Making it Easy:
The Health Literacy Demonstrator

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40-50% population

>50 yrs twice as likely to die in next 10 years

Diabetes: Twice as likely to go blind, lose a limb, develop kidney failure

You, your family and those you care for are more likely to require hospitalisation and attend A&E

$106-236 billion dollars
Health Literacy

Health literacy

PUBLIC HEALTH

The Scottish Government
Riaghaltas na h-Alba
Half of what a person is told is forgotten\(^1\) and half of what they remember is misunderstood\(^2\)

“The single biggest problem in communication is the illusion that it has taken place”

George Bernard Shaw
• No requirement for health literacy policy

• Integration of health literacy into existing programs

• Prioritise areas for development
Health Literacy: what’s that then?

- Health literacy is the ability to obtain, read, understand and use healthcare information to make appropriate health decisions and follow instructions for treatment
  
  Nutbeam 2000
  
- Health literacy represents the cognitive and social skills which determine the motivation and ability of individuals to gain access to, understand and use information in ways which promote and maintain good health

IOM 2012
Health Literacy

**S**kills to access and collaborate in our own health and healthcare and successfully self-manage

**U**nderstanding

**C**onfidence

**K**nowledge
Social disability model

We wouldn’t be disabled but for the systemic barriers that society places in our way.
“We want Scotland to be a health literate society which enables all of us to have sufficient confidence, knowledge, understanding and skills to live well, on our own terms, and with any health condition we may have”
Making it Easy
A Health Literacy Action Plan for Scotland
Aims

• Raise awareness and the capabilities of professionals
• Promote the development and spread of existing and new health literacy tools, innovations and technologies
• Improve access to these tools and resources
• Cater for health literacy needs at transitions of care
Confidence, knowledge, understanding and skills

- Workforce awareness and capabilities activity
- Effective communication (within the Person-Centred Health and Care Collaborative)
- The Health Literacy Place
- National demonstrator and evaluation site
The Health Literacy Place
www.healthliteracyplace.org.uk

- Provide desktop access to existing tools and resources
- Promote examples of health literacy practice and innovation
- Provide references and articles
- Establish a community of practice and support health literacy champions
Your results of measurements that affect your future risk of health problems:

**Blood Sugar Control (HbA1c)**
HbA1c is a measure of average blood sugar over the past 8-12 weeks. Its levels are associated with risk of complications.

- **Your risk:** Increased
- **Target:** 53 mmol/mol

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**Smoking**
Smoking causes problems with your health in many ways but is particularly damaging in people with diabetes.

- **Status:** Current smoker
- **Your risk:** High

**Weight**
Being overweight increases the risk of many medical conditions. It can also make your blood sugar and blood pressure more difficult to control.

- **Target:** 75.69 Kg

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**Total Cholesterol**
Cholesterol is a measure of bad fats (lipids) in the blood. If raised, it can increase your risk of heart attack and stroke.

- **Your risk:** Low
- **Target:** 4.0 mmol/mol

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**Blood pressure**
Blood pressure, if raised can increase the risk of heart attacks, strokes, kidney and eye problems.

- **Your risk:** Low
- **Target:** 130 mmHg

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- **Target:** 80 mmHg

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**Questions, thoughts or ideas about your results:**

- Kidney: Blood (eGFR)
  - Previous result: 60 (23/02/2016)
  - Latest result: 60 (23/02/2016)
  - Target: more than 60
  - **Your risk:** Low

- Kidney: Urine (ACR)
  - Previous result: 0.4 (04/08/2015)
  - Latest result: 0.5 (23/02/2016)
  - Target: less than 2.5
  - **Your risk:** Low

- Feet
  - Last check: 10/02/2015
  - Result: Low Risk

- Eyes
  - Last check: 04/02/2016
  - Result: Normal
We want Scotland to be a health literate society which enables all of us to have sufficient confidence, knowledge, understanding and skills to live well, on our own terms, and with any health condition we may have.
Thank-you!

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