Targeting Health Literacy
Research for Policy Makers

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Intervention Research On Health Literacy among the Ageing population project

**Purpose:** to introduce evidence-informed guidelines for policy and practice for a comprehensive approach to improving health literacy in the ageing population (50+).

**Activities:** systematic reviews, consultation with older people, identification of interventions, selection of 20 to pilot test.
Workshop

Aim

- To distil a real world policy brief from a health literacy research project
  
To

- One page of main message bullets
  
To

- A ‘sound bite’
1:3:25 Reader Friendly Writing

1 page of main messages
3 page Executive Summary
25 pages of writing (The report)

Use language that a “bright, educated, but not research trained person would understand.”

(The Canadian Health Services Research Foundation n.d.)
Main messages in bullet points

What do the findings mean to policy makers?

What do policy makers most need to know about what has been learnt?

Answer the question “So what does this really mean?”

“This is your chance based on the research, to tell decision makers what implications the research work has for theirs”
Sound Bite

- You have 25 seconds to tell the citizens of the nation on radio about the research in the policy brief which has been distilled to 1 page of bullet points.

- What do you say?
Activities

- Divide into small groups (5-6)
- Read the policy brief
- Write the 1 pager based on the policy brief
- Develop the sound bite
- Write it up on flip chart paper put on wall
- Vote for the best with post-its.