

Promoting Health Literacy through Clear Communication: Implications for People Living with HIV

Manisha H Maskay, Ph.D.

Chief Program Officer, AIDS Arms Inc., Dallas



Disclosures

Presenter(s) has no financial interest to disclose.

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Learning Objectives

At the conclusion of this activity, the participant will be able to:

1. Identify potential gaps in promoting health literacy.
2. Describe key elements of clear communication.
3. Explore best practices for promoting health literacy.



Obtaining CME/CE Credit

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<http://ryanwhite.cds.pesgce.com>

Health Literacy Defined

Health literacy is the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions.

Source: Institute of Medicine 2004, Healthy People 2010

Health Literacy - Importance

- Health Literacy impacts our ability to:

- Promote health
- Protect health
- Prevent disease
- Access and utilize health care
- Navigate the health care system

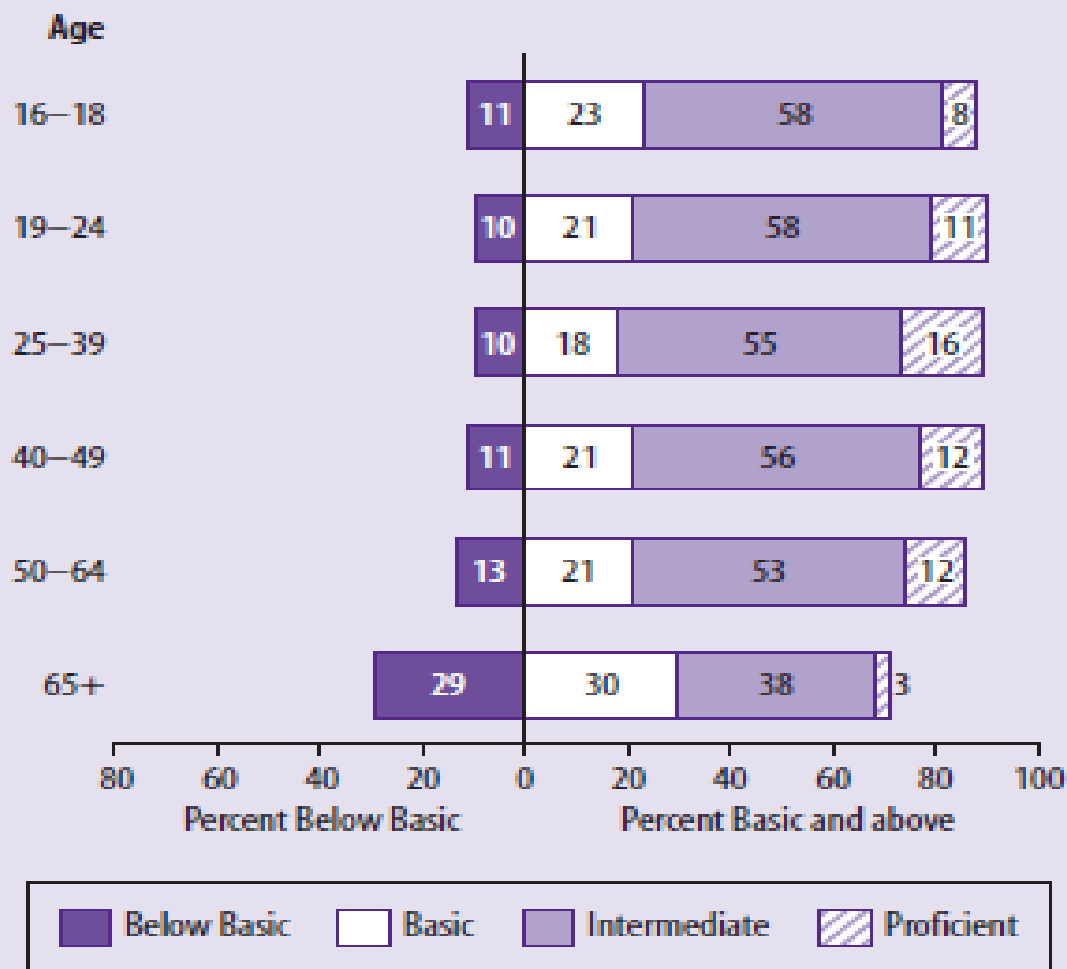
Source: Literacy and Health in America, ETS 2004

- Health care relies heavily on the written and spoken word to communicate information.
- Health care consumers must “***read*** to ***do***”.

Health Literacy - Challenges

- 93 million or 47 % of U.S. adults perform at the lowest level of literacy (*NAAL 2003*)
- 19% of US adults had skills at the lowest level of the Health Activity Literacy Scale (*HALS 2003*)
 - 1/3rd of US adults have trouble reading and acting on health information
 - Approximately 1/2 of those older than age 65 scored at the lowest levels
- Health literacy decreases with age.

Health Literacy by Age (%)



Source: U.S. Department of Education, Institute of Education Sciences, 2003 National Assessment of Adult Literacy.

Health Insurance Awareness

	Low Scorers (0-4 Correct)	Moderate Scorers (5-6 Correct)	High Scorers (7-10 Correct)	Mean Score
Overall	28%	20%	52%	5.8
Insurance Status				
Insured - age 18-64	23	19	58	6.2
Uninsured - age 18-64	47	26	27	4.4
Age				
18-29	43	20	36	4.7
30-49	31	18	51	5.7
50-64	20	20	61	6.4
65+	19	24	57	6.4
Gender				
Male	28	19	53	5.8
Female	29	21	50	5.8
Education				
High school or less	45	23	32	4.5
Some college	24	19	57	6.2
College graduate	10	16	74	7.2

Source: Assessing American's familiarity with Health Insurance Terms and Concepts, Kaiser Family Foundation, November 11, 2014.

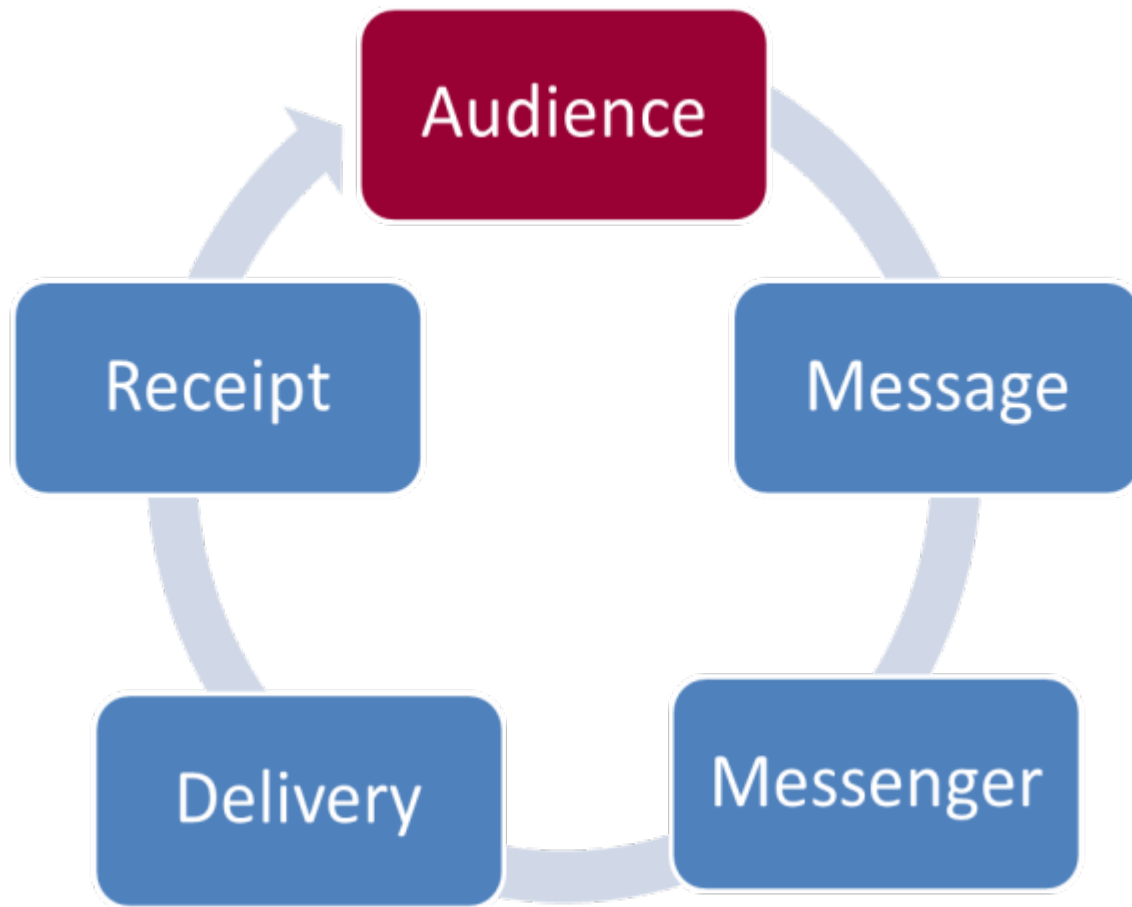
Health Literacy – Challenges

- Health materials are written at reading levels that far exceed the average reading skills of high school graduates.
- Health professionals often do not use language which is easy to understand.
- Words used may have multiple meanings and interpretations.

Low Health Literacy- Implications

- Decreased ability to:
 - navigate the health care system;
 - read/understand medication & other instructions, consent documents, health insurance rules, etc.;
 - understand rights, responsibilities, other key aspects related to health care;
 - care for self;
 - make informed decisions about treatment choices
 - medications, surgical & other interventions, etc.
- Others?

Effective Communication – a tool to improve health literacy



Effective Communication - Steps

- Identify goals
 - Improved knowledge and understanding?
 - Change in attitude?
 - Change in behavior?
- Identify key messages
- Decide on communication method
 - Written?
 - Verbal?
 - Both?

Effective Communication – Audience

- Learn about your audience
 - Needs and interests
 - Culture and diversity
 - Language preference
 - English proficiency
- Engage and get help from your audience
- Pilot test to assess whether messages
 - Resonate with, engage, and meet the needs of your audience
 - Communicate key information
 - Achieve the desired effect

Effective Communication- Verbal

- Create a safe and respectful environment
- Tailor to audience
- Explain context
- Categorize
- Illustrate and demonstrate
- Show empathy
 - Be respectful
 - Address embarrassment
 - Invite interaction
 - Promote self efficacy
 - Pay attention
 - Slow down



Effective Communication-Written

Make your message clear

- Message – ensure
 - accuracy
 - suitability for audience
 - delivery focused and on point
 - communication of key points
 - start and end with most important



Effective Communication-Verbal

- Use plain language
 - logical order
 - clear
 - active voice
 - everyday language, common words
 - short words, short sentences
 - explain hard words
 - no jargon, fancy words
- Stay focused and on message
 - key points
 - begin/end with most important point
- Confirm understanding
 - teach back
 - invite questions

Illustrate, Demonstrate

WebMD Portion Size Guide		
BASIC GUIDELINES 1 cup = baseball ½ cup = lightbulb 1 oz or 2 tbsp = golf ball 1 tbsp = poker chip 3 oz chicken or meat = deck of cards 3 oz fish = checkbook	     	GRAINS 1 cup of cereal flakes = baseball 1 pancake = compact disc ½ cup cooked rice = lightbulb ½ cup cooked pasta = lightbulb 1 slice bread = cassette tape 1 bagel = 6 oz can of tuna 3 cups popcorn = 3 baseballs
		 DAIRY & CHEESE 1 ½ oz cheese = 3 stacked dice 1 cup yogurt = baseball ½ cup of frozen yogurt = lightbulb ½ cup of ice cream = lightbulb
		 FATS & OILS 1 tbsp butter or spread = poker chip 1 tbsp salad dressing = poker chip 1 tbsp mayonnaise = poker chip 1 tbsp oil = poker chip
WebMD Portion Size Guide		
 FRUITS & VEGETABLES 1 medium fruit = baseball ½ cup grapes = about 16 grapes 1 cup strawberries = about 12 berries 1 cup of salad greens = baseball 1 cup carrots = about 12 baby carrots 1 cup cooked vegetables = baseball 1 baked potato = computer mouse	 MEATS, FISH & NUTS 3 oz lean meat = deck of cards 3 oz fish = checkbook 3 oz tofu = deck of cards 2 tbsp peanut butter = golf ball 2 tbsp hummus = golf ball ¼ cup almonds = 23 almonds ¼ cup pistachios = 24 pistachios	 MIXED DISHES 1 hamburger (without bun) = deck of cards 1 cup fries = about 10 fries 4 oz nachos = about 7 chips 3 oz meatloaf = deck of cards 1 cup chili = baseball 1 sub sandwich = about 6 inches 1 burrito = about 6 inches

Effective Communication-Written

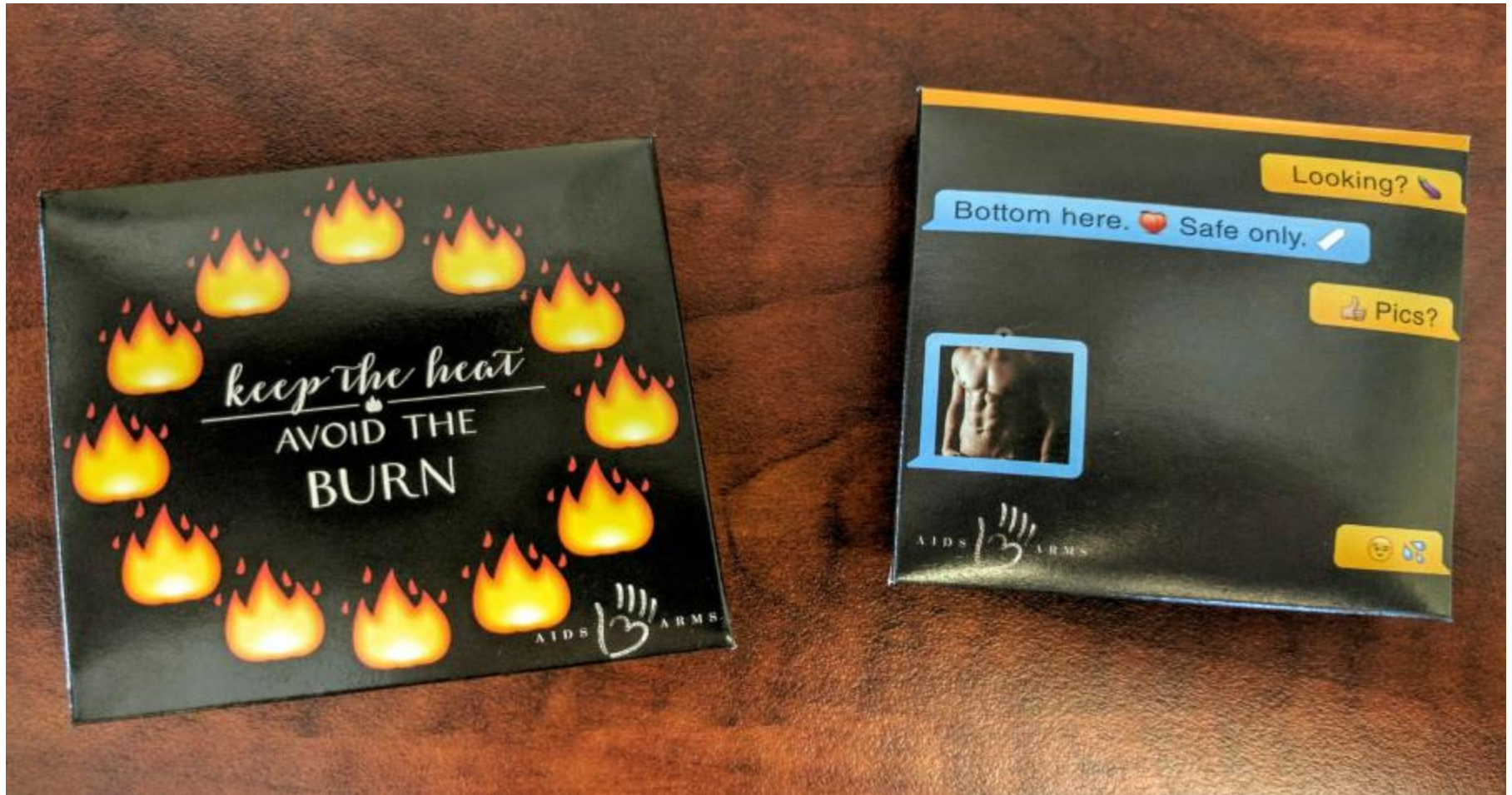
- Organization, format, appearance
 - ensure
 - content is categorized and in logical order
 - background color promotes readability and white space is sufficient
 - print – font type, size and color promotes readability
 - suitability for audience

Effective Communication-Written

- Clarity and readability – use:
 - plain language – no fancy words, jargon
 - active voice
 - everyday language, common words
 - short words, short sentences
- Explain hard words
- Check readability score
 - preferably below 6th grade level
- Check effectiveness
 - assessment by review panel

Effective Communication

- tailor your message



Effective Communication

- tailor your message

Icons to
Measure
the
Severity
of Side
Effects



Source: <http://www.vizhealth.org/gallery/assets/75/>

Effective Communication

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Effective Communication

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**Are you
at risk for
HIV or
STDs?**

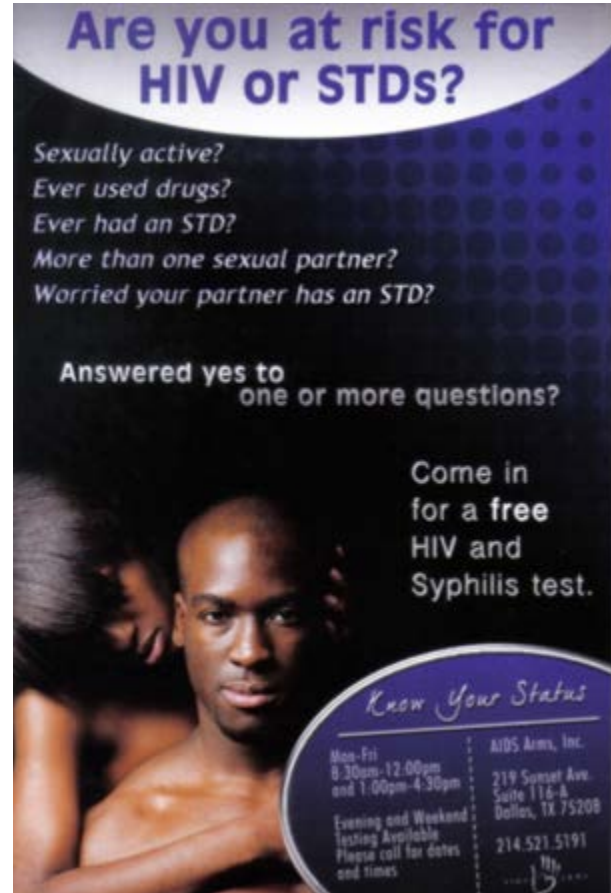
*Sexually active?
Ever used drugs?
Ever had an STD?
More than one sexual partner?
Worried your partner has an STD?*

Answered yes to
one or more questions?

Come in
for a
FREE
HIV and
Syphilis test.

Know Your Status

Mon-Fri 8:30am-12:00pm and 1:00pm-4:30pm	AIDS Arms, Inc. 219 Sunset Ave. Suite 116-A Dallas, TX 75208 214.521.5191
Evening and Weekend Testing Available Please call for dates and times	



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Effective Communication

- tailor your message

Strategies

Individual Support
Provide ongoing support for people living with HIV to address retention in care, treatment adherence and other concerns.

Group Programs
Educate about HIV and how to engage in health care.

Community Outreach
Provide HIV/STI messaging and information to encourage people to get tested for HIV and sexually transmitted infections regularly.

*Viviendo Valiente
Helping Latinos to*

- ✓ Inform themselves
- ✓ Talk about HIV
- ✓ Take action

Did you know...

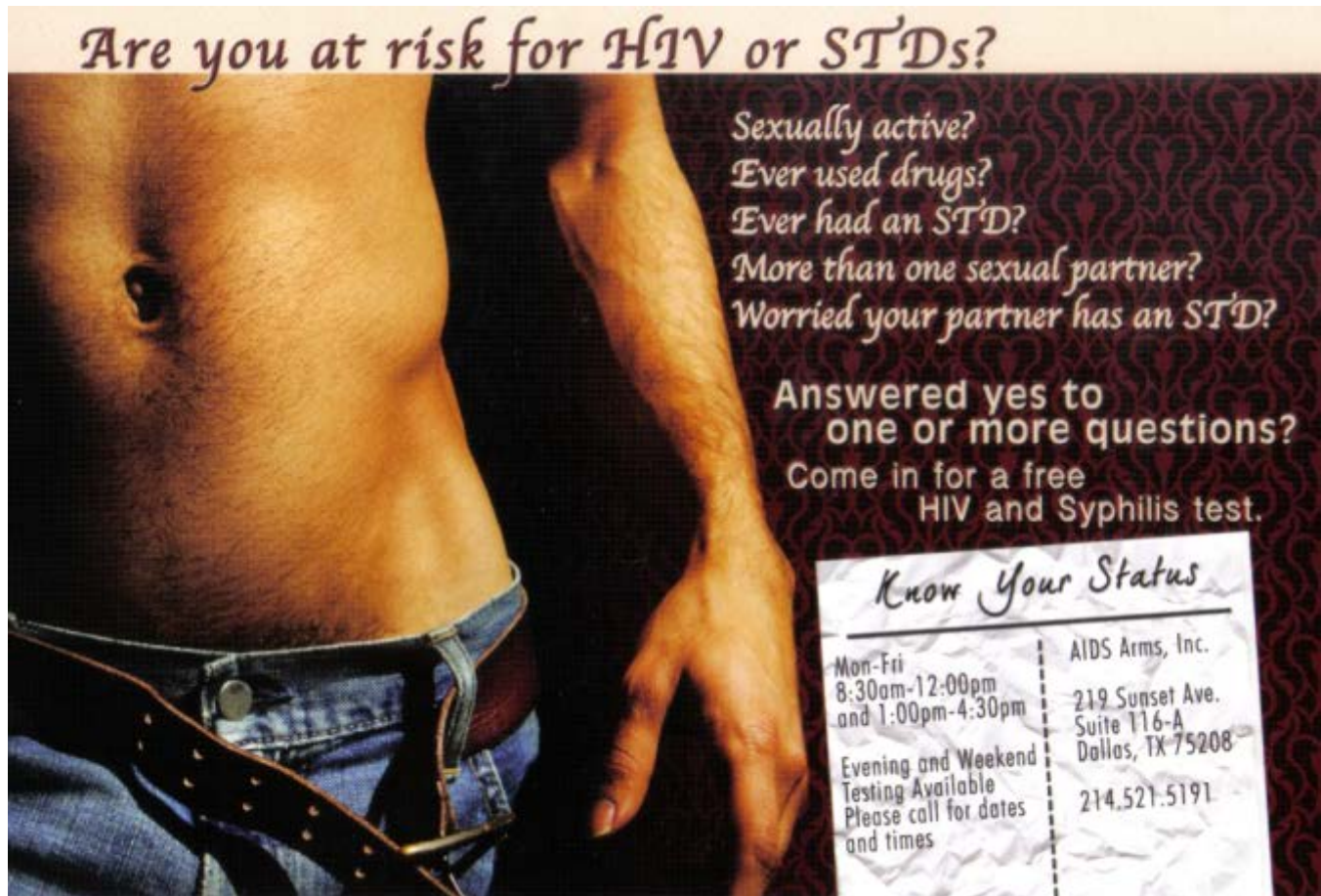
- ✓ Dallas County Latinos represent 25% of new HIV/AIDS diagnoses and 22% of people living with HIV/AIDS.
- ✓ 1 in 5 of all new HIV diagnoses among women occurred among Latinas.
- ✓ Youth aged 13 to 24 accounted for approximately 1 of every 4 new HIV infections in the U.S. in 2010.



VIVIENDO VALIENTE
PARA LA SALUD Y EL BIENESTAR DE NUESTRA COMUNIDAD
FOR THE HEALTH AND WELL-BEING OF OUR COMMUNITY

Effective Communication

- tailor your message



Are you at risk for HIV or STDs?

*Sexually active?
Ever used drugs?
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Health Communication – how effective is it?



Group Think

Subject to Interpretation?

- Common guidance given by health care providers:
 - Practice safe sex
 - Use protection
 - Drink plenty of water
 - Eat a low sodium diet
 - Eat plenty of fiber
 - Get plenty of exercise
 - It may have adverse effects
 - Take on an empty stomach
 - Take as needed

Subject to Interpretation?



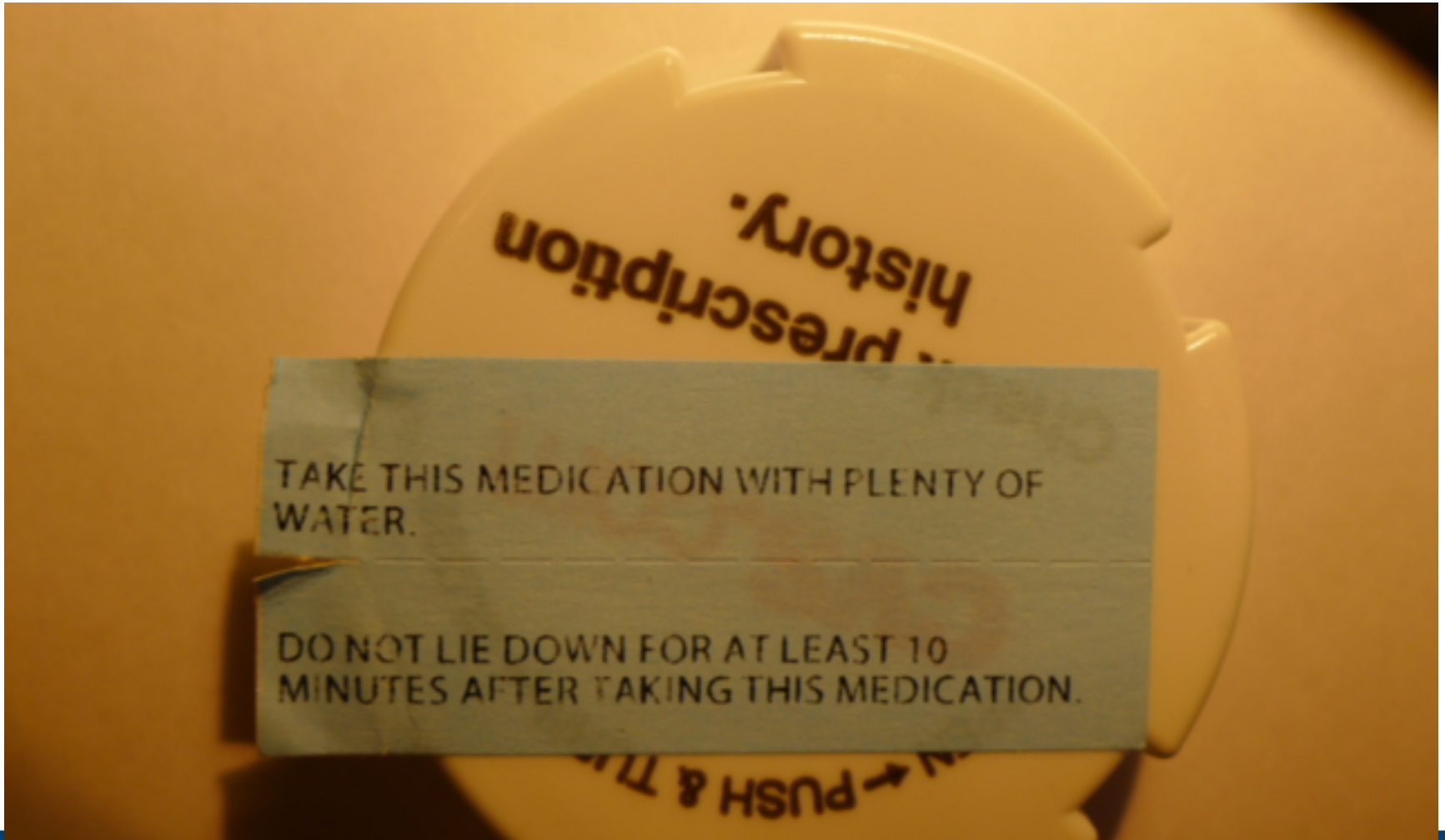
Subject to Interpretation?

TAKE WITH FOOD.

AVOID PROLONGED EXPOSURE TO
DIRECT AND/OR ARTIFICIAL
SUNLIGHT.

IMPORTANT: FINISH ALL THIS
MEDICATION UNLESS OTHERWISE
DIRECTED BY DOCTOR.

Subject to Interpretation?



Subject to Interpretation?

DO NOT CHEW OR CRUSH BEFORE
SWALLOWING.

TAKE WITH OR IMMEDIATELY AFTER
FOOD.

TAKE OR USE THIS EXACTLY AS
DIRECTED. DO NOT SKIP DOSES OR
DISCONTINUE.

Subject to Interpretation?

LIMIT ALCOHOL USE WHILE TAKING
THIS DRUG. DAILY ALCOHOL USE IS
RISKY.

AVOID PROLONGED EXPOSURE TO
DIRECT AND/OR ARTIFICIAL
SUNLIGHT.

Visuals

WHY START HIV TREATMENT EARLY?

A major international randomized clinical trial (START)¹ funded by the National Institutes of Health and its partners has found that people with HIV have a **lower risk of developing AIDS if they start HIV treatment sooner.**²

That means people with HIV should **start treatment sooner rather than later while their CD4+ count is higher, instead of waiting for it to drop.**²

Partner with your healthcare provider to determine when to start HIV treatment.²

1. NIAID.nih.gov, National Institutes of Health Web site.
2. AIDSinfo.nih.gov, National Institutes of Health Web site.

Visuals

Simple words
Short sentences
Light background
Dark lettering
Sufficient white space
Legible lettering

Visuals

- Simple words
- Short sentences
- Light background
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- Legible lettering

Possible to simplify?

Treatment for HIV includes anti-retroviral therapy (ART) which is medication people living with HIV take to stay healthy. These medications reduce the amount of virus in the body which keeps the immune system functioning and prevents illness. Another benefit of reducing the amount of virus in the body is that it helps prevent transmission to others through sex, needle sharing, and from mother-to-child during pregnancy and birth. This is sometimes referred to as “ART as prevention” or “treatment as prevention”.

Source: CDC; HIV Treatment as Prevention; downloaded August 16, 2016

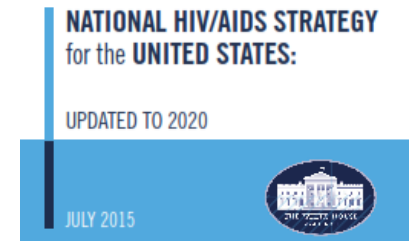
Better?

You should start medical care and begin HIV treatment as soon as you are diagnosed with HIV. Taking medicine to treat HIV, called antiretroviral therapy or ART, is recommended for all people with HIV. Taking medicine to treat HIV slows the progression of HIV and helps protect your immune system. The medicine can keep you healthy for many years and greatly reduces your chance of transmitting HIV to sex partners if taken the right way, every day.

If you're taking medicine to treat HIV, visit your health care provider regularly and always take your medicine as directed to keep your viral load (the amount of HIV in the blood and elsewhere in the body) as low as possible.

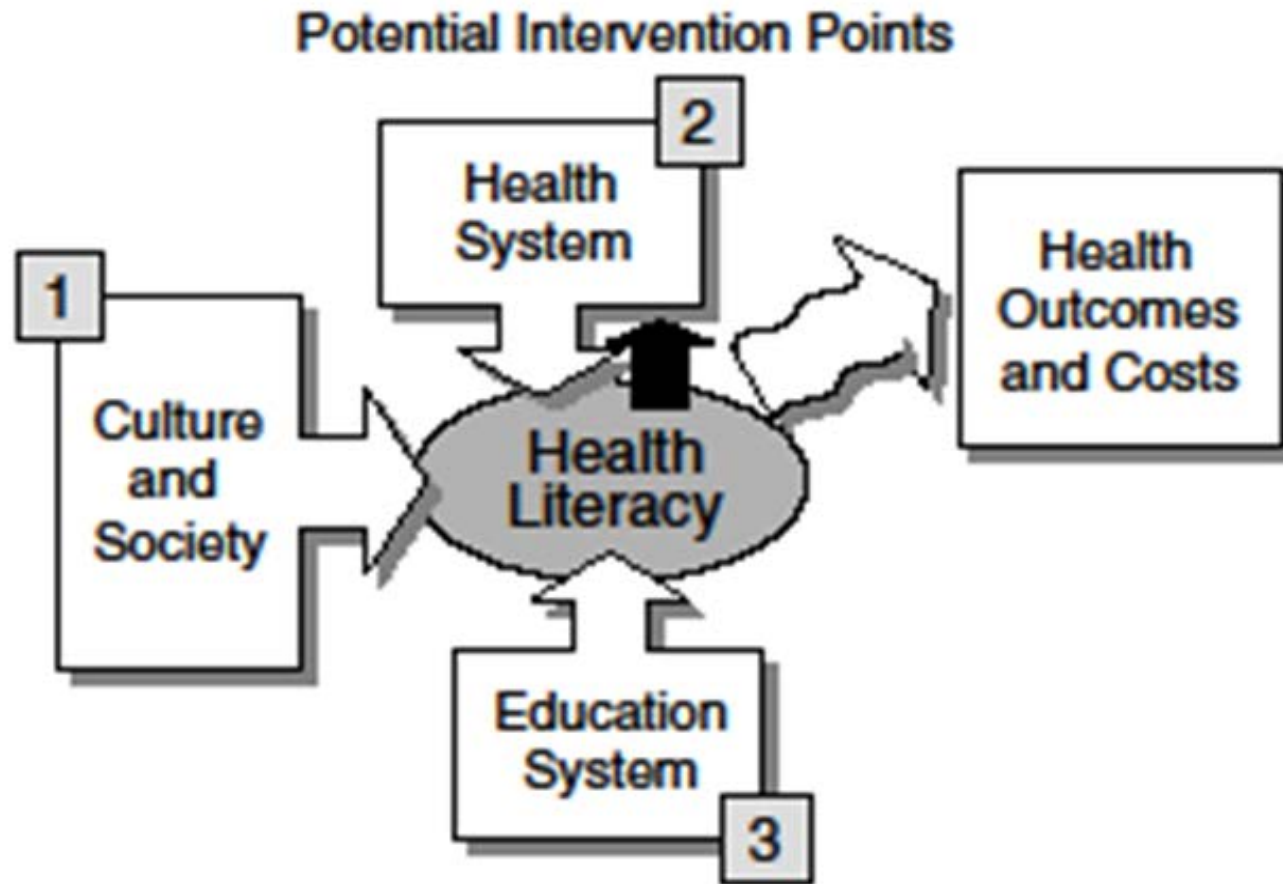
Source: CDC; Living with HIV, Staying Healthy; downloaded August 16, 2016

Health Literacy – Key to Achieving Updated NHAS goals



- Reducing new HIV infections
- Increasing access to care and improving health outcomes for people living with HIV
- Reducing HIV related disparities and health inequities

Everyone Must Step Up



Source: Health Literacy - A Prescription to End Confusion, Institute of Medicine, 2004

We Must All Work Toward:

- Making current, accurate and usable health information available for **all** audiences.
- Helping health professionals to be effective communicators.
- Helping everyone develop and maintain health literacy skills to learn, understand and do ***what is necessary to be healthy and safe.***
- Evaluating communication effectiveness related to promoting health literacy regularly.

Clear Communication is critical to
successful health care.

Harvey Fineberg

Source: Foreword to Health Literacy: A Prescription to End Confusion; Institute of Medicine; National Academy of Sciences, 2004.

Use Available Resources

Keep Yourself Healthy And Protect Others If You Are Living With HIV

- Find HIV care. It can keep you healthy and greatly reduce your chance of transmitting HIV.
- Take your medicines the right way every day.
- Stay in HIV care.



- Tell your sex or drug-using partners that you are living with HIV. Use condoms the right way every time you have sex, and talk to your partners about PrEP.
- Get tested and treated for other STDs.

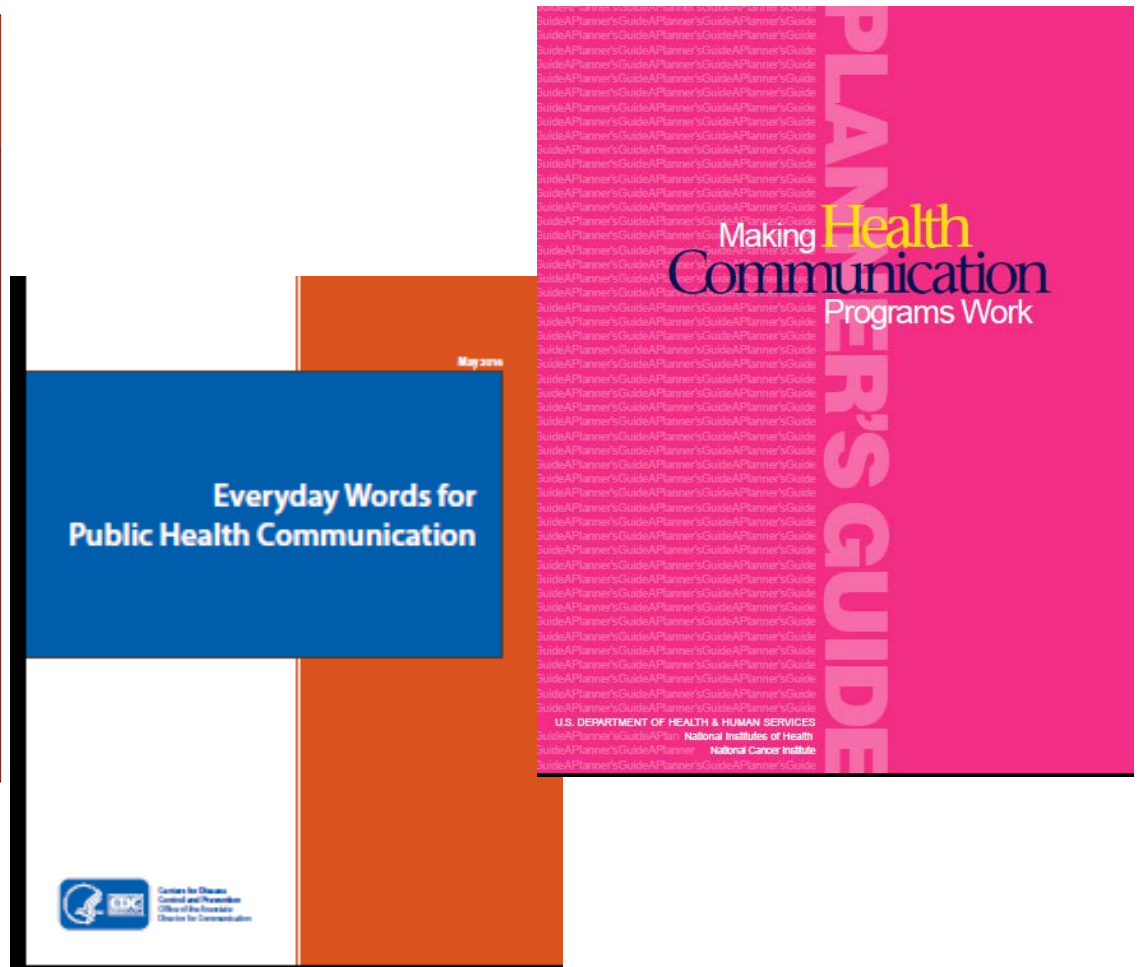
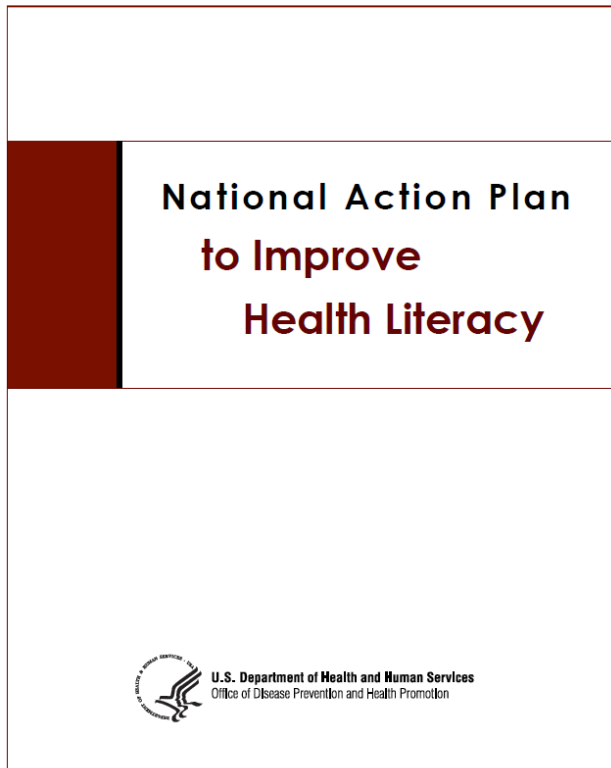


For more information please visit www.cdc.gov/hiv

National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
Division of HIV/AIDS Prevention



Use Available Resources



Use Available Resources

- It is not necessary to re-invent the wheel
- Leverage available resources:
 - references
 - consumers
 - yourself

Helpful Resources

- Readability Assessment Tools

- Flesch-Kincaid Grade Level and Flesch Reading Ease Score: Analyzes readability based on number of syllables/ word and words/sentence plus other measures.
- FOG: Assigns grade level based on sentence length, number of words, and number of polysyllabic (>3) words.
- Fry Readability Formula: Measures readability of small documents using sample sizes of 100 words. Identifies more difficult words or sentences.
- SMOG: Analyzes reading level of prose in sentence and paragraph format.
- SAM: Measures readability based on content, literacy demand, graphics, layout, learning stimulation, and cultural appropriateness. Can also measure audio-visual materials.
- PMOSE/IKIRSCH Document Readability Formula: Assigns a grade-level to charts, tables and other non-prose documents.

Helpful Resources

Centers for Disease Control and Prevention, Office of the Associate Director of Communication. (2016). Everyday Words for Public Health Communication.

CDC Clear Communication Index; www.cdc.gov/ccindex/index.html

Centers for Disease Control and Prevention, Marketing and Communications Strategy Branch. (2009). What We Know About Health Literacy. www.cdc.gov/healthmarketing/resources.htm

Centers for Disease Control and Prevention. Health Literacy for Public Health Professionals Course.
www2a.cdc.gov/TCEOnline/registration/detailpage.asp?res_id=2074

Doak CC, Doak LG, Root JH. Teaching Patients with Low Literacy Skills. 2nd Edition. 1996. www.hsph.harvard.edu/healthliteracy/resources/doak-book/index.html

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Helpful Resources

Kaiser Family Foundation (2014) Assessing American's Familiarity with Health Insurance Terms and Concepts.
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National Cancer Institute. (2008). Making Health Communication Programs Work. U.S. Dept of Health and Human Services.
www.cancer.gov/pinkbook

National Cancer Institute. (1994; revised 2003). Clear & Simple: Developing Effective Print Materials for Low-Literate Readers. U.S. Dept of Health and Human Services. 1994; revised 2003
www.cancer.gov/aboutnci/oc/clear-and-simple

Helpful Resources

Rudd RE, Kirsch I, Yamamoto K. *Literacy and Health in America*. ETS Policy Report #19. Princeton NJ: Educational Testing Services. 2004.
www.ets.org/Media/Research/pdf/PICHEATH.pdf

U.S. Department of Health and Human Services, Office of Minority Health. (2016). RESPECT Model; Guide to Providing Effective Communication and Language Assistance Services; ThinkCulturalHealth.hhs.gov

U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion (2008). America's Health Literacy: Why We Need Accessible Health Information - An Issue Brief.

U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. (2010). National Action Plan to Improve Health Literacy. Washington, DC.
health.gov/communication/hlactionplan/pdf/Health_Literacy_Action_Plan.pdf

Multimedia

American Medical Association. Health Literacy Educational Kit 2007.

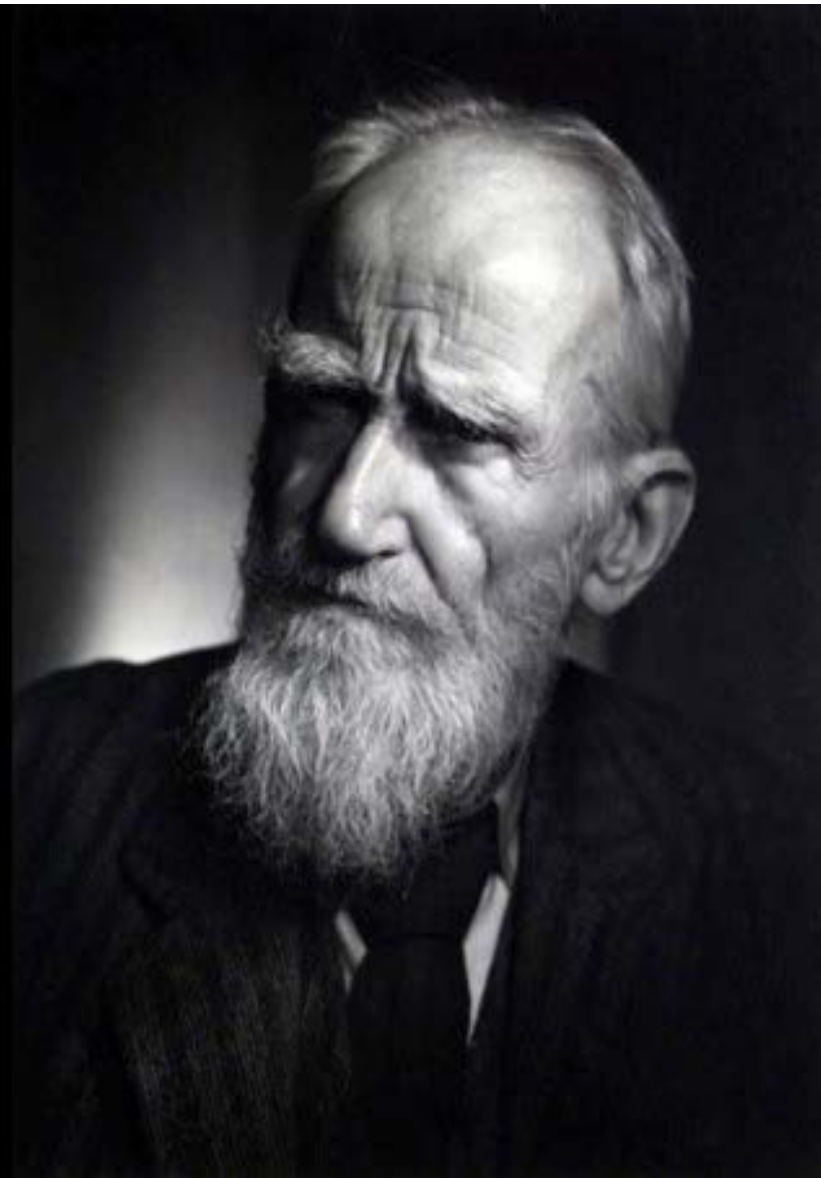
Questions, Comments?

“

THE SINGLE BIGGEST
PROBLEM
IN COMMUNICATION
IS THE ILLUSION THAT IT
HAS TAKEN PLACE.

- GEORGE BERNARD SHAW

SUPERBcommunication.com



Thank you!