



# Υγεία Παιδεία

DPAC Conference  
May 5, 2011



# Members of DPAC Workgroup

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Health Literacy.wmv



# Introduction:

- Health Literacy is the ability for a person to read, understand and act on health information.
- This workgroup realized the need to educate DPAC members on available health literacy resources.
- Our goal is after reviewing the six suggested resources, DPAC members will be able to better understand and implement health literate practices and resources in their professional and daily lives.



# National Statistics:

- Health Risk
- Literacy Skills
- Diabetes
- Costs



# Michigan Statistics:

- 692,000 working age adults do not have high school or GED diplomas
- Only 26% are college graduates
- 18% of residents over 16 lack the skills to complete an application form or read a prescription label





# Lessons Learned:

- Huge issue--try defining starting point
- Dearth of materials < 4<sup>th</sup> grade level
- Cross-cutting: diseases and demographics
- Need resources: advocates and patients
- Must get creative—use all senses





# Resources:

- University of Arizona
- Centers for Disease Control and Prevention (CDC)
- American Medical Association (AMA)
- National Diabetes Education Program
- Be An Educator
- Learning About Diabetes, Inc.

# University of Arizona



**HEALTH LITERACY**

What is Health Literacy?

How Common is Low Health Literacy?

Why is Low Health Literacy Important?

Clues to Limited Literacy

Determining Prevalence of Low Health Literacy in your Practice

Examples of Good and Bad Communication

The Teach-Back Technique

Ask-Me-3

Other Approaches

The Solution

Resources


What is Health Literacy?

Video player controls: play, stop, previous, next, progress bar, volume.

<http://healthlit.fcm.arizona.edu/>

# Centers for Disease Control

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 Department of Health and Human Services  
Centers for Disease Control and Prevention

CDC en Español

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## Health Marketing

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- ehealth marketing
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## Health Literacy

**What is Health Literacy?**

According to Healthy People, health literacy is the capacity to obtain, process, and understand basic health information and services to make appropriate health decisions.<sup>1</sup>

**Why Does Health Literacy Matter?**

Every day, people confront situations that involve life-changing decisions about their health. These decisions are made in places such as grocery and drug stores, workplaces, playgrounds, doctors' offices, clinics and hospitals, and around the kitchen table. Obtaining, processing, and understanding health information and services are essential steps in making appropriate health decisions; however, research indicates that today's health information is presented in ways that are not usable by most adults.

- Nearly 9 out of 10 adults have difficulty using the everyday health information that is routinely available in our healthcare facilities, retail outlets, media and communities.<sup>2</sup>
- Without clear information and an understanding of the information's importance, people are more likely to skip necessary medical tests, end up in the emergency room more often, and have a harder time managing chronic diseases like diabetes or high blood pressure.<sup>3</sup>

**Who Does it Affect?**

People of all ages, races, incomes, and education levels can find it difficult to obtain process and understand health information and services. Literacy skills are only a part of health literacy. Even people with strong reading and writing skills can face health literacy challenges, such as when:

- They are not familiar with medical terms or how their bodies work.
- They have to interpret numbers or risks that could have immediate effects on their health and safety.
- They are diagnosed with a serious illness and are scared or confused.

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<http://www.cdc.gov/healthmarketing/healthliteracy/>

# American Medical Association

Removing barriers to better, safer care

Health literacy and patient safety:

## Help patients understand

### Manual for clinicians

Second edition

<http://www.ama-assn.org/ama1/pub/upload/mm/367/healthlitclinicians.pdf>

# National Diabetes Education Program

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

 **National Diabetes Education Program**

 Centers for Disease Control and Prevention  NATIONAL INSTITUTE OF DIABETES AND DIGESTIVE AND KIDNEY DISEASES

Search NDEP site

NDEP is a partnership of the [National Institutes of Health](#), the [Centers for Disease Control and Prevention](#), and more than 200 public and private organizations.

Home **Publications** Resources Diabetes Facts Press Page Tools    Text S | M | L

**THIS SITE WILL BE DOWN FOR MAINTENANCE ON Wednesday, February 23rd, 2011 from 7:00 PM to 12:00 AM.**  
For questions or concerns please contact [DKWebmaster@extra.nidk.nih.gov](mailto:DKWebmaster@extra.nidk.nih.gov).

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**What's New**  
[School Guide](#)  
Updated guide provides tools for effectively managing diabetes in school settings.

[February Partner Spotlight](#)  
Check out NDEP's partner in the February Spotlight.

[Help promote Diabetes Alert Day 2011 \(March 22\)](#)  
Download NDEP's free promotional toolkit.

[View more entries >](#)

**NDEP translates the latest science and spreads the word that diabetes is serious, common, and costly, yet *controllable* and, for type 2, *preventable*.**

Diabetes Topics:

Find Publications for Me

To search the NDEP database for publications specifically for you,

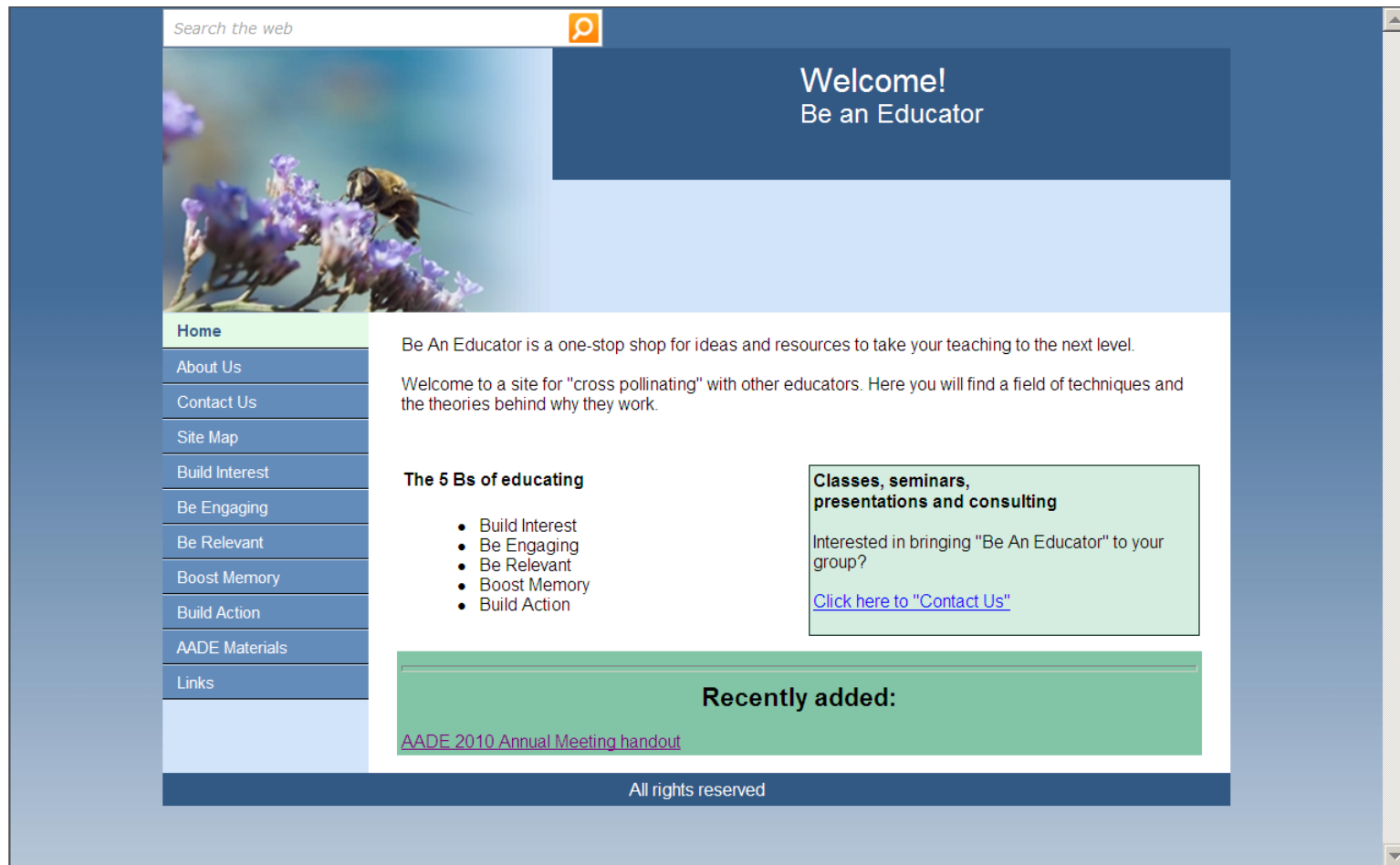
**Publications** [View more Publications >](#)

 **4 Steps to Control Your Diabetes. For Life.**  
(NDEP-67)  
These four steps help people with diabetes understand, monitor, and manage their diabetes to help them stay healthy. This publication is excellent for people newly diagnosed with diabetes or who just want to learn more about controlling the disease.


 **Small Steps. Big Rewards. Your GAME PLAN to Prevent Type 2 Diabetes: Information for Patients**

<http://ndep.nih.gov/>

# Be An Educator



Search the web



Welcome!  
Be an Educator

Home

- About Us
- Contact Us
- Site Map
- Build Interest
- Be Engaging
- Be Relevant
- Boost Memory
- Build Action
- AADE Materials
- Links

Be An Educator is a one-stop shop for ideas and resources to take your teaching to the next level.

Welcome to a site for "cross pollinating" with other educators. Here you will find a field of techniques and the theories behind why they work.

**The 5 Bs of educating**

- Build Interest
- Be Engaging
- Be Relevant
- Boost Memory
- Build Action

**Classes, seminars, presentations and consulting**

Interested in bringing "Be An Educator" to your group?

[Click here to "Contact Us"](#)

**Recently added:**

[AADE 2010 Annual Meeting handout](#)

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<http://www.BeAnEducator.com/>

# Learning About Diabetes, Inc.

## LEARNING ABOUT DIABETES

### FREE Patient Downloads

Click on the English or Spanish version of the topics listed below to download a free copy of any of these easy-to-read handouts.

### ABOUT DIABETES

<i>What Is Diabetes?</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Diabetes: Know the Signs</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Type 1 Diabetes</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Type 2 Diabetes</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Diabetes Risk (Adults, U.S.)</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Diabetes Risk (Children)</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Diabetes Risk (7-12 years)</i>	<a href="#">English</a> or <a href="#">Spanish</a>

### HEALTHY EATING

<i>Herbs and More</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Alcohol and Diabetes</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Carbohydrate and Blood Sugar Control</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Your Healthy Eating Pyramid</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>The Nutrition Facts Label</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Portion Sizes</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>What Can I Eat?</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Eat This, Not That</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Calories In / Calories Out</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Healthy Cooking Tips</i>	<a href="#">English</a> or <a href="#">Spanish</a>

### MEDICINE

<i>Diabetes Pills Actions</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Your Diabetes Pills</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>What is Insulin?</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Why Do I Need Insulin?</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Taking Insulin</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>How to Draw and Inject Insulin</i> <small>(Courtesy of Ecton Dickinson and Company)</small>	<a href="#">English</a> or <a href="#">Spanish</a>

### SAVING MONEY

<i>Patient Assistance Programs</i>	<a href="#">English</a> or <a href="#">Spanish</a>
<i>Diabetes Supplies</i>	<a href="#">English</a> or <a href="#">Spanish</a>



<http://www.learningaboutdiabetes.org/lowLitHandouts.html>



# Summary

- 1. Decided to provide broad resources (individual for own needs)
- 2. People are listening--NDEP addressing lower literacy needs
- 3. Must be culturally sensitive-know your audience
- 4. Providers and patients alike must address and be open
- 5. Hands-on, readers, listeners, body language--it all matters





**Biết chữ Y tế** **Gesundheit Literacy**  
**Υγεία Παιδεία** **健康素养**  
**الصحة محو الأمية** **Health Literacy**  
**La littératie en santé**