

CANYON RANCH *Institute*®

THE POWER & POSSIBILITY OF A HEALTHY WORLD



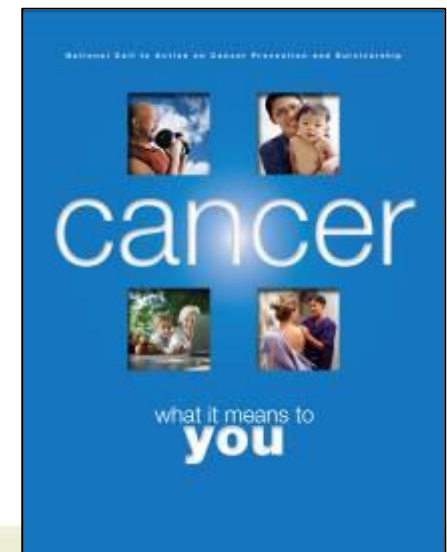
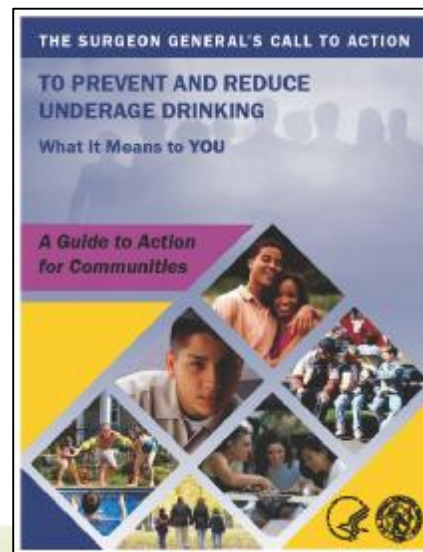
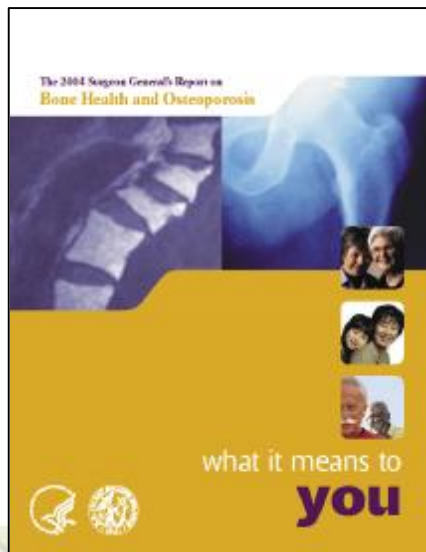
The Potential and Challenges of Highlighting Health Literacy in Prevention Programs

**Institute of Medicine Workshop
September 15, 2009**

***Jennifer Cabe, M.A.; Andrew F. Pleasant, Ph.D.; and
Richard H. Carmona, M.D., M.P.H., FACS***

My Health Literacy “Lens”

- A “traditional” public health communication perspective
- Office of the Surgeon General – 2002-2006
 - “Health in all policies” led to focus on health literacy
 - Speeches, Articles, Lectures
 - Collaborations across public and private sectors: HHS, other Cabinet-level Departments, policymakers, policy brokers, schools, communities, companies, health professionals and organizations, etc....
 - Peoples Pieces Issued with Surgeon General Reports and Calls to Action



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Canyon Ranch Institute catalyzes the possibility of optimal health for all people by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and embrace a life of wellness.

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welcome

At Canyon Ranch Institute, we are collaborating with our partners to realize *The Power & Possibility of a Healthy World.*



CRI Video: *our Mission*

To become a healthier world, we must transform our fundamental approach to health. We must move toward a system focused on embracing a life of wellness through prevention. [Read more](#)

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An Integrative Approach

**“Health literacy is the currency of success
for everything that we do in health, wellness,
and prevention.”**

*Richard H. Carmona, M.D., M.P.H., FACS
Canyon Ranch Institute President
17th Surgeon General of the United States (2002-2006)*

How We View Health Literacy...

- **Tool for prevention and better care.**
- **Important for clinical, public health, K-12 education, adult literacy, care advocacy and navigation, and workplace wellness and workforce productivity.**
- **Includes the skills and abilities that determine the extent that *all people* can find, understand, evaluate, communicate, and use health information.**
- **Leads to informed choices, reduced health risks, better navigation of the existing health care system, reduced inequities in health, and increased quality of life.**

The Reach of Health Literacy

- **Individuals**
- **Parents**
- **Educators**
- **Health care professionals**
- **Health care systems**
- **Policymakers and policy brokers**
- **Government staff and officials**
- **Media**
- **Community leaders**

Everyone

This Transformative Moment: Health Care System Reform

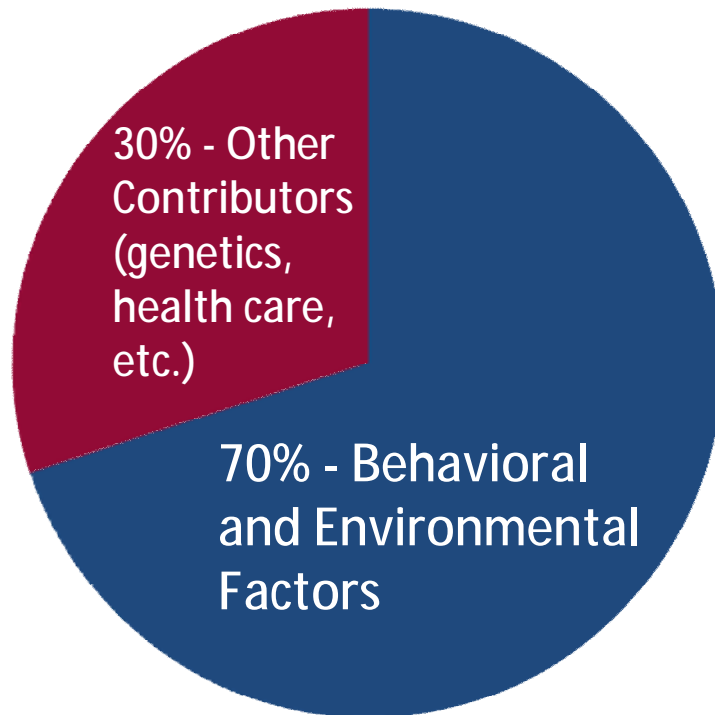
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**Transforming our nation's
'sick care' system into a true
Health Care System
equally prioritizes
prevention *and* treatment.**

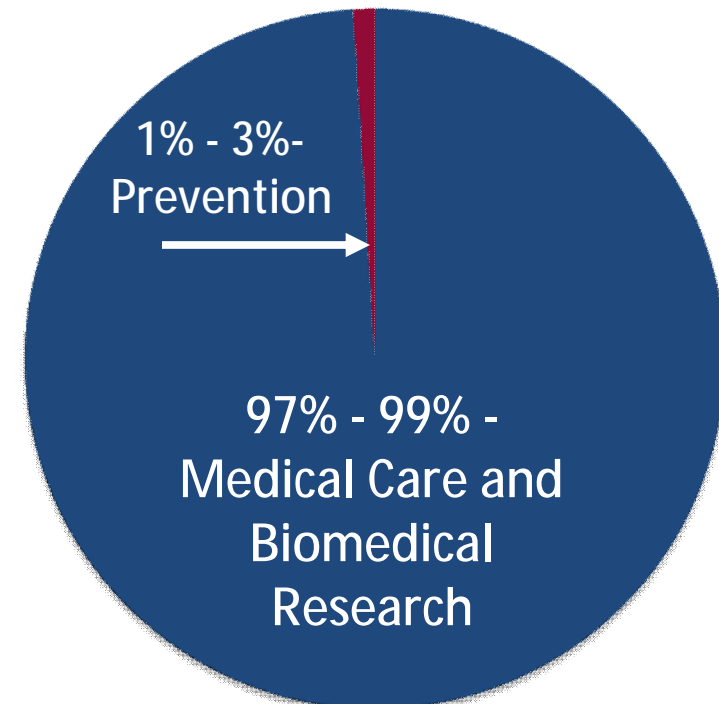
Why Health Literacy Can Lead the Way in Health Care System Reform

Preventable diseases caused by behavioral and environmental factors account for 70 percent of deaths.

Causes of Avoidable Mortality



U.S. Investment in Prevention



Why Health Literacy Can Lead the Way in Health Care System Reform, *continued*

- **Chronic diseases such as asthma, cancer, diabetes, obesity, and heart disease affect the quality of life for 133 million Americans and are responsible for 7 of every 10 deaths in the United States, killing more than 1.7 million Americans every year.**
- **As the primary reason for escalating health care costs, chronic diseases account for more than 75 cents of every dollar we spend on health care in our nation.**
- **For most of us, chronic diseases are completely preventable (primary prevention) or manageable (secondary and tertiary prevention).**
- **Prevention saves lives and saves money.**

Why Health Literacy Can Lead the Way in Health Care System Reform, *continued*

- **Communication must be at the appropriate literacy level for the audience.**
- **Create health literacy courses in Adult Basic Education, in K-12, and in training of all health care workers.**
 - Establish health literacy learning standards across the lifespan
- **Establish health literacy centers of excellence for each state.**
- **Incorporate health literacy in all health / medical certification courses.**
- **Incorporate health literacy into national health surveillance efforts.**
 - First, fund development of a comprehensive measure of health literacy
- **Build demonstration projects specifically targeting reductions in health disparities by using health literacy.**
 - Specifically target changes in cost, health status, equity, and sustainability issues as priority outcome areas
- **Create and monitor standards for hospital operations (via Joint Commission).**
 - Mandate local participation on evaluation teams.
- **Emphasize health literacy as a solution in Healthy People 2020 goals.**

What Does It Mean To “Highlight” Health Literacy In Prevention Programs?

There is a difference between:

- **Ensuring that programs are accessible to people with low health literacy (a worthy goal, to be sure!)**
- and**
- **Designing programs to advance health literacy**
- **Prospectively identifying and then measuring outcomes in health literacy, behavior, physical changes, and physiological changes**
- **Measuring process and program effectiveness and adapting to the needs of all partners and participants**
- **Preventing disease**
- **Improving health and well-being**
- **Eliminating health disparities**

A Successful Health Literacy and Prevention Program

Canyon Ranch Institute Life Enhancement Program

- Designed to increase participants' engagement with their own health by advancing health literacy.
- Curriculum includes nutrition, physical activity, health behavior, integrative medicine, and social support.
- Demonstration – at Urban Health Plan (UHP); South Bronx, NY
 - started by training UHP health professionals
 - designed and built Health & Wellness Center



CRI Life Enhancement Program: Selected Participant Outcomes

- **Change at individual and community level**
 - Access to fresh fruits and vegetables
 - Sharing the program guide
- **Improved health literacy skills and behavior change**
 - Improved nutrition habits - food labels and food shopping
 - Increased physical activity
 - Improved interaction among health care professionals and patients
- **Health outcomes**
 - Weight loss, stress reduction
 - More data is coming in via EHR for analysis
 - Sustainability – monthly reunions, six-month and annual follow-ups



CRI Life Enhancement Program – Participant Response



Visiting a health care professional ...

“What impacted me was the talk about how to prepare yourself for a doctor’s visit. I never imagined before – it never crossed my mind – that one could prepare themselves for a doctor’s visit. I said, ‘How can I prepare myself for a doctor’s visit?’

One thing is that I saved all the information that they gave me in the program. I saved it so that now when I go to the doctor and he tells me that my cholesterol is high and to take a pill, nothing more – take a pill and nothing more...

I ask everything. He has to find the time because I came to the appointment and it is my time.”

CRI Life Enhancement Program – Process and Program Learning

- **Common suggestions for improvement**
 - **More time – to go into greater detail**
 - **Specifically – More science!**
 - Explain more about how nutrition affects our body
“We have to learn more about nutrition. We haven’t learned everything.”
 - Use more charts and graphs
“I would add ... information ... on the BMI graph. Because they did show so much interest and it’s really easy to show them how to calculate it.”



What's Next for the CRI Life Enhancement Program

- **More partners**
- **More sites**
- **Continue learning**
- **Adapt training to meet new partners' needs**
- **Refine the business case**
- **Measure the sustainability of change in individual lives – toward prevention**
- **Measure the diffusion of change in community health**
- **Pilot test the health literacy scorecard?**
 - Scorecard must be uniform but also reflect community needs

CRI Partnerships

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