Health Literacy Policy in Scotland

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• No requirement for health literacy policy

• Integration of health literacy into existing programs

• Prioritise areas for development
Some facts that should get your attention

43% of English working age adults will struggle to understand instructions to calculate a childhood paracetamol dose

$106 - $236 bn

The cost to the US economy, because of inadequate health literacy, is estimated to be in the region of $106-$236 billion per year

Those of us with lower levels of health literacy: have higher rates of emergency admission...

...and have difficulty managing our own health and wellbeing, that of our children, and anyone else we care for
Health Literacy

S: Skills to access and collaborate in our own health and healthcare and successfully self-manage

U: Understanding

C: Confidence

K: Knowledge
Social disability model

We wouldn’t be disabled but for the systemic barriers that society places in our way.
Q. How do you improve people's computer literacy?
“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”
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
Workforce awareness and capabilities activity

Effective communication (within the Person-Centred Health and Care Collaborative)

Confidence, knowledge, understanding and skills

The Health Literacy Place

National demonstrator and evaluation site
Workforce awareness and capabilities programme

Leadership, management and team leaders

- Develop an organisational culture to support HL
- Address in their rights and inequalities agenda
- Support staff capabilities

Individual Clinical Staff

- Recognise people’s HL needs
- Aware of appropriate resources
- Employ a range of tools
Key to addressing Health literacy is not so much to get us to see the world from the perspective of healthcare but for healthcare to see the world from our perspective.
People at the Centre of Health and Care

Person-Centred Health and Care Collaborative
Welcome to the Health Literacy Place

Health literacy in Scotland
Making it easy

Click the image to watch our introduction to Health Literacy

What is Health Literacy?

Health literacy is about people having enough knowledge, understanding, skills and confidence to use health information, to be active partners in their care, and to navigate health and social care systems. Health Literacy is being increasingly recognised as a significant public health issue.

Quick Start

Making it Easy
A Health Literacy Action Plan for Scotland

Click image to access the National Health Literacy Action Plan

- Health Literacy Universal Precautions Toolkit
- The Teach-Back Method
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
National Demonstrator Programme

- Really aimed at supporting the health literacy needs, information etc to support people at transitions of care.
Opportunities

• Small Country
• Communitarianism
• Political focus on addressing inequality
• Need for change
• Spirit of innovation
Challenges and limitations

- Implementation
- Evaluation
- Time and money
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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