Building a Public Health Literate Organization

Welcome to the Health Communication Matters! Webinar

Center for Public Health Practice, Berkeley School of Public Health

Health Communications Working Group
Community Health Planning & Policy Development
California Public Health Association-North
Join the conversation on social media

- #HealthLit
- #HCM2015
- @CDCgov and @NebraskaHealth on Twitter
Agenda

1. Review of session objectives
2. Introduction of today’s speakers
3. CDC Experience
4. Q & A
5. Nebraska’s Local Health Departments’ Journey
6. Q&A
7. Conclusion
Objectives

• Describe at least 2 elements of CDC's health literacy plan.
• Explain at least 2 strategies that public health organizations can use to address health literacy.
• List and locate 2 tools LHDs can use in efforts to formalize health literate organizational capacity and address PHAB standards.
• Describe how health literacy applies to Community Health Improvement Plan priorities.
Health Literacy: Undervalued by Public Health?

A tool for public health professionals.
Prepared for the American Public Health Association Community Health Planning & Policy Development Section

Tammy Pilisuk, MPH   AUG 2011
Other Events in HCM Series

- Design Matters! Integrating Design into Public Health Communications: Two Case Studies
- Storytelling as Health Communication: Fighting Obesity and Diabetes
- Making Web Design Work for People with Limited Vision
- PowerPoint Tips & Tricks
- Putting Culture Into Practice: Communicating with Diverse Latino Communities
- Applying Health Literacy to Health Insurance: How We Can Help Consumers
- Communicating the Affordable Care Act

http://sph.berkeley.edu/health-communication-matters-webinar-series
Who is in our audience: Location

- California
- 34 other US states
- Canada & Australia
Who is in our audience: Organization

• Top organizations represented: city, county or state health departments; CDC and academic institutions
• Others organizations: health insurance plans; health systems/hospitals; nonprofits
Who is in our audience:
Participant Titles
Who is speaking today.

Cynthia Baur, PhD
Office of the Associate Director for Communication
US Centers for Disease Control and Prevention

Susan E. Bockrath, MPH, CHES
Executive Director
Nebraska Association of Local Health Directors
Who is moderating our discussion today

Nancy Murphy, MSHC
Founder & Chief Consultant
CSR Communications

Email: nancy@csrcommunications.com
Website: www.csrcommunications.com
Questions welcomed

• Submit a question at any time via the chat box

• We’ll consolidate questions and pose them to speakers throughout and during Q & A

• We may also host additional webinars on related health communication topics depending on the results of the evaluation, so please tell us if you want more!
Jargon Alert!

Special invitation: If you hear jargon during today’s event, please type “jargon alert!” in the chat box. We’ll pause and clarify the term.
Introducing Cynthia

Cynthia Baur, PhD
Office of the Associate Director for Communication
US Centers for Disease Control and Prevention
CDC’s Experience Designing and Implementing a Health Literacy Organizational Plan

Cynthia Baur, Ph.D.
Senior Advisor for Health Literacy and the Plain Writing Act

APHA Health Communication Matters Series
October 22, 2015
The poor state of health literacy is a crisis. It is an underlying cause of disparities. It is also a source of extensive disempowerment and perpetuates preventable disease.

Dr. Richard Carmona, former U.S. Surgeon General

Health Literacy, Federal Policies and Standards

- Healthy People objectives on health literacy
- Affordable Care Act
- Meaningful Use for electronic health information exchange
- Plain Writing Act
- National Standards for Culturally and Linguistically Appropriate Services (CLAS)
What is Person-Centered Health Literacy?

- Find
- Process
- Understand
- Decide

Health Information and Services

- Prevention, self-care, and disease management are part of the picture

Sources: National Library of Medicine, Healthy People
What is Organizational Health Literacy?

Please respond in the chat box . . .

Are you familiar with the concept of organizational health literacy (especially in public health context)?

Do you believe your organization or agency might benefit from having some guidance to become more health literate?
What is Organizational Health Literacy?

What organizations do to help people

- Find
- Process
- Understand
- Decide

Health Information and Services
Health Literacy Determinants

- Skills *
- Culture
- Context
- Experience & Prior Knowledge

*Skills include literacy, numeracy, speaking, listening, information-seeking, and technology use
U.S. adults with lower levels of health had lower average literacy scores than healthier adults.

* $p < .05$. Average score is significantly different from “Excellent” average.
How can public health organizations respond to these realities?
Attributes for Public Health Organizations

- Leadership, priorities, training, access, and special situations
  - 6 attributes
- Audience and group participation and feedback in health communication and information activities
  - 4 attributes
- See [www.cdc.gov/healthliteracy](http://www.cdc.gov/healthliteracy), Plan and Act section
  - Most resources are for clinical organizations to assess their practices
CDC’s Health Literacy Goals

- Health and safety information that is accurate, accessible, and actionable
- Health literacy in public health planning, funding, policy development, research, and evaluation
- Health and science information and curricula from childcare through university levels
- See [www.cdc.gov/healthliteracy](http://www.cdc.gov/healthliteracy) CDC Action Plan section
How CDC is Promoting a Clear Communication Culture
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- Who are the opinion leaders and gatekeepers?
- Who will help implement the plan?
- Who will persevere through the process?

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- Councils and workgroups at other organizational levels

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**COMMunicate each step in the process**
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Documents Written in Plain Language
October 2011 to April 2013

![Bar chart showing documents written in plain language from October 2011 to April 2013]
How CDC is Promoting a Clear Communication Culture

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- How will you distribute and promote the data and findings?

CDC Report
- Brief, quarterly report card on CDC/ATSDR Action Plan
- Annual report to Department of Health and Human Services on Plain Writing Act compliance

COMMUNICATE each step in the process
How CDC is Promoting a Clear Communication Culture

**Step 5: MEASURE**
- What is your evaluation plan?
- Which clear communication metrics do you have and which do you need to create?
- How often do you need to measure?
- Can you track activities and progress?

**CDC Measurement**
- New metrics and systems for Plain Writing Act and CDC/ATSDR Action Plan
- Quarterly data collection

**Step 6: REPORT**
- Who is the audience for the data and what do they need to know?
- How can you present the data to increase attention and lower information processing?
- How will you distribute and promote the data and findings?

**CDC Report**
- Brief, quarterly report card on CDC/ATSDR Action Plan
- Annual report to Department of Health and Human Services on Plain Writing Act compliance

**Step 1: PLAN**
- Who leads and participates in planning?
- Does the plan explain what you will accomplish and why it’s important?
- Who must approve and use the plan?

**CDC Plans**
- Plain Writing Act
- Federal Plain Language Guidelines
- National Action Plan to Improve Health Literacy
- CDC/ATSDR Action Plan to Improve Health Literacy

**Step 2: CONNECT**
- Who are the opinion leaders and gatekeepers?
- Who will help implement the plan?
- Who will persevere through the process?

**CDC Connections**
- Agency-wide Health Literacy Council
- Councils and workgroups at other organizational levels

**Step 4: PRODUCE**
- Which public materials must use clear communication techniques?
- Who must create and review the clear communication materials?
- Will you focus on new or revise existing materials?

**CDC Production**
- As of October 2011, all new and substantially revised public communication materials must be in plain language
- Score public communication materials with the Clear Communication Index (score range 0-100)

**Step 3: TRAIN**
- Who needs what types of clear communication training?
- Who can train?
- How will you evaluate the training?

**CDC Training**
- Basic Plain Language using Federal Plain Language Guidelines
- CDC’s Clear Communication Index

**COMMUNICATE each step in the process**
Addressing health literacy is essential to the achievement of other organizational goals.
For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or www.cdc.gov/info

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
Questions or comments for Cynthia?

Submit questions via chat box

We have our first question for Cynthia. . .
Discussion/Q & A

Ask Cynthia

Share with Cynthia
Introducing Susan

Susan E. Bockrath, MPH, CHES
Executive Director
Nebraska Association of Local Health Directors
Nebraska’s Local Health Departments’ Journey From Health Literacy Awareness to Action
Poll (respond in chat box)

- Do any of you use a wheelchair?
Poll continued
We all are.

Only **10% of adults** have the skills needed to use **health information** that is routinely available in health care facilities, retail outlets, and the media.

What about the other **90%** of us?

We deserve **plain language information** about our health!

Sources:
Making a building accessible to someone in a wheelchair can also make it more accessible to those who are not.
Poll 2

• Why are these buttons on buildings...
Health Literacy

Literacy Demands

Systems & Organizations

Client
Skills & Experience

Provider
Skills & Experience
Why Health Literacy
Outreach Partnership To Improve Health Literacy
Focus Areas

- Written communication and materials are health literate and at an appropriate reading level for the intended audience.

- User-friendly **system of sharing** and collaboration related to all focus areas, across all LHDs.

- **Address language access** for all audiences

- Health literate practice implemented throughout the **Public Health System**.
Context

- Nebraska’s 93 counties are served by 20 Local Health Departments (LHDs).
- 16 rural LHDs participated in the initial grant.
- Health literacy training, resources, and technical assistance to local health departments and partners across Nebraska.
Rural Nebraska
This graphic reflects the views of the authors of the Discussion Paper "Ten Attributes of Health-Literate Health Care Organizations" and not necessarily of the authors' organizations or of the IOM. The paper has not been subjected to the review procedures of the IOM and is not a report of the IOM or of the National Research Council.
10 Attributes

1. Has leadership that makes health literacy integral to its mission, structure & operations.
2. Prepares workforce to be health literate, monitors progress.
3. Integrates health literacy into planning, evaluation measures, patient safety, and quality improvement (QI).
10 Attributes

4. Includes populations served in design, implementation, and evaluation of information and services.

5. Meets needs of populations with a range of health literacy skills while avoiding stigmatization.

6. Uses health literacy strategies in interpersonal communications and confirms understanding at all points of contact.
   - *Language Access*
10 Attributes

7. Provides easy access to health information and services and navigation assistance.

8. Designs and distributes print, audio-visual (AV) materials, and social media content that is easy to understand/act on.

9. Addresses health literacy in high risk situations, including care transitions and communications about medicines.

10. Communicates clearly what health plans cover and what individuals will have to pay for services.
Our Approach

• Site visits and technical assistance
  – Health Literacy Advisor software licenses and “Starter Kits”.
• Conferences and Convenings
  – 2014 Minority Health Conference: Linking Cultural Competency and Health Literacy (over 200 reached)
  – Health Literacy Nebraska Summit
  – IHA Health Literacy Conference
• Collabinars
• Health literacy questions in the Nebraska state Behavioral Risk Factor Surveillance System (BRFSS) in 2014 and 2015.
• Health Literate Writers’ Workshops
• Health Literacy Communication Workshops
• Organizational Assessment and Action Planning
Question for Susan . . .

• What were some of the key strategies to gain buy-in for such a big process?
• Which events do you think gave you the best results?”
Site Visits
Conferences and Convenings
Conferences and Convenings
Writers and Communication Workshops

Health Literacy Workshops

**Purpose**

I had no idea that “Twice a Day” was a difficult concept for some people. This workshop has changed how we talk to patients.

---

“With cost-effective, easily-scaled, sustainable tools and strategies to address the communication needs of specific populations within your community.

- **Grow your health literacy connections** — Health Literacy Workshops bring together health professionals and community partners from across the state. By participating, your staff will grow a health literacy network that supports your communication goals.

- **Implement accreditation standards and goals** — Health Literacy Workshops can be customized to address strategies for meeting Public Health Accreditation Board (PHAB) Standards and The Joint Commission (TJC) Safety Goals.

**Duration & Scope**

Day and half-day workshops are available. Contact us for sample agendas.

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We now effectively use health literate best practices to engage community members in giving us feedback about our health education materials, which has improved what we’re trying to do as a health department.

---

"Day" was a difficult concept for some people. This workshop has changed how we talk to patients.

Name: Regina Mercy Hospital Cancer Center, Omaha, Nebraska

"We now effectively use health literate best practices to engage community members in giving us feedback about our health education materials, which has improved what we’re trying to do as a health department."

Writers, Writers, Consultants, Nebraska Public Health Department, Lincoln, NE

---

NALHD - 600 S. 13th St. Suite 100 - Lincoln, NE 68506
402-904-7946 - www.nalhd.org - director@nalhd.org

NALHD - Nebraska Association of Local Health Directors
Writers and Communication Workshops
It’s YOUR turn . . .

Respond in the chat box . . .

Has anyone had experience implementing health literacy writer’s workshops?

Please share any tools you recommend.
Activities

Ah Ha!

- Jargon Translation
- Cooperative Editing
- Usability Testing Scenario
- “What are their hands full of?”
- Teachback scenarios that have nothing to do with health.

Meh

- “Live” editing
Organizational Assessment and Action Planning

• How do we help LHDs sustain health literacy gains?
• How do we support those “early adopters” in the field?

Process and Accountability.
It’s YOUR turn . . .

Please respond in the chat box . . .

Has you tried to conduct an organizational assessment related to health literacy? If so did you encounter any barriers?”
Question for Susan . . .

• What tips could you share to help overcome some of the barriers people encounter?
Accountable Health Literate Practice-PHAB

Domain 3: **Inform and Education about Public Health Issues and Functions**

Domain 7: **Promote Strategies to Improve Access to Health Care**

“Barriers may also be the result of populations who do not trust health care providers or do not understand why certain routine medical services or screenings are necessary to protect their health.”

Domain 8: **Maintain a Competent Workforce**

“The health department must provide department-specific workforce development plan...”
Health Literacy Champions

NALHD's Outreach Partnership to Improve Health Literacy (OPIHL) has developed this tool to assess the level of integration of health literate practices within an organization.

http://nalhd.org/resources-HL-Champion.html
Health Literacy Check-up Tool

The Health Literacy Check-up formalizes LHD health literacy training goals and processes. NALHD offers both online and face-to-face support.

Focus areas:
1. Performance Management
2. Policies & Procedures
3. Community Partners

How would you answer these questions?
Focus Area: Performance Management

1. Does your organization have a Health Literacy Category, or is health literacy explicitly included as part of an annual Employee Evaluation?

2. Which positions are evaluated on health literacy practices annually?

3. Which positions are NOT evaluated on health literacy practices annually?
Focus Area: Performance Management (con’t)

4. Does your organization require any type of health literacy training for new employees within 6 months of hire?

5. What type of health literacy training does your organization use?

6. Does your organization require/provide any type of annual health literacy training for employees?
Focus Area: Performance Management (con’t)

7. What forums do you use for your organization's health literacy training?

8. Does your organization evaluate employees on how well they incorporate Health Literacy best practices into their scope of work?

9. Please indicate which Health Literacy best practices are evaluated.
Focus Area: Policies & Procedures

1. Does your organization incorporate Health Literacy best practices and/or tools into presentations/programs?

2. Please indicate the Health Literacy best practices and/or tools used in presentations/programs.

3. Does your organization routinely evaluate the effectiveness of Health Literacy best practices and/or tools used in presentations/programs?
Focus Area: Policies & Procedures (con’t)

4. Please indicate how your organization evaluates the effectiveness of Health Literacy best practices and/or tools used in presentations/programs.

5. Does your organization incorporate Health Literacy best practices and/or tools into client interactions (ie. Immunization Clinic, WIC, dental screening, one to one education, referrals)?
Focus Area: Policies & Procedures (con’t)

6. Please indicate which Health Literacy best practices and/or tools your organization incorporates into *client interactions*.

7. Please *briefly* describe how your organization incorporates the above Health Literacy best practices into *client interactions*.
Focus Area: Policies & Procedures (con’t)

8. Does your organization have a policy which outlines how to include Health Literacy best practices and tools in the development of internal materials, including web-based materials?

9. Please indicate which Health Literacy best practices and tools your organization uses to develop your printed/web-based materials.
Focus Area: Community Partners

1. What type of community partners does your organization work with to promote health literacy?

2. Please **briefly** describe your organization's efforts to promote health literacy with your community partners.

3. Which of the following Health Literacy organizations does your organization participate in?
Focus Area: Community Partners (con’t)

4. Does your organization require any type of health literacy training for new employees within 6 months of hire?

5. Please list your name and contact information in order to provide you with further technical assistance associated with this tool.
Health Literacy Action Plan

Following the Health Literacy Champion tool, the organization creates a Health Literacy Action Plan.
Health literate practice helps health departments meet their goals for performance and quality.

- Potential big BANG for relatively small $
- Makes communication more effective and efficient
- Contributes to efforts related to PHAB, Joint Commission, and Triple Aim
Resources

Our resources are at:

http://nalhd.org/resources-HL.html

Contacts:

Susan Bockrath susanbockrath@nalhd.org
Susan Ferrone opihlprojectdirector@nalhd.org
Join the Conversation!

Questions or comments for Susan?

Submit questions via chat box

We have our first question for Susan. . .
Discussion/Q & A

Ask Susan

Share with Susan
Additional Content

Following today’s webinar, you’ll receive an email with links to:

• Recording of today’s webinar, which will be archived for future access

• Presenters’ slides

• List of resources related to today’s topic
Thank you to our speakers

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frx4@cdc.gov

Susan E. Bockrath, MPH, CHES
Executive Director
Nebraska Association of Local Health Directors
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What’s Next?

Numeracy and Health Literacy
Monday, December 14, 2015
10 a.m. to 11:30 p.m. PDT/1:00 p.m. to 2:30 p.m. EDT

Featuring:

– Cynthia Zafft, EdD, Senior Advisor, World Education

– Brian Zikmund-Fisher, PhD, Associate Professor in the Department of Health Behavior and Health Education, University of Michigan School of Public Health.

More details soon!
Thank you to our Sponsors!

American Public Health Association & National Public Health Week

Community Health Planning and Policy Development Section, APHA

Health Communication Working Group, APHA

California Public Health Association, North

Center for Public Health Practice, University of California-Berkeley
School of Public Health
Thank you to our planning committee

• Tammy Pilisuk, MPH, APHA-CHPPD
• Erin Brigham, MPH, CareSource, APHA-CHPPD
• Meghan Bridgid Moran, PhD, Bloomberg School of Public Health, Johns Hopkins University
• Lisa Peterson, MPH, Center for Public Health Practice, UC-Berkeley
• Nancy Murphy, MSHC, CSR Communications
About This Series

• The *Health Communication Matters* series will help participants in all walks of public health to apply health literacy principles to their everyday communications.

• What audiences do you communicate with—consumers, health professionals, disenfranchised communities, your public health peers? Whatever your role in public health, it’s likely that you need to communicate effectively. But how do you know your communication is effective?

• Only about 10 percent of the general population is considered “health literate.” That leaves the vast majority of us with barriers to understanding the health-related information we read.
Conclusion

Thank you!

Center for Public Health Practice, UC-Berkeley

Health Communications Working Group
Community Health Planning & Policy Development
California Public Health Association-North