

Changing Roles of Patients and Consumers with regard to Information and Health Literacy

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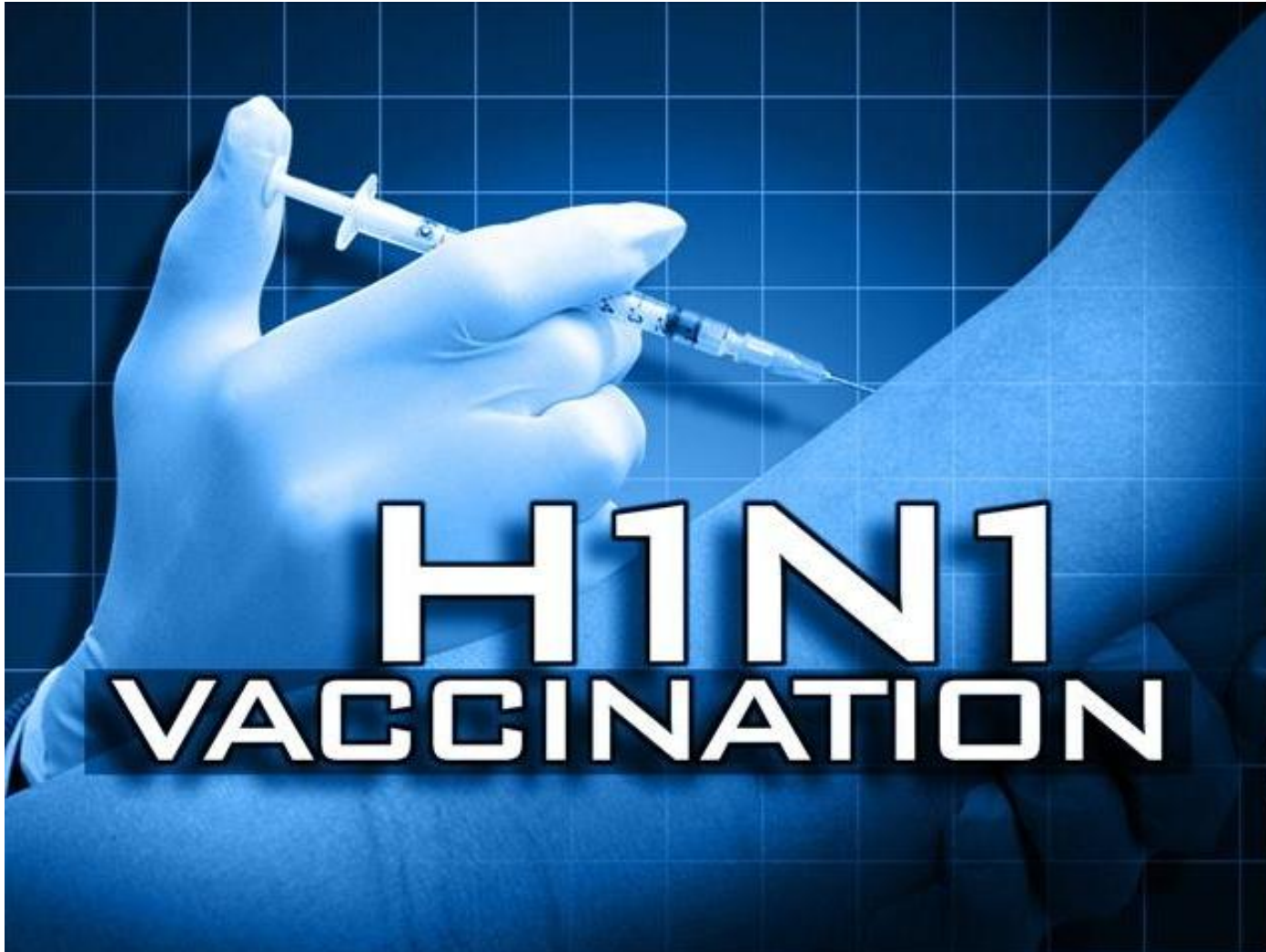
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2009: Should I get vaccinated if I am offered the pandemic vaccine?



- Health literacy is an essential life skill for individuals
- Health literacy is a public health imperative
- Health literacy is an essential part of social capital
- Health literacy is a critical economic issue

Figure 1 Why is health literacy so critical?

International Encyclopedia of Public Health, First Edition (2008), vol. 3, pp. 204-211

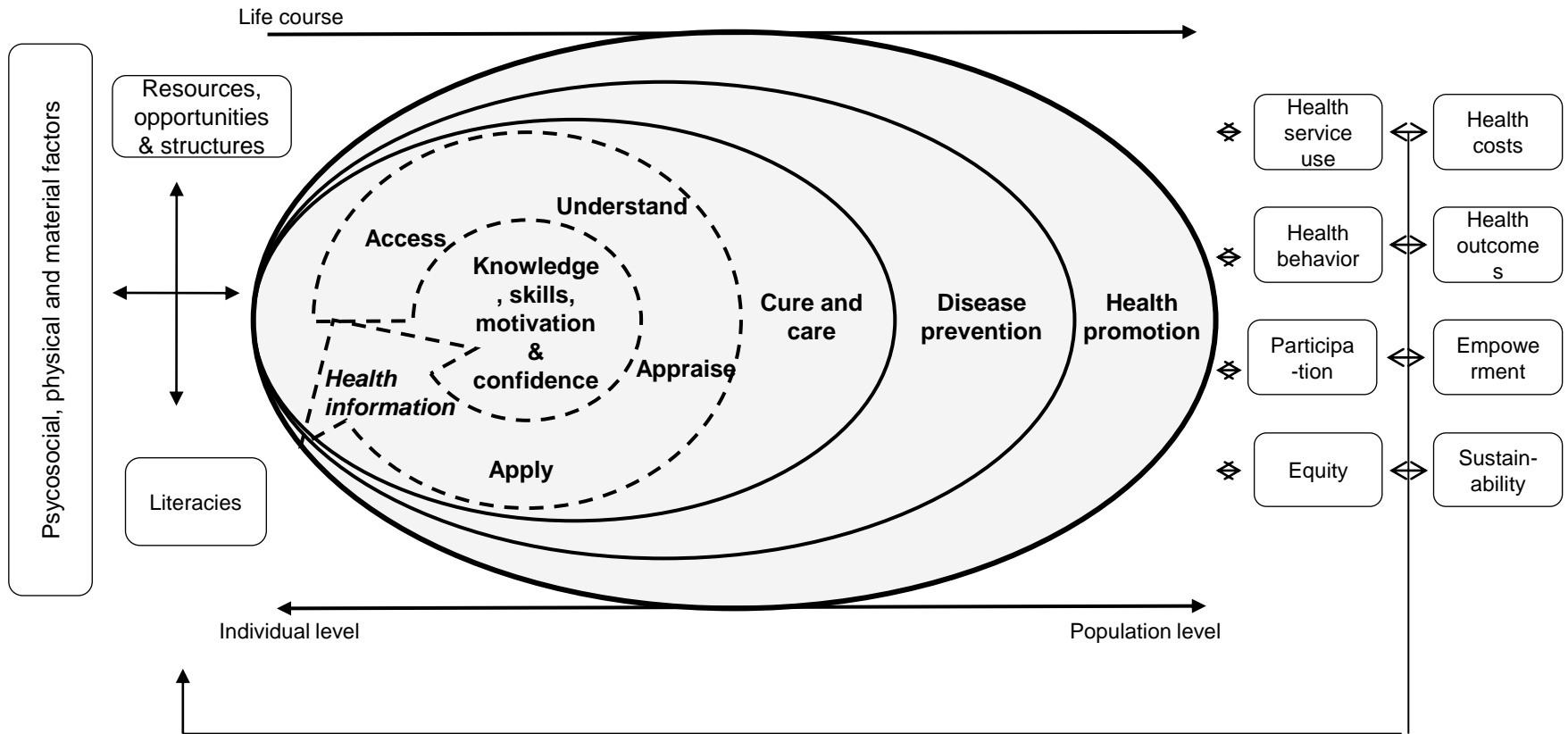
- inadequate levels of health literacy provide a major source of economic inefficiency in the U.S. healthcare system.
- Costs are estimated to range from \$106-\$238 billion annually

Health literacy entails people's **capacities, skills, knowledge, motivation and confidence** to access, understand, appraise and apply health information to form judgments and take decisions in everyday life in terms of healthcare, disease prevention and health promotion to improve quality of life during the life course.

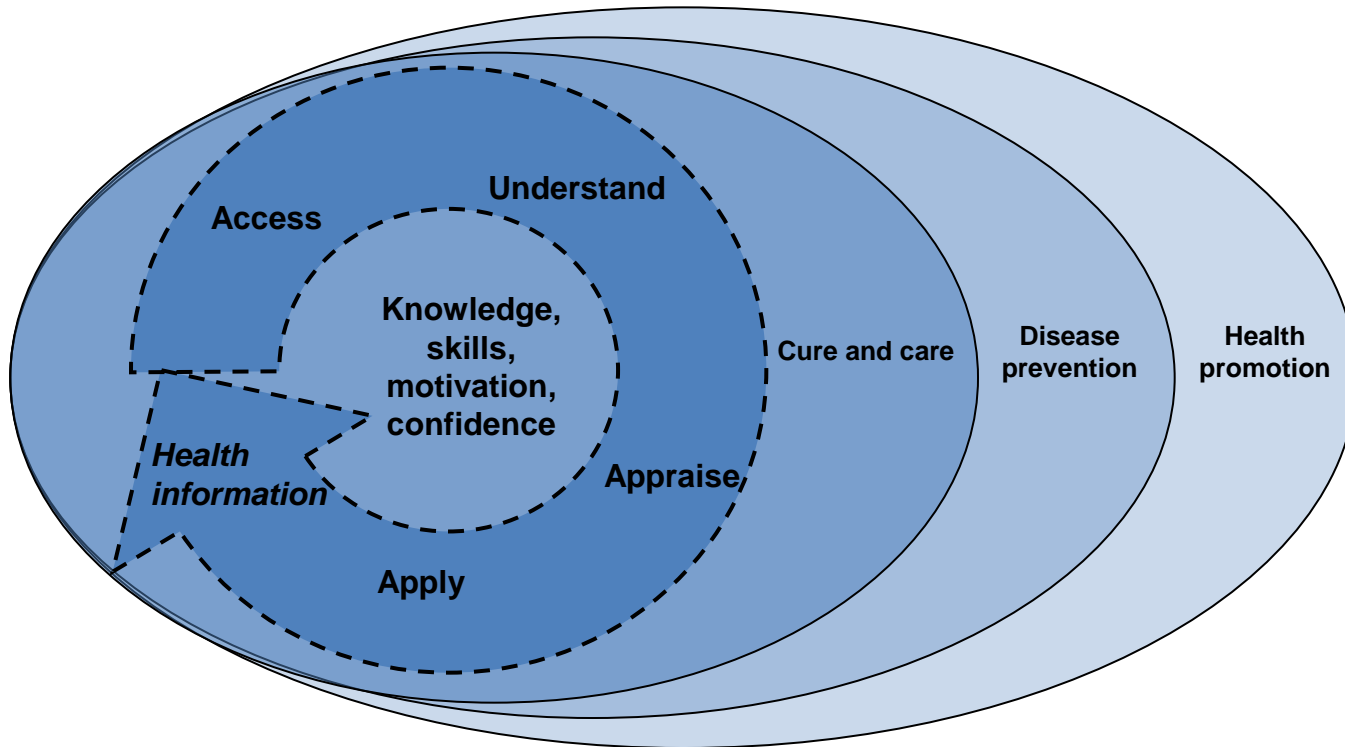
HLS • EU



HLS-EU Conceptual model

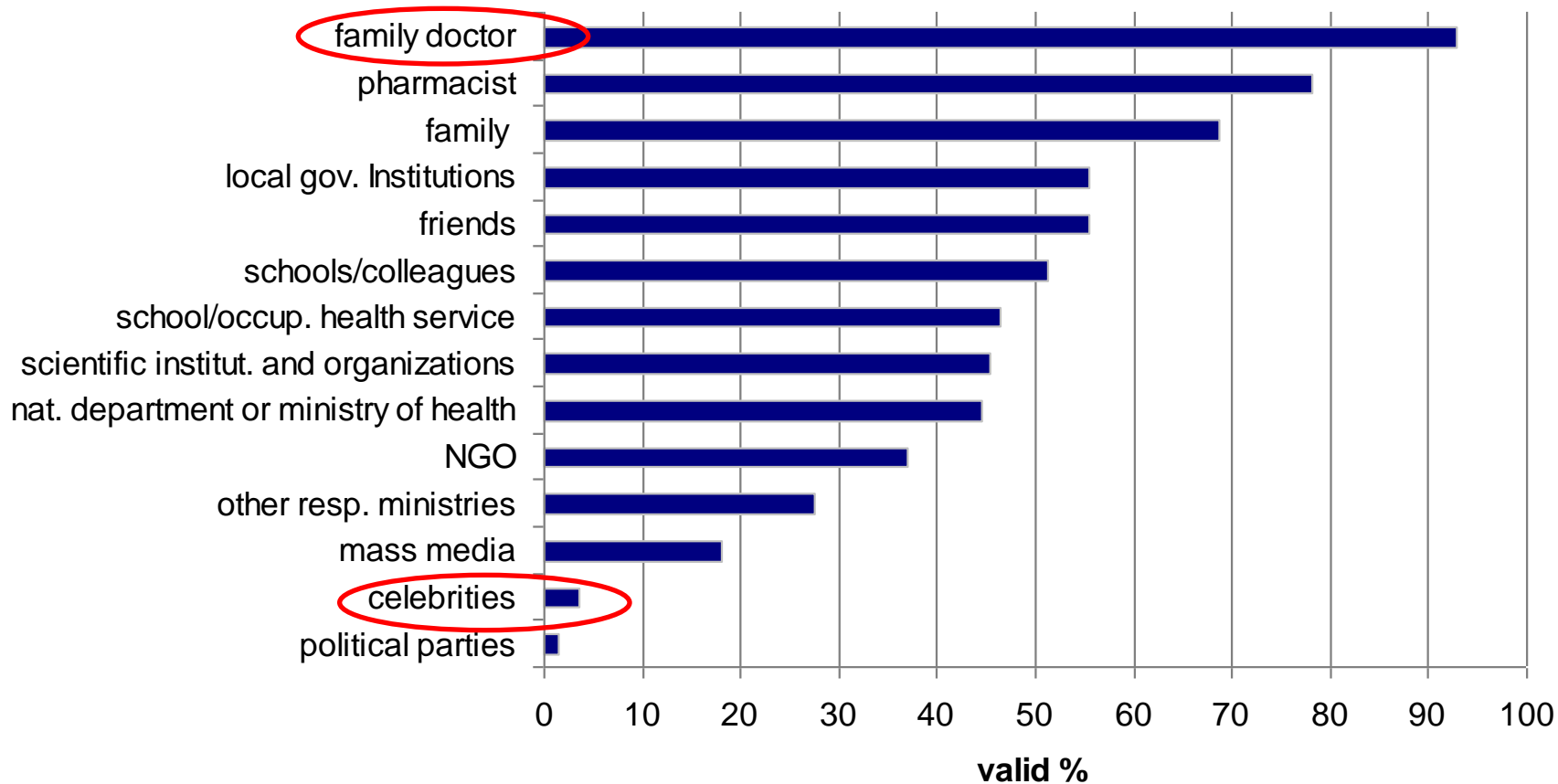


Health literacy in a nutshell



- Leaflets of medications are understood easily/very easy by 68% (n=66)
- 12% have difficulties/great difficulties (n=12)
- 89% find the information from the doctor easy or very easy to understand (n=88)

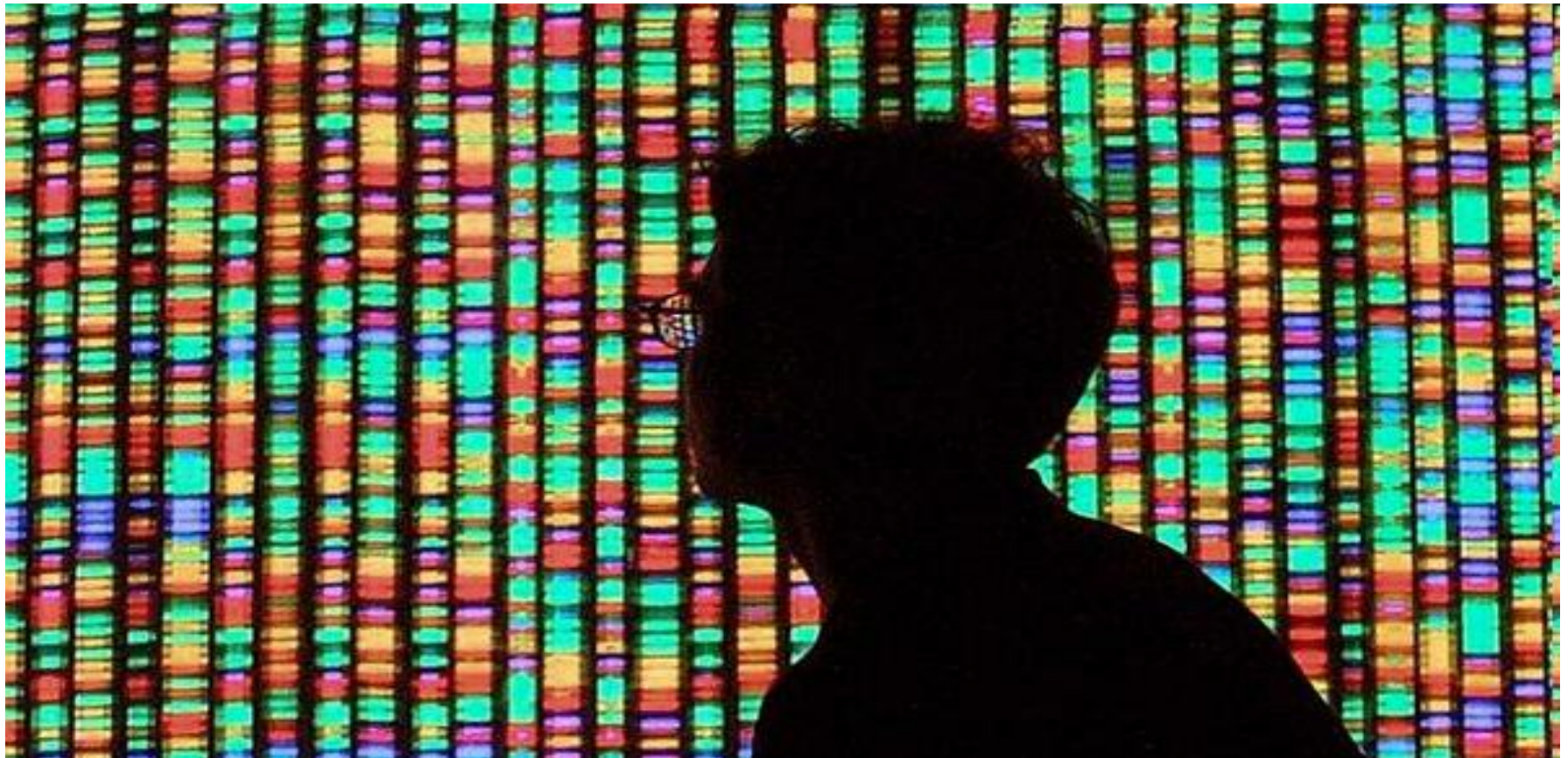
How reliable do you think health information from ... is? (reliable/very reliable)



- Identification of the sentence that indicates how often medication should be administered:
 - Correct 83% (n=82)
 - Wrong/no answer 7% (n=17)
- How much Tempra syrop is recommended for a child (10 years, 50 pounds)?
 - Correct 64% (n=63)
 - Wrong/no answer 36% (n=36)
- Identification of correct medication according to a chart for a child (11 years, 85 pounds)
 - Correct 22% (n=22)
 - Wrong/no answer 76% (n=76)

1. Health Literacy is a bridge from “social networks” to better health
2. Decrease complexity and increase Health Literacy (traffic light systems for food, etc.)
3. Improve HL on population level
4. HL will create “not easy to manage citizens/consumer/patients” that can articulate their demands very clearly (e.g. benefit information, not only risks)

2010: The Human Genome at 10 – what does it mean to me?



5. HL is a necessity as we are on the way to personalized medicine (the i-phone is easy to use but a very complex gadget)

6. HL is a “transmission belt” for moving from “idea” to “innovation”

“Camilla joins our (Health) Literacy Campaign” London Evening Standard 7.6.2011

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DUCHESS 'DELIGHTED' TO FUND FIRST TEN VOLUNTEERS

CAMILLA JOINS OUR LITERACY CAMPAIGN

'OUR CHILDREN DESERVE NO LESS' SHE SAYS AFTER BEING INSPIRED TO GIVE
READERS RUSH TO DONATE AND FORM STANDARD'S ARMY OF VOLUNTEERS



THE Duchess of Cornwall today joined the Evening Standard's Get London Reading campaign – and paid for the first 10 volunteers herself.

Camilla said she was inspired to donate £5,000 after stocking figures showed the extent of the capital's literacy crisis.

As hundreds of readers also offered support, she said, "By helping children to develop a love of reading, we can help them to develop the critical skills no less." Donations and volunteer applications have poured in since the Standard joined forces with the charity Volunteer Reading Help to help tackle illiteracy.

Almost 400 readers have responded to our call in yesterday's paper to volunteer to go into schools and help struggling pupils – and to give money to pay for their training.

GET LONDON READING
Evening Standard Campaign

They will need to reach their potential. I am delighted to sponsor 10 new reading volunteers as part of the Evening Standard's appeal.

"I hope that many more volunteers can be recruited. Our children deserve

READ MORE: PAGES 2, 3, 4, 5, 44, 45

**Thank you -
and see you in Europe**

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