

In It Together: Improving Health Literacy for Black MSM

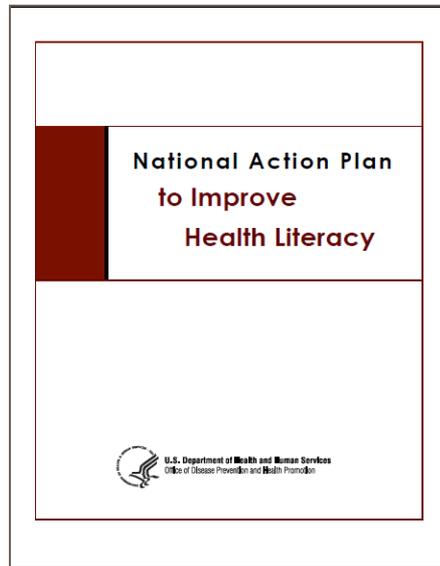
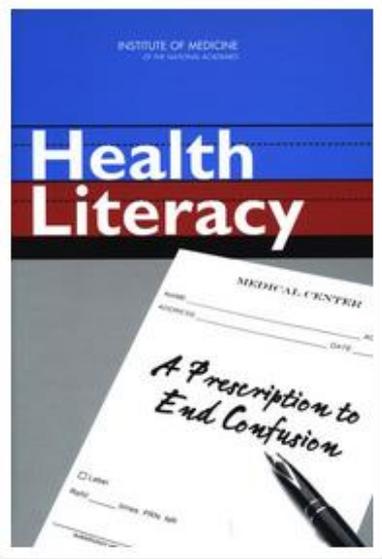
Module 5: Creating Health Literate
Organizations

What will we cover today?

By the end of this session, you will be able to:

- Define a health literate health care organization
- Explain why health literate organizations are important to Black MSM
- Recall at least 3 attributes of a health literate organization and describe activities that support the attributes
- Explain one or more goals of a health literate organization

The movement towards health literate organizations

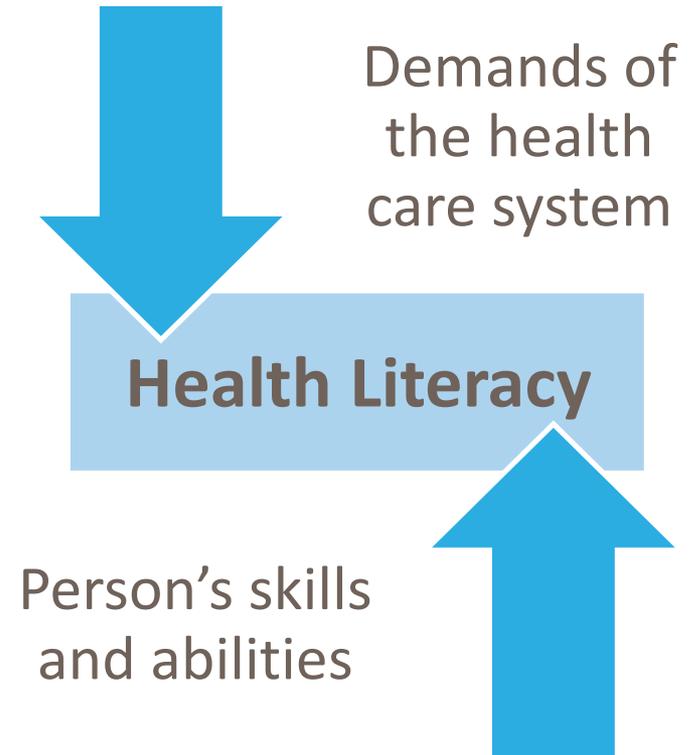


- Healthy People 2010 and Healthy People 2020
- Health Literacy: A Prescription to End Confusion
- National Action Plan to Improve Health Literacy

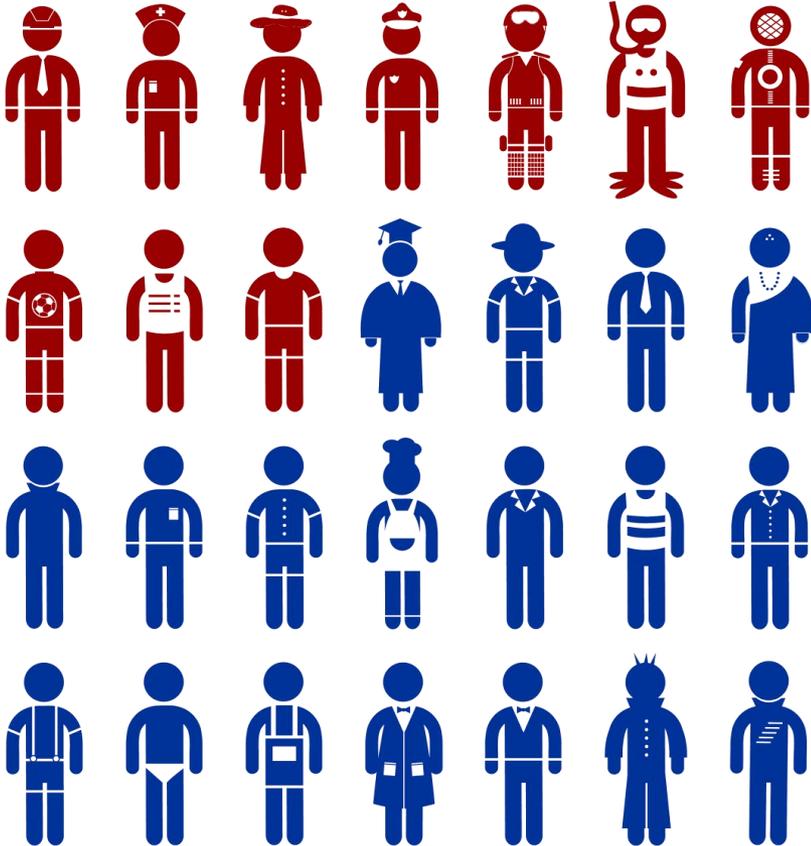
Definition of a health literate organization

Organizations that:

- Reduce demands placed on the client by the health care system
- Help people find, process, understand, and use health information and services
- Recognize that health literacy, language, and culture are interrelated



Health literate organizations benefit everyone



- 36% of American adults have limited health literacy
- Anyone may experience limited health literacy when they are stressed or ill



Universal precautions approach

Premise of the universal precautions approach to health literacy

- Many people struggle with understanding medications, self-care, instructions, and follow-up plans
- Ensure systems are in place to promote better understanding for all clients, not just those you think need extra assistance
- Everyone benefits from simple language

Universal precautions takes an organizational commitment

Universal precautions need to be implemented by all staff



Attributes of a health literate organization

10 attributes of a health literate organization

1. Has leadership that makes health literacy integral to its mission, structure, and operations
2. Integrates health literacy into planning, evaluation measures, patient safety, and quality improvement
3. Prepares the workforce to be health literate and monitors progress
4. Includes populations served in the design, implementation, and evaluation of health 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
7. Provides easy access to health information, services, and navigation assistance
8. Designs and distributes print, audiovisual, and social media content that is easy-to-understand and 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

Attribute 1: Has leadership that makes health literacy integral to its mission, structure, and operations

- Makes clear and effective communication a priority
- Sets goals for health literacy improvement, establishes accountability, and provides incentives
- Allocates fiscal and human resources
- Redesigns systems and physical space

Attribute 2: Integrates health literacy into planning, evaluation measures, patient safety, and quality improvement

- Conducts health literacy organizational assessments
- Assesses the impact of policies and programs on individuals with limited health literacy
- Factors health literacy into all patient safety plans
- Harmonizes health literacy with other organizational priorities, such as pursuing health equity

Attribute 3: Prepares the workforce to be health literate and monitors progress

- Sets goals for training of staff at all levels
- Incorporates health literacy into routine training
- Hires staff with expertise in health literacy
- Develops “expert educators”



Attribute 4: Includes populations served in the design, implementation, and evaluation of health information and services

- Collaborates with members of the community of focus
- Establishes advisory groups
- Obtains feedback on health information and services from individuals who use them

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

- Adopts health literacy universal precautions, such as offering everyone help with health literacy tasks
- Allocates resources proportionate to need

Attribute 6: Uses health literacy strategies in interpersonal communications and confirms understanding at all points of contact



- Confirms understanding (e.g., using the “teach-back” method)
- Encourages questions
- Provides interpreters as needed

Attribute 7: Provides easy access to health information and services and navigation assistance

You are on Floor 2	
← 	Elevators
← 	Restrooms
← 	Meditation
← 	Internet Resource Center
← 	Café

Attribute 7 (continued): Provides easy access to health information and services and navigation assistance

- Ensures patient portals are user-centered and helps clients use them
- Supplies patient navigators
- Helps clients understand health care benefits and services offered



Attribute 8: Designs and distributes print, audiovisual, and social media content that is easy-to-understand and actionable

- Involves the target population in material development and user testing
- Uses a quality translation process
- Provides educational materials as a supplement to (not a substitute for) in-person education



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

- Prioritizes high-risk situations and complex conditions
- Emphasizes high-risk topics
- Provides medication instructions in plain language
- Gives health professionals incentives to conduct brown-bag medicine reviews



Attribute 10: Communicates clearly what health plans cover and what individuals will have to pay for services

- Provides easy-to-understand descriptions of health insurance policies
- Communicates the out-of-pocket costs for health care services and medications before they are delivered
- Refers individuals to consumer advocates or navigator

Review of the 10 attributes of a health literate organization

1. Has leadership that makes health literacy integral to its mission, structure, and operations
2. Integrates health literacy into planning, evaluation measures, patient safety, and quality improvement
3. Prepares the workforce to be health literate and monitors progress
4. Includes populations served in the design, implementation, and evaluation of health information and services
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Why is a health
literate organization
important to Black
gay men?



The path forward: How to become a health literate organization

Start a discussion of health literacy in the workplace

- Include information on health literacy in staff orientation
- Provide a presentation on health literacy at a staff meeting
- Distribute relevant research and reports on health literacy to colleagues
- Start a workgroup to explore simple changes that can be made to promote health literacy

Promoting health literacy in the workplace

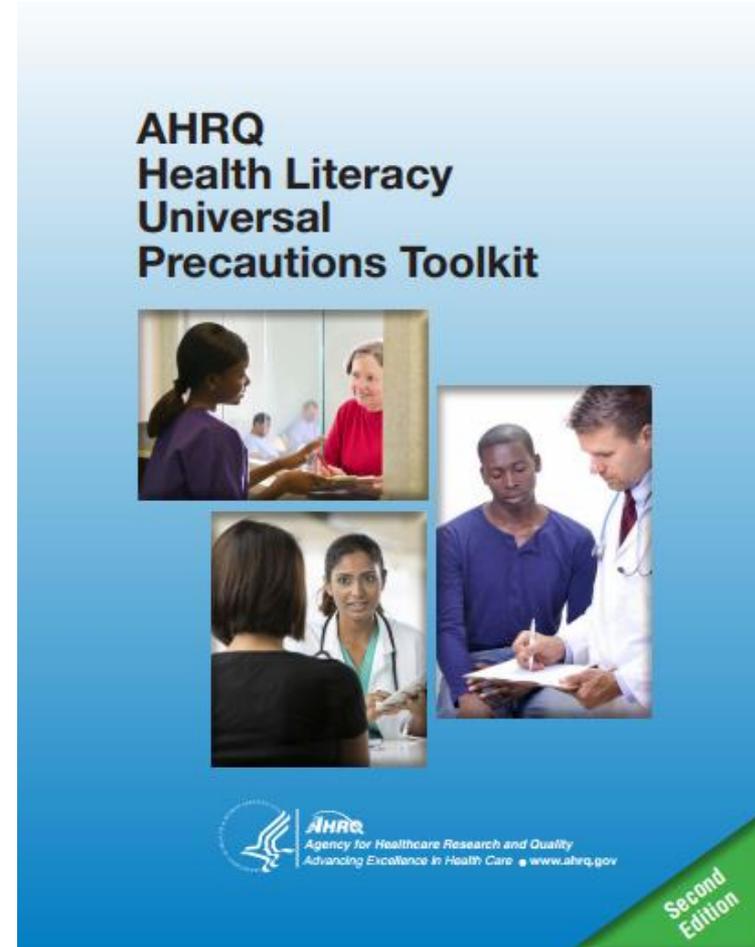
- Use the universal precautions approach
- Recommend that all products, including educational and communication materials, forms, and surveys be written in plain language and tested with intended users
- Train staff on clear communication, cultural competence, and effective message delivery

Health literacy goals

Health literacy goals

AHRQ's Universal Precautions Toolkit provides tools that help organizations achieve each of these goals:

- Start on the path to improvement
- Improve spoken communication
- Improve written communication
- Improve self-management and empowerment
- Improve supportive systems



Start on the path to improvement

- Form a team
- Create a health literacy improvement plan
- Raise awareness about health literacy



Improve spoken communication

- Communicate clearly
- Use the Teach-Back Method
- Follow up with clients
- Conduct brown bag medicine reviews
- Address language barriers
- Consider client culture

Improve written communication



- Engage audiences in selection, creation, and assessment of health materials
- Supplement in-person meetings with written material

Improve self-management and empowerment

- Encourage questions
- Make action plans
- Help patients remember how and when to take medication
- Get patient feedback

Improve supportive systems

- Link clients to services
- Direct clients to resources
- Make referrals easy



Wrap up

Today we learned:

- Health literate organizations can help people find, process, understand, and use health information and services. They also work to remove health literacy barriers.
- Health literate organizations share 10 attributes that are supported by health literate activities.
- Health literate organizations set health literacy goals that are clearly defined and supported by actionable, measurable steps.

Next Steps

**In It Together Health
Literacy Community
Training**



If you have questions...

- Email: hivhealthliteracy@jsi.com
- Phone: 404-460-4803

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