

Improving Health Literacy: Building the Skills We Need to Manage Our Own Health

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Institute of Medicine

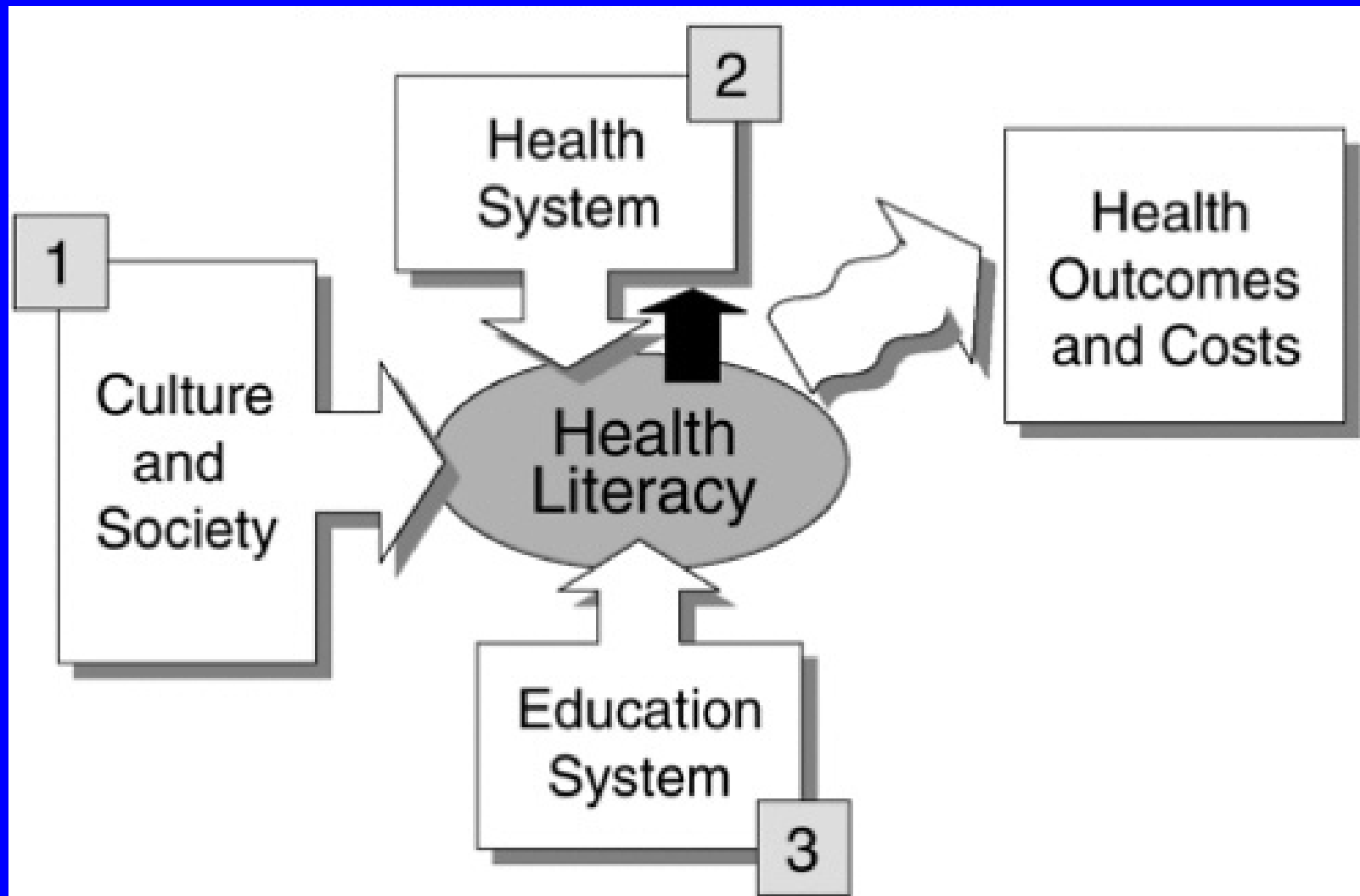
Priorities Areas for National Action: Transforming Health Care Quality

- **Health literacy is important to improving the health of individuals and populations**
- **Self-management/health literacy was identified as one of two cross-cutting priorities for health care quality improvement**

Addressing the Problem of Low Health Literacy

- **Health literacy is based on the interaction of individuals' skills with**
 - **Health contexts**
 - **Health-care system**
 - **Education system**
 - **Broad social and cultural factors at home, at work, and in the community**
- **The responsibility for health literacy improvement must be shared by these sectors.**

Potential Intervention Points



Partnership for Health Literacy in Arkansas

- **First meeting July 24, 2009, hosted by AR Dept of Health, AR Literacy Councils, UA Coop Ext, and AR Children's Hospital**
- **Broad-based coalition of individuals, agencies and organizations**
- **Committed to improving health literacy among all Arkansans**
- **Making plans for a health literacy summit**

Arkansas Hometown Health Improvement Initiative

- **Strengthen community engagement**
- **Increase the value of public health**
- **Develop local capacity for health education services**
- **Promote inclusion of disparate populations in community development**
- **Enhance school-based wellness initiatives**
- **Strengthen local emergency response**

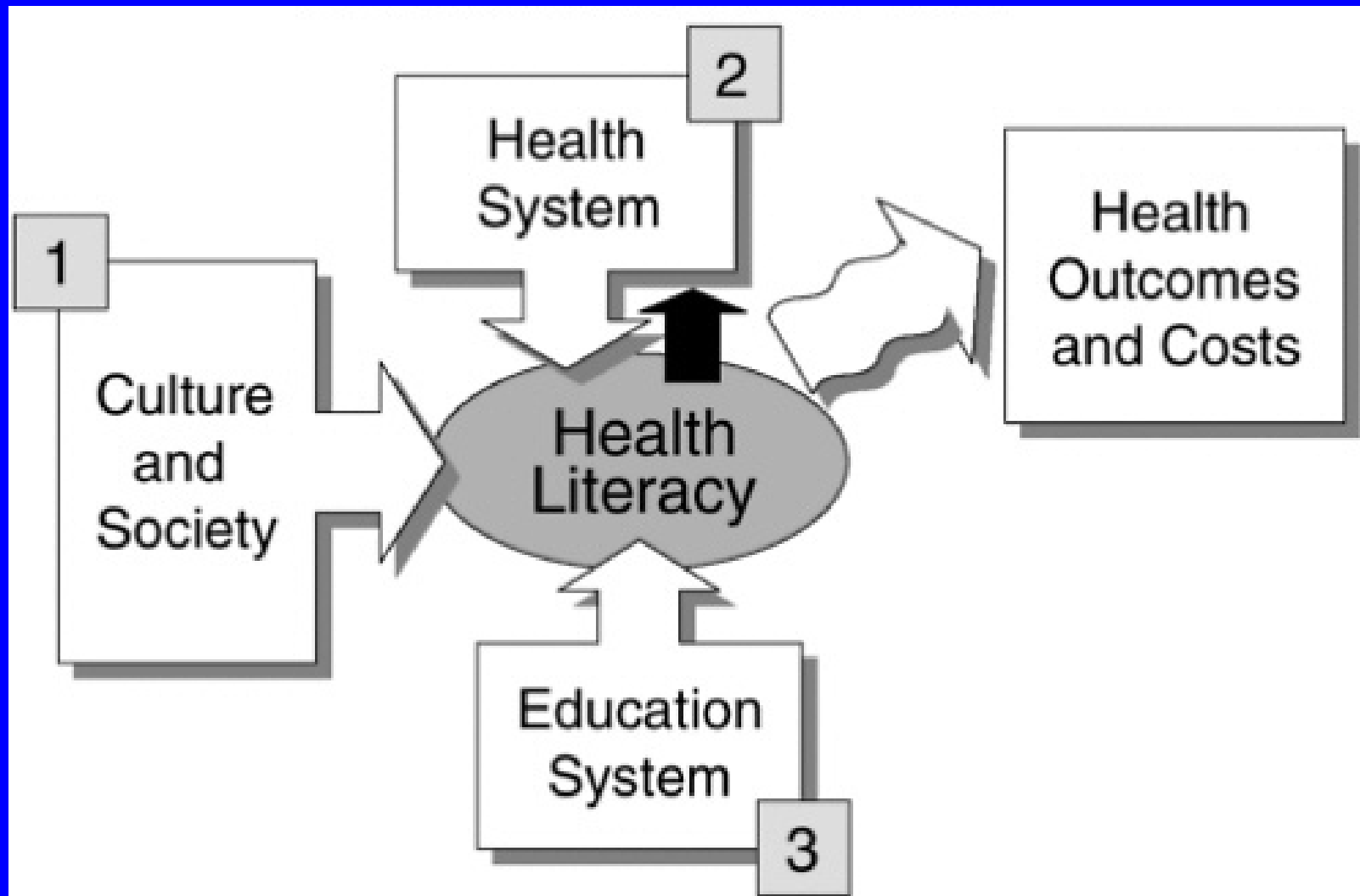
Arkansas Literacy Councils

- **Referrals for patients to literacy programs**
- **Community-based Literacy Organizations in 65 of 75 counties**
- **Basic literacy skills, ESL, Workplace and Family Literacy, Math**
- **Health Literacy Initiatives**
- **Over 10,000 Arkansans served**

Stanford Chronic Disease Self-management Program

- **Grant from Administration on Aging**
- **Implement in Senior Centers and Area Agencies on Aging**
- **Involves statewide aging network**
- **Interest in statewide expansion**
- **Not just for older adults**

Potential Intervention Points



Arkansas Aging Initiative

- **Geriatric Centers of Excellence**
- **Stanford Chronic Disease Self-Management Program**
 - **26 AAI staff and volunteers from all over the state**
 - **“Master Trainers” for additional trainers**
- **Chronic Care Model**
- **Medical Home**

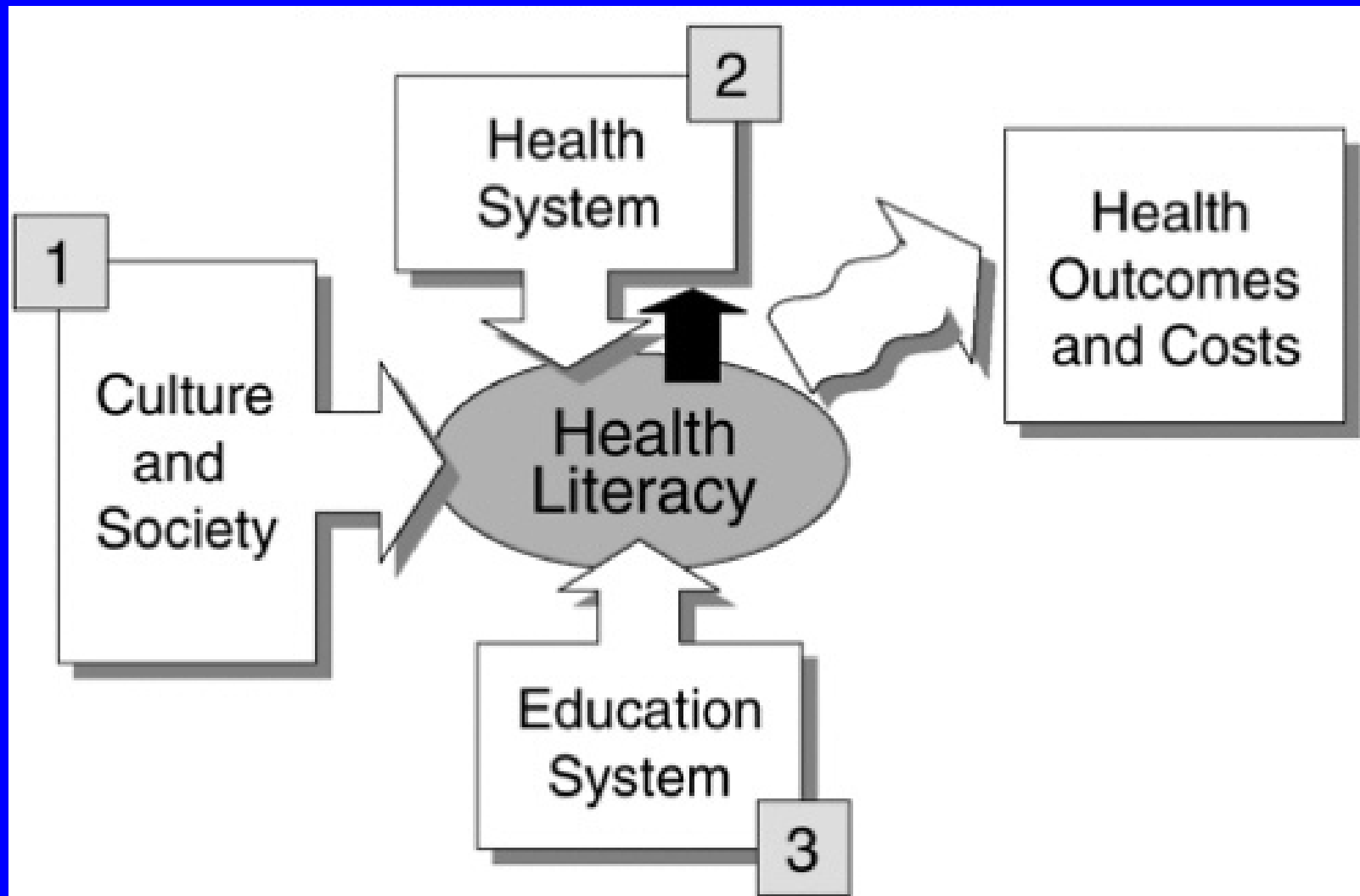
Arkansas Area Health Education Centers

- **Implementing a model for Patient-centered Medical Home**
- **Integrating principles of health literacy in the model**

Baptist Health Home Health Home-Based Chronic Care Model

- **Certification Course**
 - **Low health literacy red flags and cues**
 - **Verbal communication strategies**
 - **Appropriate educational materials**
 - **Use of visual sources of medical information**
- **Emphasis on understanding health literacy issues during weekly care conferences**
- **Results: Patients demonstrating improved disease self-management**

Potential Intervention Points



Coordinated School Health



HealthTeacher

Comprehensive K-12

Health Education Curriculum

- **Goal: Increase the health literacy of all teachers and students**
- **Health Education Assessment Project Framework**
- **National Health Education Standards**
- **3-year pilot in 35 school districts with over 270 schools**
- **Funded by Arkansas Children's Hospital**

Arkansas Baptist College

- **Historically Black College**
- **Increasing Arkansas literacy rates is a priority of the President**
- **Emphasis on recruiting African-American men**
- **Commitment to partner for improving Health Literacy**

Health Literacy

Goal: to promote health and well being and reduce disparities among individuals, families, communities, and societies.

Public Health Literacy

The degree to which individuals and groups can obtain, process, understand, evaluate, and act upon information needed to make public health decisions that benefit the community.

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