

In It Together: Improving Health Literacy for Black Men Who Have Sex with Men

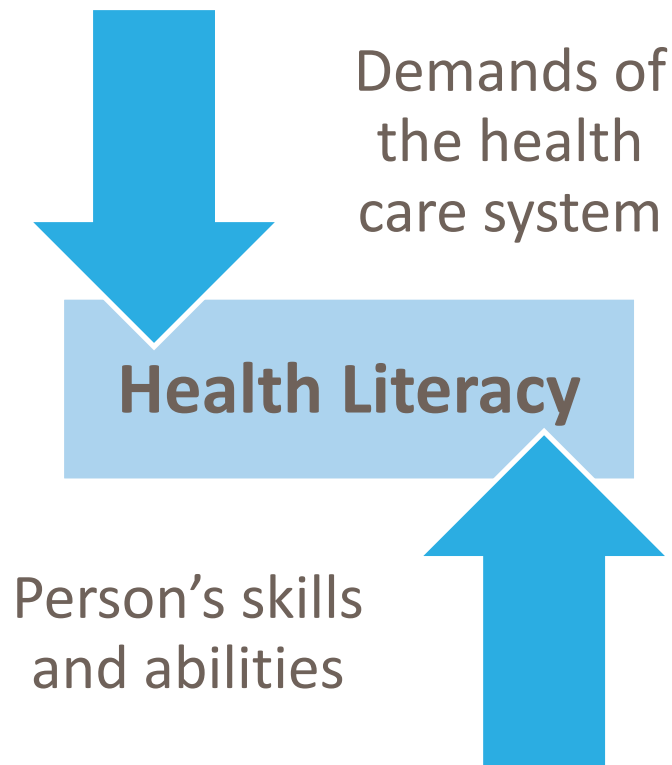
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Presentation Overview

1. Introduction to health literacy
2. How health literacy affects health outcomes for people living with HIV
3. Overview of the In It Together project
 - a. Model
 - b. Community Training content
 - c. Supporting materials
4. Future plans
5. Questions

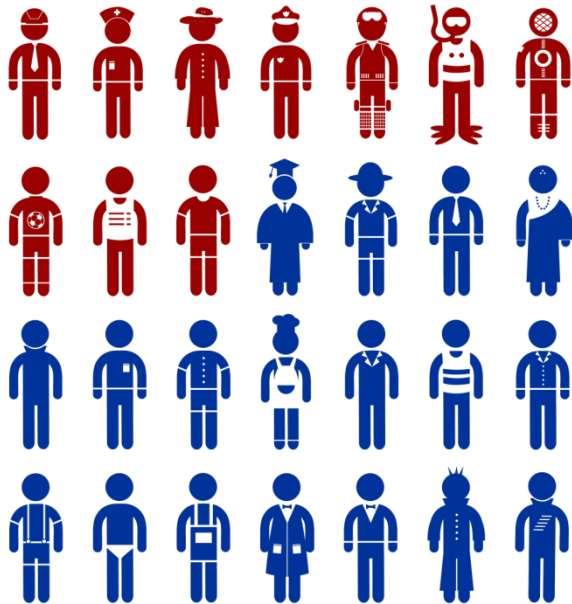
Health Literacy

The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.



Who is Affected by Limited Health Literacy?

36% of American adults have limited health literacy



People at Greatest Risk for Limited Health Literacy

- Racial and ethnic minority populations
- People of low socioeconomic status
- Recent immigrants or other people whose first language is not English
- Medically underserved people
- Older adults

How Limited Health Literacy Affects Clients

People living with HIV who are experiencing limited health literacy may:

- Not understand the “basics” of HIV
- Not take antiretroviral therapies correctly
- Have a consistently high or unchanged viral load
- Be frequently hospitalized
- Fall out of care
- Skip important preventive measures

References: Kalichman, S. C., et al. “Adherence to Combination Antiretroviral Therapies in HIV Patients of Low Health Literacy.” *Journal of General Internal Medicine*, May 1999: v14 n5. | Kalichman, S. C., et al. (2000). Health literacy and health-related knowledge among persons living with HIV/AIDS. *American journal of preventive medicine*, 18(4), 325-331. | Osborn, C. Y., et al. (2007). Health literacy: an overlooked factor in understanding HIV health disparities. *American journal of preventive medicine*, 33(5), 374-378. | Berkman, N. D., et al. (2011). Health literacy interventions and outcomes: an updated systematic review. *Evidence report/technology assessment*, 199, 1-941.

Responsibility of Health Professionals in Health Literacy

- Organizations must focus on building clients' health literacy
- Health professionals must provide information in a way clients understand
- **Health professionals must be cognizant of the issue of health equity**



The Ten Attributes of a Health Literate Organization (IOM)

1. Leadership makes health literacy integral to its mission, structure, and operations
2. Integrates health literacy into planning, evaluation, patient safety, and quality improvement.
3. Prepares the workforce to be health literate, monitors progress.
4. Includes populations served in design, implementation, and evaluation.
5. Meets the needs of populations with a range of health literacy skills while avoiding stigmatization.
6. Uses health literacy strategies in interpersonal communications.
7. Provides easy access to health information and 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.

Health Literacy



Cultural Competency

The In It Together Project

Overview of In It Together

Goal: Improve the capacity of health care organizations to deliver health literate HIV services to black gay, bisexual, same-gender-loving, and other men who have sex with men

Purpose: Build health literacy knowledge of Health Literacy Trainers in communities across the U.S., including capacity to deliver local community training to health care provider organizations

In It Together Model

Trainers are recruited from 34 target communities



Community-based trainers participate in multi-module, virtual Training of Trainers



Trainers conduct trainings of health professionals in their own communities

The Training of Trainers

Introduction to
Health Literacy

Culture and
Health Literacy

Improving Face
to Face
Communication

Improving
Written
Communication

Fostering
Health Literate
Organizations

Conducting the
Community
Training

34 Target Communities

- The Community Training



Elements of the Community Training

- ➔ Introduction to health literacy
- ➔ Social and contextual factors
- ➔ Strategies to improve written communication
- ➔ Strategies to improve face-to-face communication

➡ Introduction to Health Literacy

- Definition of health literacy
- Populations most affected by limited health literacy
- Effect of limited health literacy on health outcomes, particularly for people living with HIV
- Importance of eHealth literacy

➡ Social and Contextual Factors

- Social Determinants of Health
 - Housing
 - Poverty
 - Incarceration/justice-involvement
 - Education
- Intersectionality
- Black MSM Experience
 - Racism
 - Homophobia
 - Stigma

➡ Strategies to Improve Written Communication

Use:

- Large, easy-to-read font
- Simple words
- Short sentences
- Familiar words and phrases
- Active voice

➡ Strategies to Improve Face-to-face Communication

The Universal Precautions Approach

- All clients benefit from communication that is easy to understand
- Present information simply and clearly to all clients all of the time

➡ Communications Strategies Continued

Ask Me 3®

1. What is my main problem?
2. What do I need to do?
3. Why is it important for me to do this?

➡ Continued

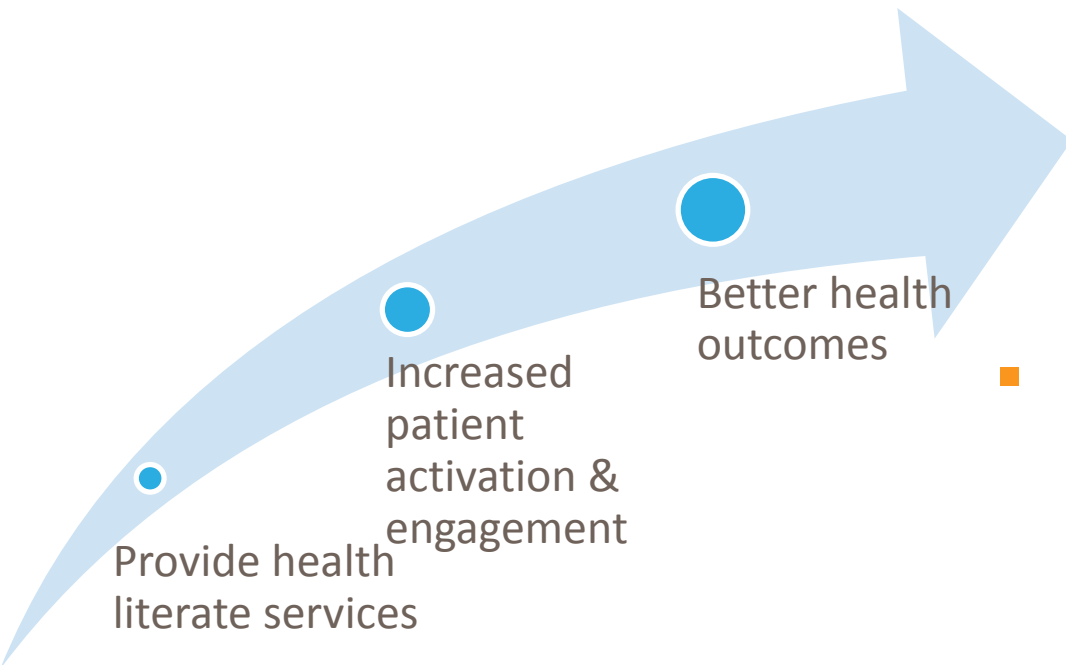
Teach back

1. Explain: Explains the health information
2. Check: Ask client to explain the information back to the provider using their own words
3. Re-explain, if needed: Clarify or re-explain the information

Case Study

Now what?

Start Today!



- Everyone benefits from clear health information!
 - Take a Universal Precautions approach
 - Encourage clients to ask questions
 - Use the teach back
- Use plain language in your health communications
 - Use short words and sentences
 - Use images to support text

Become a Health Literate Organization

- Visit the In It Together website
- Request a **free** In It Together training
- Attend our session at USCA
- Encourage staff to become In It Together trainers
- Use the resource guide to identify the right organizational health literacy assessment for your program

Is In It Together in my State?

State	Community
California	San Diego San Francisco Los Angeles
Alabama	Birmingham
Arkansas	Little Rock West Memphis
Connecticut	Hartford
Florida	Miami
Georgia	Atlanta
Illinois	Chicago
Indiana	Indianapolis

State	Community
Louisiana	Baton Rouge New Orleans
Maryland	Baltimore
Michigan	Detroit
Minnesota	Minneapolis
Mississippi	Jackson North Mississippi
Missouri	St. Louis Kansas City
New Jersey	Newark Jersey City
New York	New York City

State	Community
North Carolina	Raleigh Charlotte
Ohio	Cleveland
Pennsylvania	Philadelphia
South Carolina	Columbia
Tennessee	Memphis
Texas	Houston
Virginia	Richmond Norfolk
Washington, DC	Washington, DC
Wisconsin	Milwaukee

Request a **FREE** health literacy training at:
<https://hivhealthliteracy.careacttarget.org/>

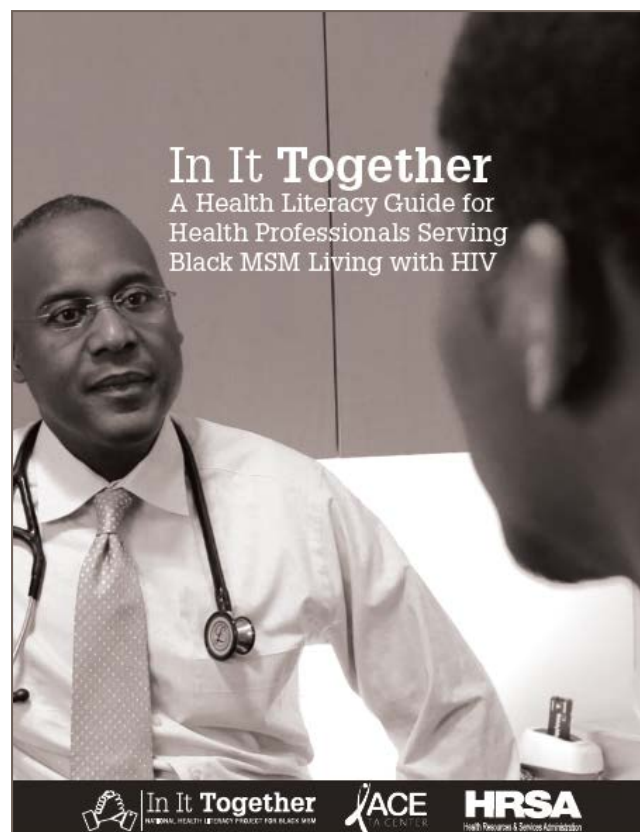
Health Literacy Materials

Brochures

Client Brochure



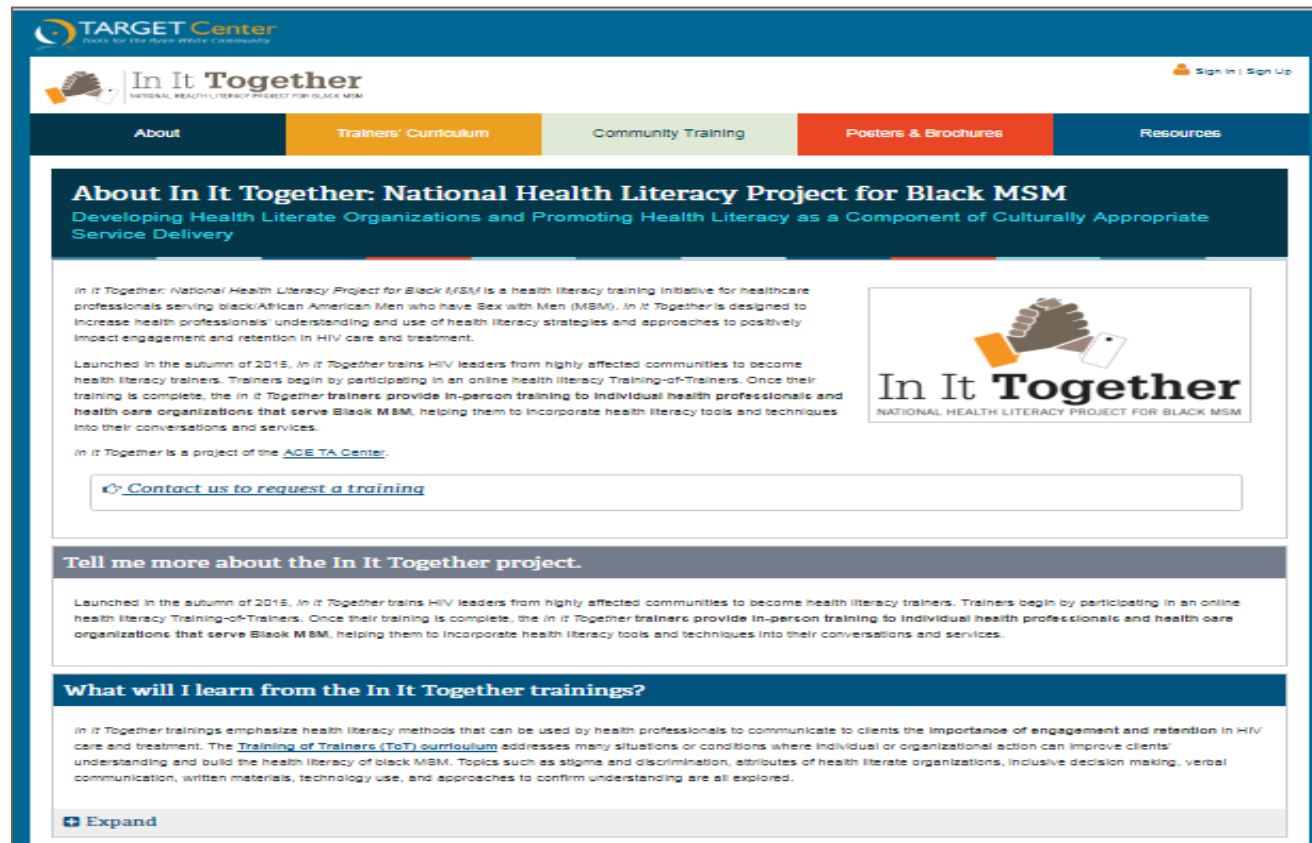
Provider Brochure



Posters



Website



Request a training today at:
<https://hivhealthliteracy.careacttarget.org/>

Health Literacy Resource Guide

Curated list of resources to begin or enhance efforts to meet the needs of clients with limited health literacy

- Relationship between Health Literacy and Culture
- Organizational Frameworks for Providing Health Literate Services
- Organizational Assessments and Toolkits
- Materials Improvement Tools
- Strategies to Improve Communication
- Further Reading and Training

Coming up next

Fall 2017: Training for a New Cohort of In It Together Trainers

- Recruitment of new trainers in target communities
- Training of a new cohort of trainers
- Recommendations are encouraged!

Apply to be an *In It Together* trainer if:

- You are an experienced training facilitator
- You are comfortable talking about Black MSM issues and sexuality
- You have great relationships with health care organizations

Spring 2018: We're All In It Together!

- Adapting the *In It Together* Curriculum to meet the needs of people living with HIV who receive RWHAP services
- Attention to Black MSM and other populations facing disparities (e.g., youth, Latino MSM, transgender women).
- Adapted resources will include:
 - Training of Trainers
 - Community training
 - Supporting materials
- Original In It Together remains available!

Questions

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In It Together

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