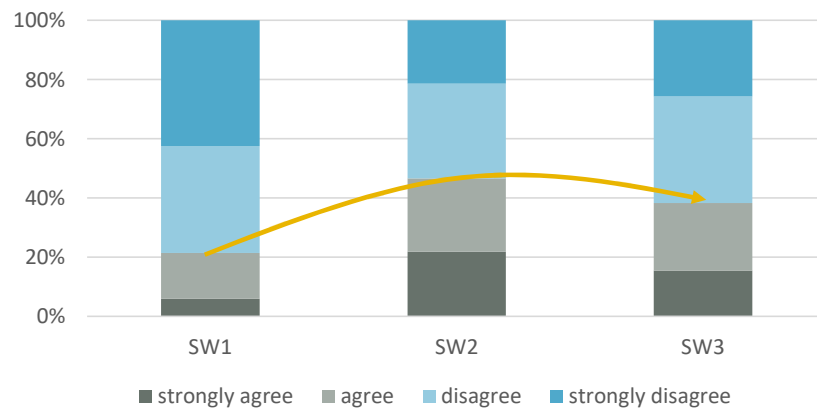
concerned about corona situation



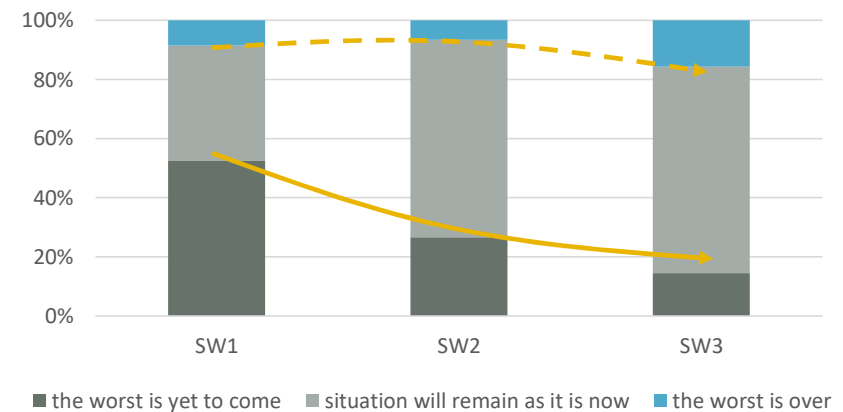
fear infect myself or someone in my family



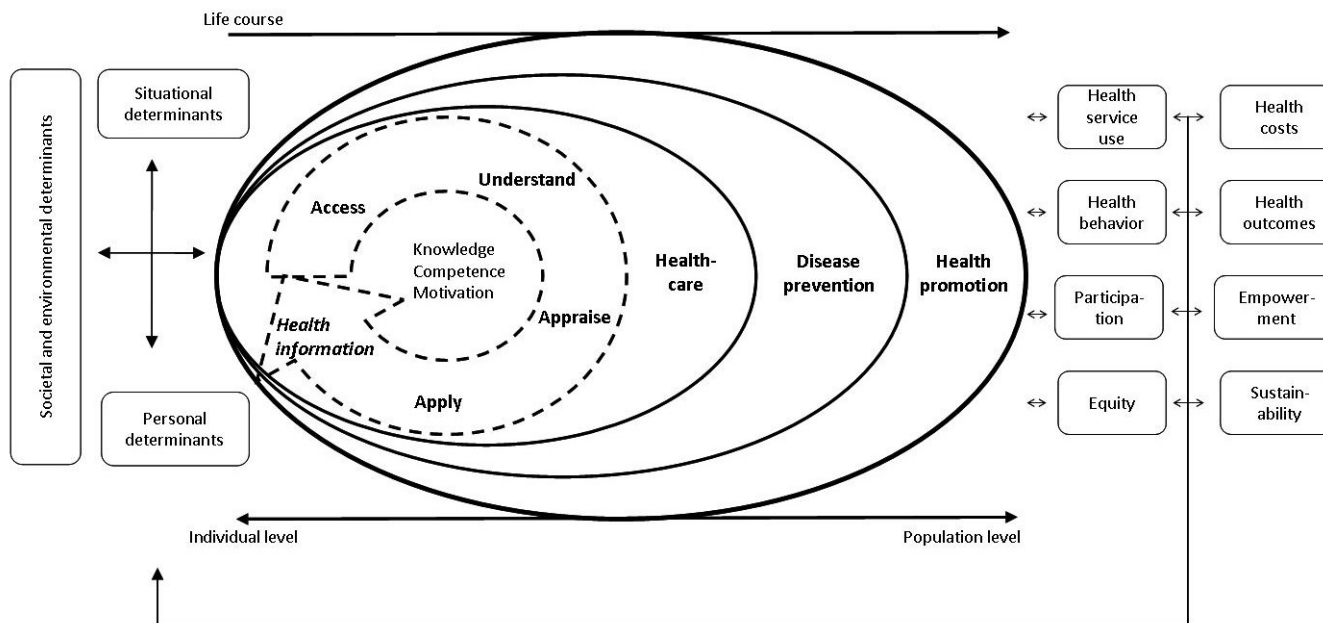
believe danger exaggerated



assessment corona situation



Underlying understanding of HL

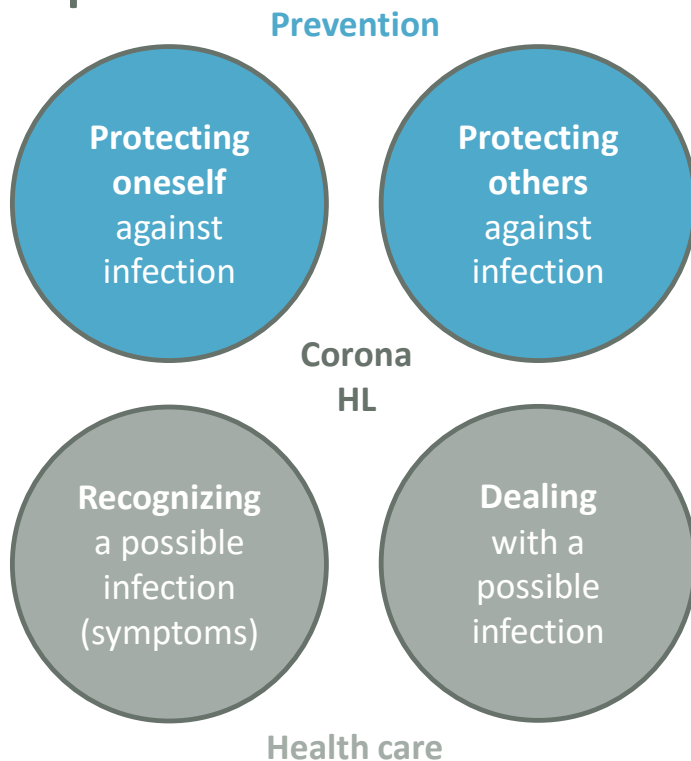


Health literacy is linked to literacy and encompasses people's knowledge, motivation and **competences to access, understand, appraise, and apply health information in order to make judgments and take decisions in everyday life concerning healthcare, disease prevention and health promotion to maintain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

Sørensen, K.; Van den Broucke, S.; Fullam, J.; Doyle, G.; Pelikan, J.; Slonska, Z.; Brand, H.; Consortium European Health Literacy Project (2012): Health literacy and public health: a systematic review and integration of definitions and models. In: BMC public health 12/80:<http://www.biomedcentral.com/1471-2458/1412/1480>

Corona HL Questionnaire

Topics



Process dimensions

- Finding
- Understanding
- Evaluating
- Applying

Follows HLS₁₉ methodology

- » How easy or difficult would you say it is ..
Very easy (1) - Easy (2) - Difficult (3) - Very difficult (4)

Number of items:

- » 16 (4x4)

Scores:

- » sum indices (sum of answers very easy/easy), standardised to 0-100; higher values higher HL

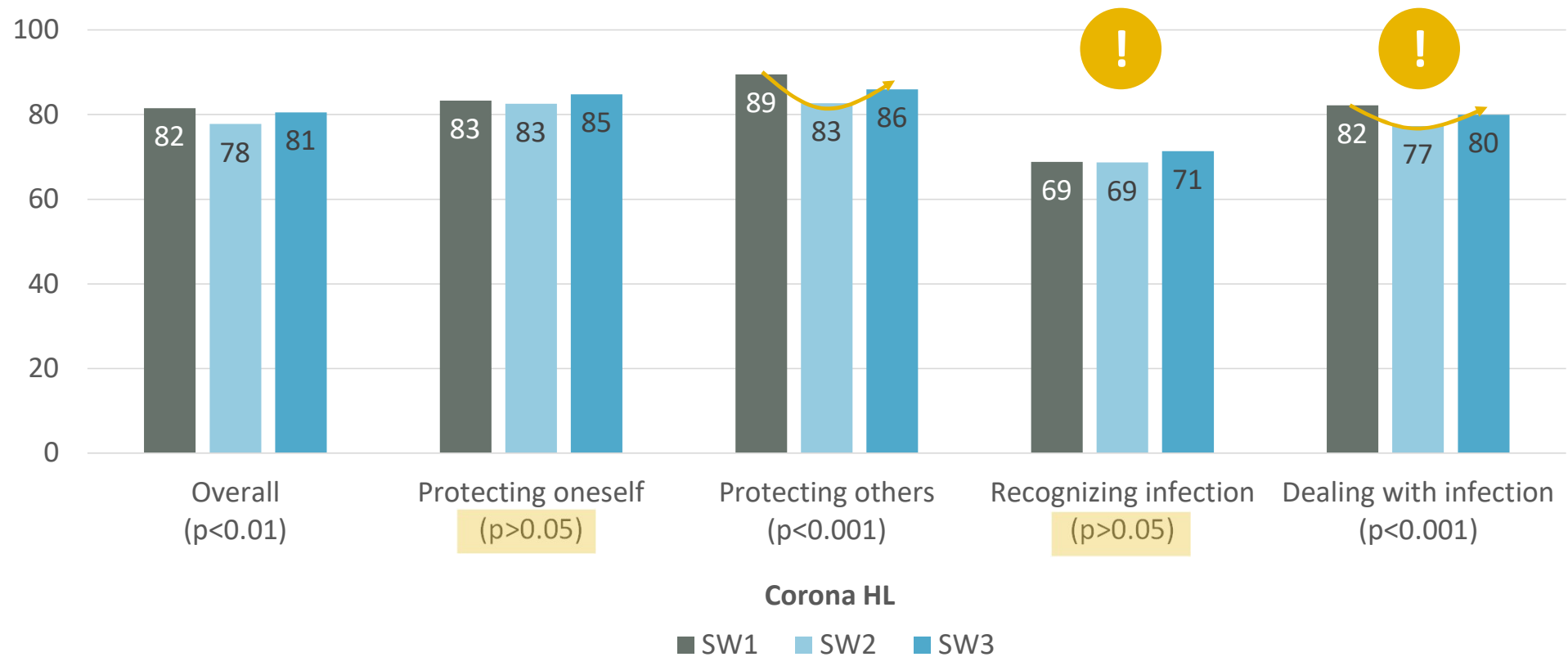
Levels:

- » Categorisation of the overall score using a second score for the number of very simple answers to differentiate people with excellent Corona-HL

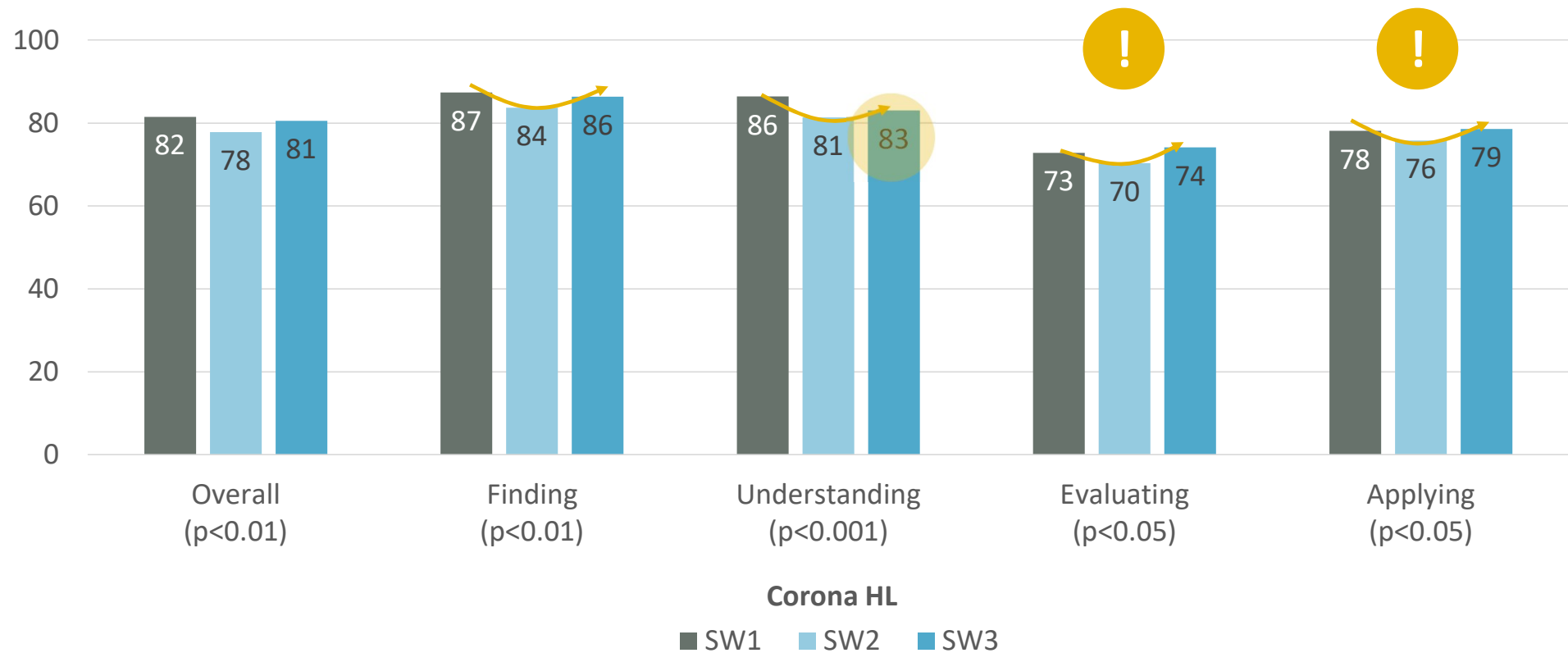
Austrian Trend Study on Corona-related Health Literacy

- » 3 wave study
 - » SW1: end of March 2020
 - » SW2: end of September/beginning of October
 - » SW3: end of November/beginning of December
- » Computer Assisted Web Interviewing (CAWI)
- » Representative for the web-active population (16+/18+)
- » n varies between 1,020 and 1,295 valid cases
- » Representative for and weighted according gender, age and education
- » Average age: 46.2 years (SD=16.6 years), age-range: 16 to 89 years

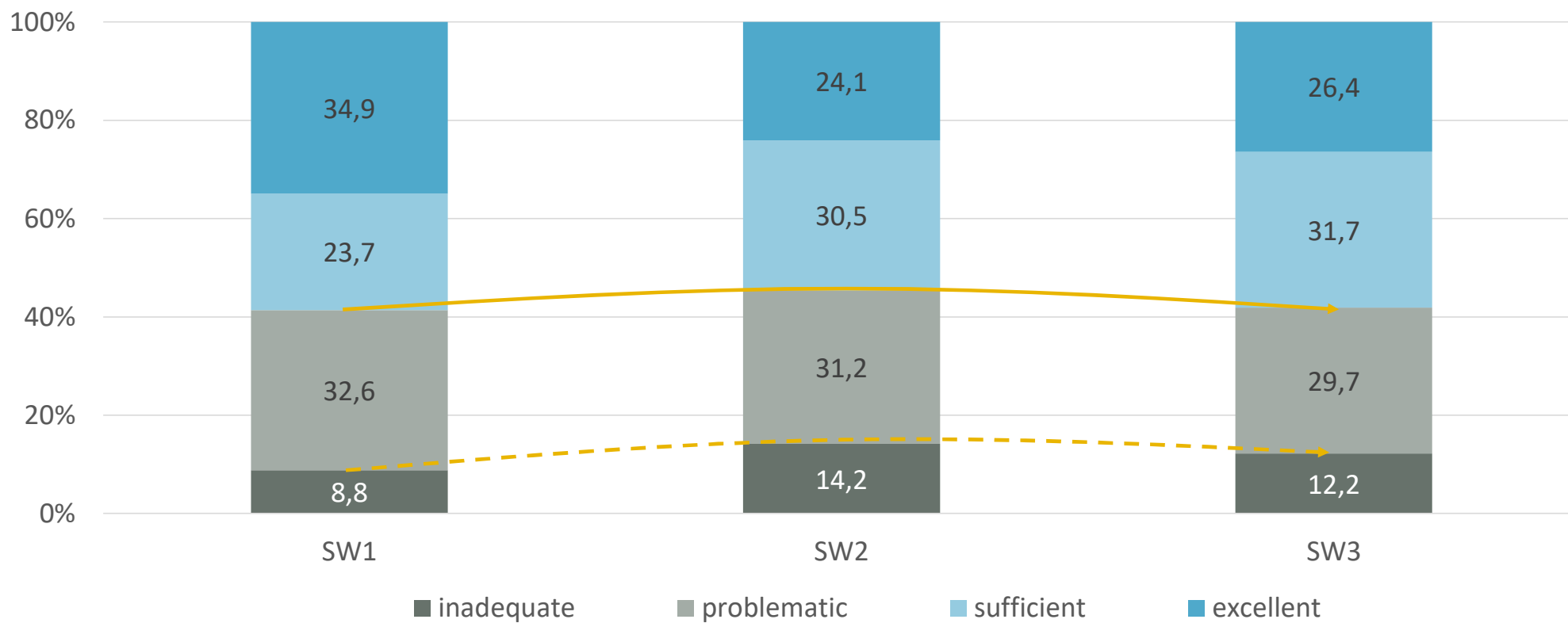
Corona HL indices: Topics



Corona HL indices: Process dimensions



Corona HL levels



Population groups with greater difficulties

People aged 16-29, people with less formal education and people looking for a job ...

- » have significantly greater difficulties - especially in **finding** and **understanding** information as well as in dealing with information on **self-protection** against infection.
- » are more likely to use **information sources that can provide misinformation and disinformation** about SARS-CoV-2 and COVID-19 (internet, social media, messenger groups), feel less well informed and are more often confused by the quantity of information.
- » have **less preventive knowledge** about SARS-CoV-2 and more often belong to the group of **corona deniers**.

Lessons learned for health promotion

- » A dense offer of information via different information channels facilitates finding and understanding information
- » A focus on individual topics increases attention
- » Emotional resonance motivates people to engage with information
- » Critical health literacy needs not more but better information
- » Greater involvement of experts in communication is helpful
- » Transparent communication of the available evidence facilitates the evaluation of available information
- » Quality-assured information in easy language needed
- » Target group specific information needed for younger and for people with less formal education, considering their relevant information channels
- » ...

Thank you!

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