# Better Together

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NNSW INTEGRATED CARE MADE POSSIBLE BY STRONG LOCAL PARTNERSHIPS:



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### Health Literacy Northern NSW

#### Presented by Taya Prescott Health Literacy Project Officer

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NSW Ambulance



## What is health literacy?

#### Organisational health literacy

- How health professionals communicate
- How easy health systems are for people to use.
- How easy it is for people to access, understand and act on health information and services.

#### Individual health literacy

• People's ability to access, understand and act on health information.









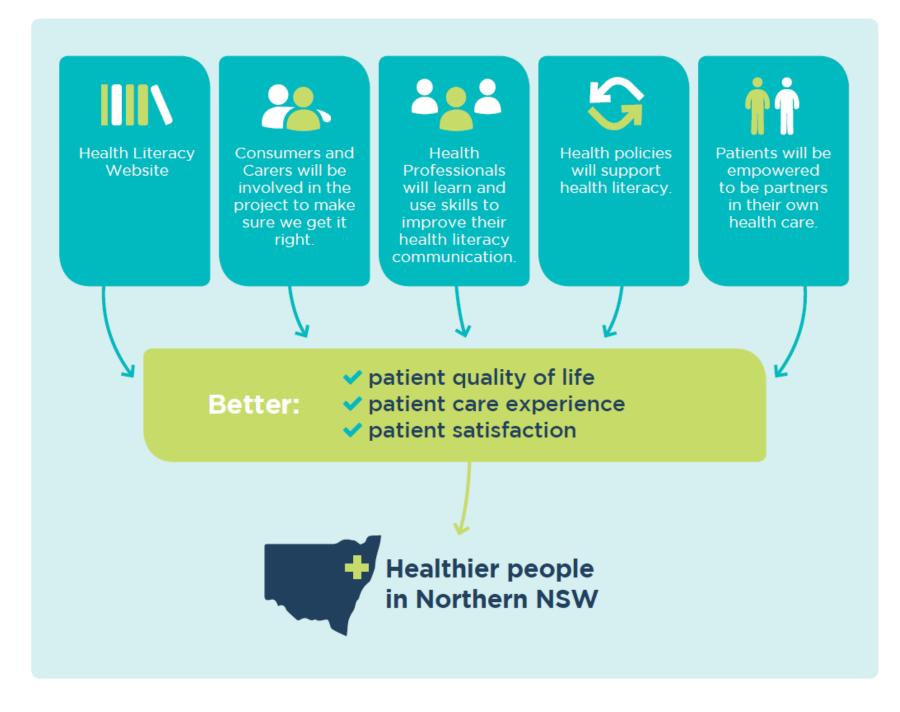
# 4() - 80%

of the medical information patients receive is forgotten immediately Approximately

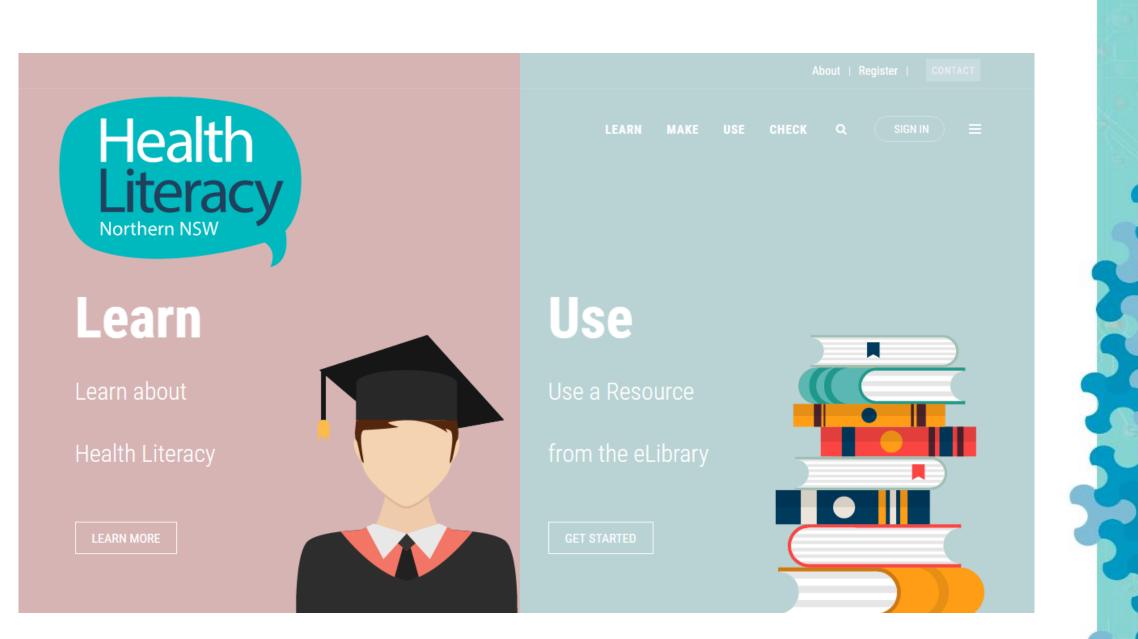
60%

of Australian adults do not have the level of health literacy needed to understand and use day to day health information.









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Consumers and Carers will be involved in the project to make sure we get it right.

- Every piece of health information has feedback from at least 5 consumers.
- Their feedback is valued and acted upon.
- Consumer representation on Health Literacy Steering Group.
- Consultation with consumers at beginning of project to provide feedback on proposed Framework.





Health Professionals will learn and use skills to improve their health literacy communication.

Just as a medication is no good if it can't be absorbed, information is useless if it can't be absorbed.

If what you want people to do is not easy to understand, make it easy.

e-Patient Dave





Health Professionals will learn and use skills to improve their health literacy communication.

#### Health Literacy Workshops

- 254 people have attended a health literacy presentation or workshop since December 2016.
- 142 health professionals trained in health literacy and strategies.
- 62 consumers aware of health literacy and strategies.
- Strong increase in health literacy knowledge and skills.
- 98% of attendees report that they intend to implement at least one health literacy strategy

Health Professionals will learn and use skills to improve their health literacy communication.

#### Health Literacy environment

- Walkthroughs with consumers
- Action plan to improve signage and access to new facility

#### **Consumer health information**

• Staff are checking the reading grade level of health information as well as considering other health literacy criteria e.g. font size, consumer feedback.

#### Health literacy resources

- Checklist For Developing Consumer Friendly
  Information
- Organisational Health Literacy Checklist



Health policies will support health literacy.

#### Northern NSW Health Literacy Framework

• Endorsed and adopted by both NNSW Local Health District and Primary Health Network.

#### Health literacy principles embedded in:

- LHD Kids and Families Plan
- LHD Guideline for developing health information
- LHD Health Promotion Strategic Plan
- Health literacy included in KPIs of new projects at PHN

Patients will be empowered to be partners in their own health care.

- Health information is accessible, understandable and able to be acted on.
- Health professionals communicate more effectively.
- Community workshops
  - Over 60 consumers 2016-17
  - Working with Rotary, Hospital Auxiliary, libraries
- Trialling a health literacy campaign
- Health Literacy website
- Finding reliable health information online.

Patients will be empowered to be partners in their own health care.

"We can create systems that make it easier for people to make good decisions."

Bill Smith Notes from the Field, Social Marketing Quarterly 2004





#### ✓ Quality of life

- ✓ Health care experience
- $\checkmark$  Satisfaction with health services



## Health Literacy Northern NSW

# Thank You

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