



2009-2010
Positive engagement of older people
2009-2010
Preventing and tackling child poverty
2003-2009
*Winner of 7 previous
Beacon Awards*



INVESTOR IN PEOPLE

Health and Literacy

Scrutiny Review
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Health Literacy

- Skills needed to access, understand and use information to maintain health and wellbeing
- Estimated
 - Current health information written at too complex a level for around 40% adults (60% if numeracy included)
- Low health literacy associated with
 - Higher mortality
 - Increased risk of long term condition
 - Low self reported health
- Linked to
 - Poverty
 - Unemployment
 - Ethnicity
- Response
 - Health literacy in population a factor in design of services
 - Build patient, public awareness and skills (e.g. expert patient, ESOL)

Responding health literacy

- Design of services
 - Patient leadership programme – involving community in commissioning of services
 - Care packages
 - Interpreting and advocacy
- Increasing awareness and skills
 - Community based work e.g.
 - Maternity mates
 - Parent and infant wellbeing coordinators
 - Diabetes Education tailored to BME groups
 - Cancer screening coordinators (locality)
 - ESOL and Health..

ESOL and Health Literacy

- Concept – Using health material as part of teaching English for Speakers of Other Languages
- Content
 - 5 modules including conditions (diabetes, mental health, cancer), healthy living, body parts, risk factors/diagnosis, health services
 - Commissioned from BBB and disseminated widely across colleges, ideas stores, housing, voluntary sector (400 packs a year)
- Planning to evaluate
 - Reach?
 - Impact?
 - Gaps?

Final thoughts

- Is there potential for a more strategic approach?
 - Number of initiatives happening
 - HWBS and CCG strategies talk about patient empowerment and self management
 - Health literacy as prerequisite of this has been more implicit than explicit