



WHAT IS GOING ON ABOUT HEALTH LITERACY AROUND THE WORLD

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มหาวิทยาลัยหอการค้าไทย

คำจำกัดความ

- A number of definitions refer to **individuals' ability** to **locate**, **understand and use** information for health-related decisions and to make **'appropriate health decisions'**

(Ratzan, 2001; Green et al., 2007)

- 'keeping well' in everyday life (Peerson, 1998)



ข้อสังเกตเกี่ยวกับจากระดับความรู้ด้านสุขภาพ

- There are also claims that people with **poor health literacy skills** are:
 - less knowledgeable about health,
 - receive less preventive care,
 - have worse constant illness control,
 - poorer physical and mental health function,
 - and higher emergency department
 - and hospital utilization'

(Hibbard et al., 2007)



ข้อสังเกตในประเทศออสเตรเลีย AUSTRALIA

- Health Promotion International
- Definition of health literacy is promising:
- the **knowledge and skills** required to understand and use information relating to health issues such as drugs and alcohol, disease prevention and treatment, safety and accident prevention, first aid and emergencies, and staying healthy (Australian Bureau of Statistics, 2006), p. 4.



ข้อสังเกตในประเทศบังกลาเทศ BANGLADESH

- Promote the term: **Health education**
- One of interesting activity which let children **playing interactive games** which incorporated the link **between good** hygiene behaviors and **improved** health.



ข้อสังเกตในประเทศสหรัฐอเมริกา รัฐโรดไอแลนด์

US: RHODE ISLAND HEALTH LITERACY PROJECT AND SEATTLE

- Health Literacy Toolkit: Better Communication for Better Care
- Promote health literacy through home visitation

Health Literacy Toolkit
Better Communication for Better Care



ข้อสังเกตในทวีปยุโรป

EUROPEAN HEALTH LITERACY SURVEY



- A comprehensive instrument to measure health literacy, the European Health Measurement Instrument, was constructed with questions measuring the perceived difficulty of health-relevant tasks such as:

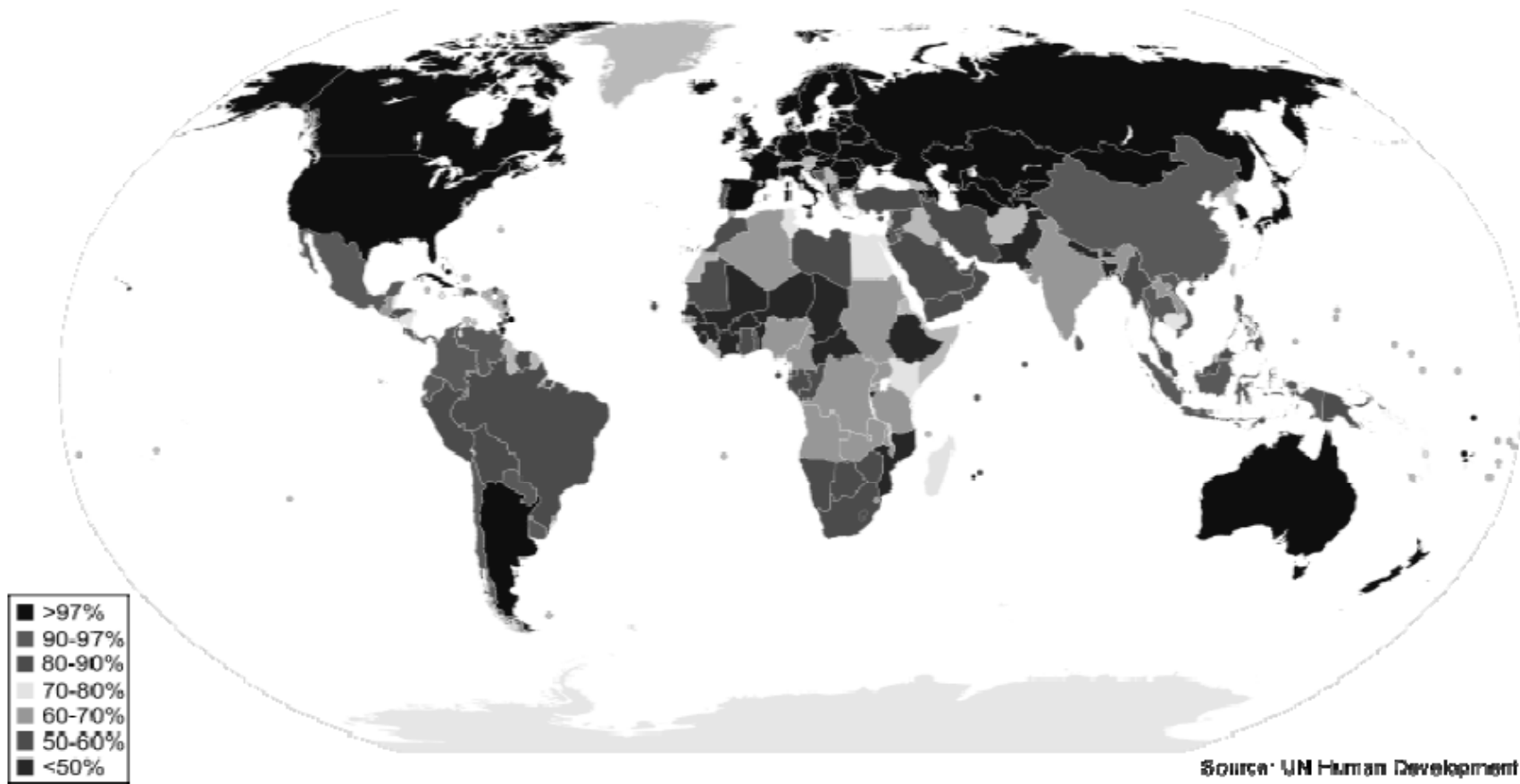
- understanding what your doctor says to you;
- assessing whether the information about illness in the mass media is reliable;
- finding information on how to manage mental health problems such as stress or depression;
- understanding information on food packaging; or
- participating in activities that improve health and well-being in your community.

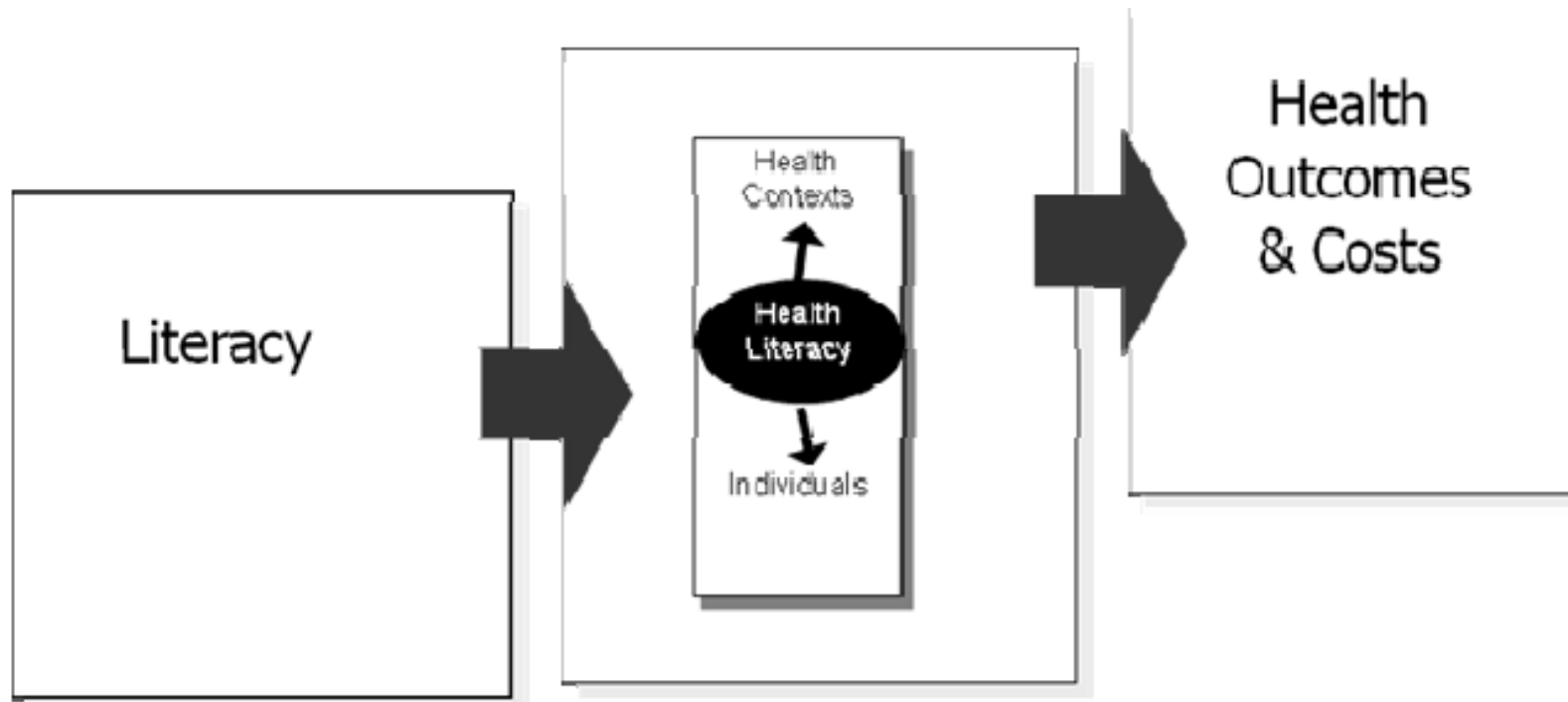


MAJOR STAKEHOLDERS INVOLVED IN HEALTH LITERACY: CANADIAN RESEARCHER



FIGURE 1. GLOBAL LITERACY RATES BY COUNTRY





ข้อสังเกตในประเทศเอเชียตะวันออกเฉียงใต้ SOUTHEAST ASIA

COUNTRIES

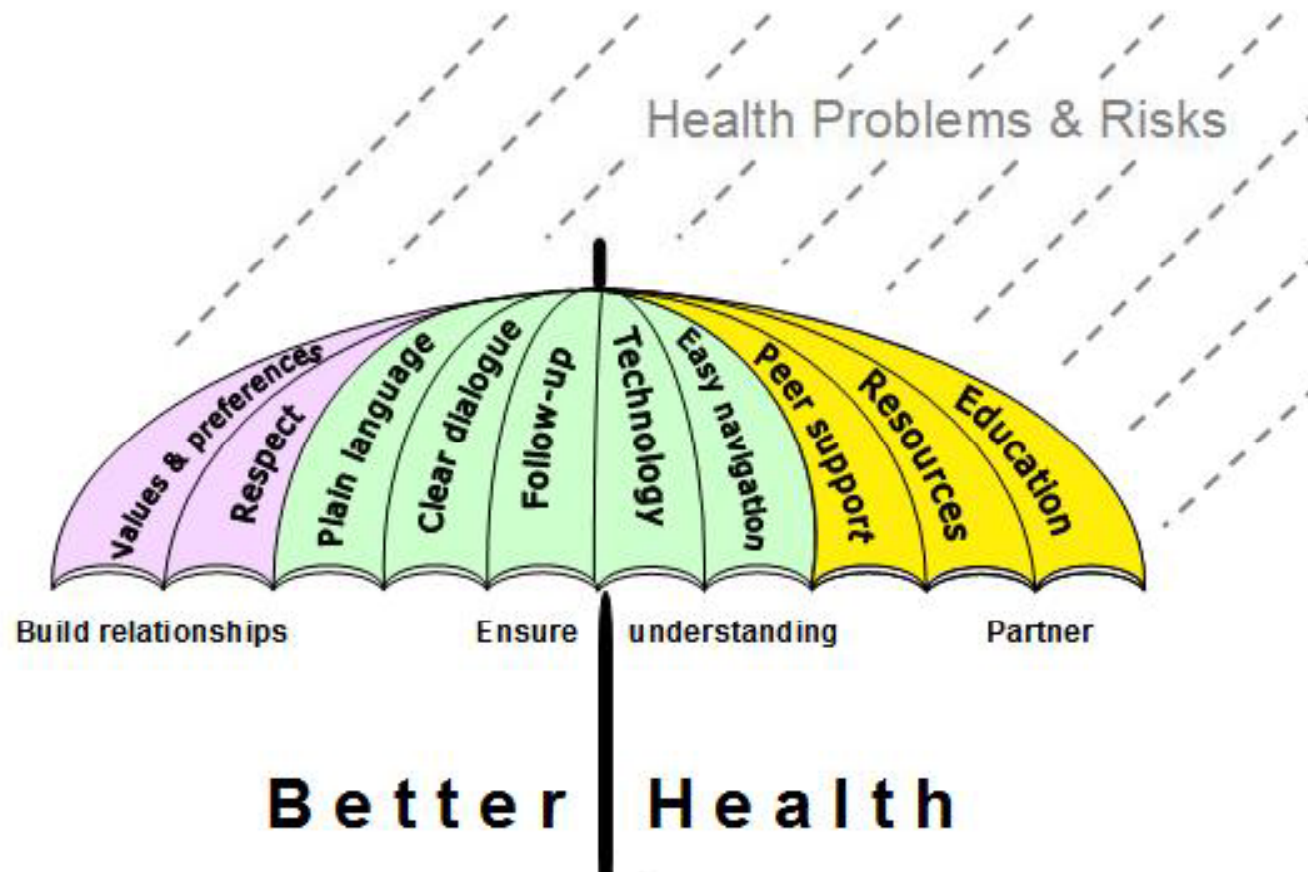
○Indonesia, Burma, Thailand : health literacy about HIV

/AIDS.



ปัจจัยหลักให้เกิดความรอบรู้ด้านสุขภาพ

The Health Literacy Umbrella



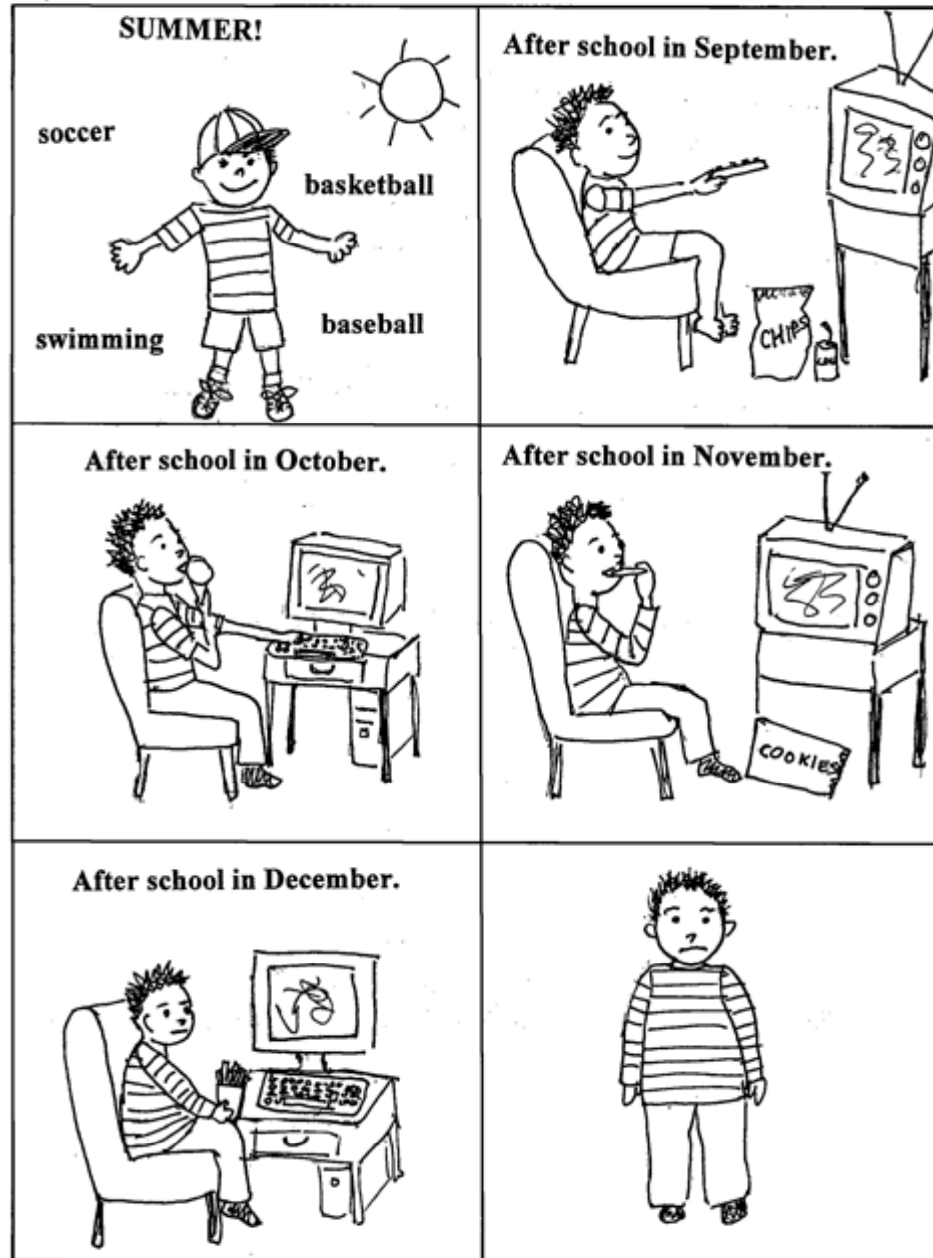
IMMIGRANTS: USING
PICTORIAL
INFORMATION

What Happened to My Body?

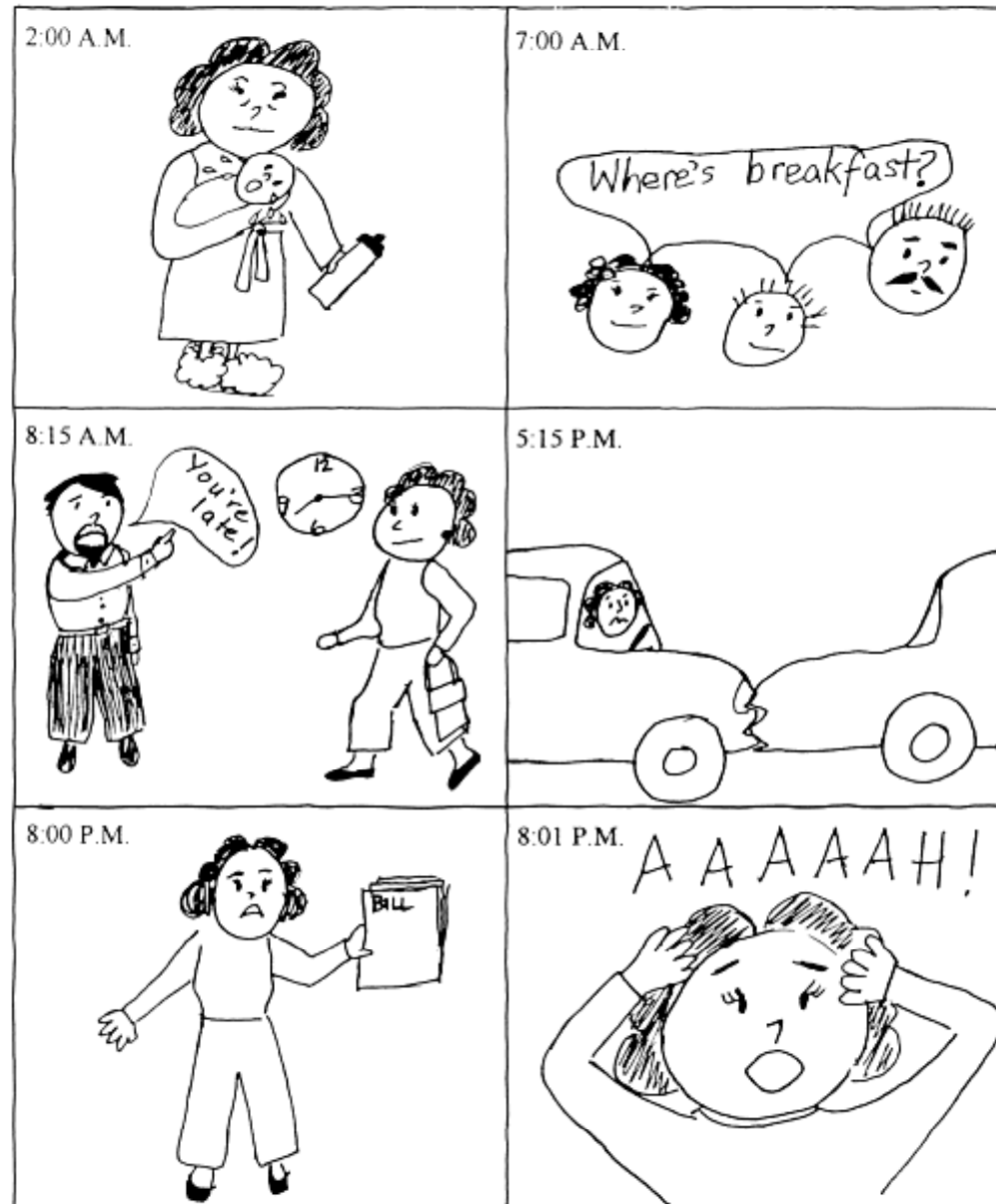


CHILDREN

Snack Attack



WORKING WOMAN



HEALTH LITERACY INFOGRAPHIC

the facts about
HEALTH LITERACY
in the united states

Health Literacy is an individual's ability to *understand and act on* health information.
(brochures; warning signs; food & product info; health info on the internet)

Why is this important?
Mistakes happen.

quality goes down
costs go up

77 million
Americans still have basic or below basic literacy skills

Proficient 12%
Basic 22%
Below Basic 13%
Intermediate 53%

Individuals with **low** health literacy have an average annual healthcare cost of **\$13,000**
Compared to only **\$3,000** for those with **high** literacy levels

By Race

Race	Below Basic	Basic	Intermediate	Proficient
White	~10%	~25%	~35%	~30%
Black	~35%	~25%	~25%	~15%
Hispanic	~40%	~25%	~25%	~10%
Asian	~10%	~25%	~35%	~30%
Am. Indian	~10%	~25%	~35%	~30%
Multiracial	~10%	~25%	~35%	~30%

Vulnerable populations include:

- Elderly
- Chronic disease patients
- Immigrants

81% of patients age 60 and older at a public hospital could not read or understand basic materials.

In a study ...
Patients were given **5 pill bottles**

50% did not understand at least one of the labels

10th grade
The average reading level of health communications material

5th grade
The reading level of 44 million Americans

Strategies for improvement:

Assess materials for ...
relevant content; **learning stimulation**; literacy **demand**; **graphics**; layout; typography; **cultural appropriateness**; **learning motivation**

Avoid
technical words; **statistics**; concept words;
value-judgment words: **negative words**, **ALL CAPS**

Literacy tools such as the **Health Literacy Advisor (HLA)**

The HLA created by Health Literacy Innovations scans documents for readability and brings them down to a 6th grade reading level

“To stage your malignancy, we need to perform diagnostic scans. Then, once we know the etiology, we can discuss some of the various treatment options.”

“You have cancer, I need to know where it has spread. A CAT scan should tell us. Then, we’ll know if drugs can stop it.”

Source:
http://www.healthliteracynews.com

