

# In It Together: Health Literacy for All

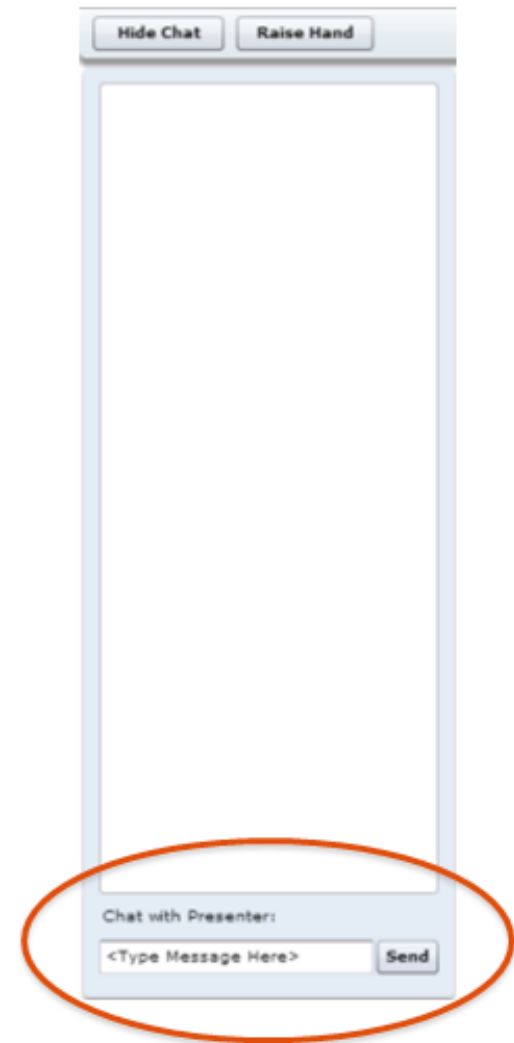
Access, Care, and Engagement (ACE)  
TA Center

June 14, 2018



# How to Ask a Question

- Attendees are in listen-only mode.
- If you have a question, use the chat box at the lower-left of your screen to chat with the presenter.
- You may also email questions to [acetacenter@jsi.com](mailto:acetacenter@jsi.com) after the webinar.



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# Can You Hear Us?



The audio is being shared via your computer speakers/headset.



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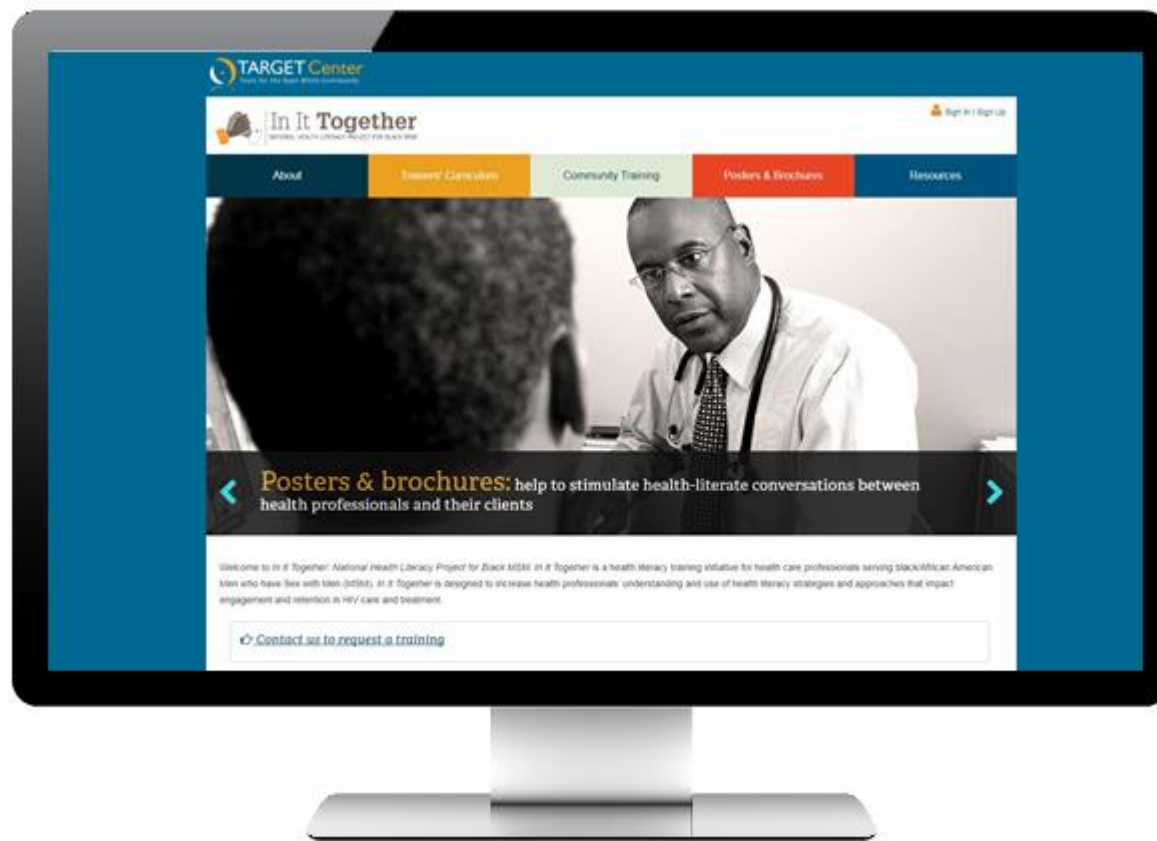
If you're still having problems, please chat the host.

**Call-in number: 800-776-0420**

**Passcode: 983141**



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[hivhealthliteracy.careacttarget.org](http://hivhealthliteracy.careacttarget.org)



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# Session overview



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# Today's presenters



Michelle



Jamal



Devin



Sandy



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# Audience Poll

Have you heard of the In It Together program?

- Yes
- No



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# Introducing In It Together



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# In It **Together**

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# In It **Together**

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# In It **Together**

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# Overview of Health Literacy

# How In It Together benefits health care organizations

Builds the capacity of staff around health literacy



Inspires use of health literate practices



Increases patient activation and engagement



Better health outcomes

**Addressing health literacy**



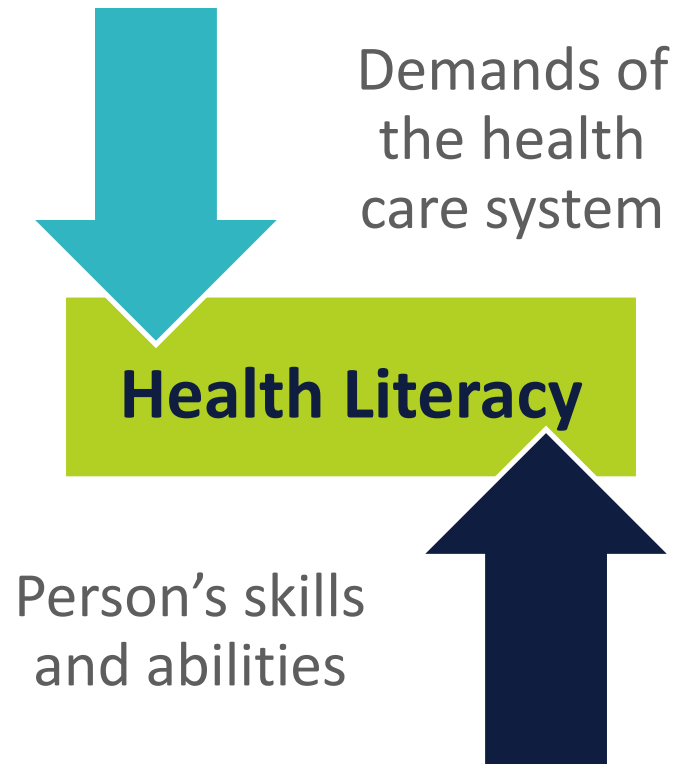
**Addressing health equity**



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# Definition of health literacy

**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.



# How does limited health literacy affect people?

- Limited knowledge of the body
- Limited knowledge of the nature and cause of a disease
- Less awareness of how to prevent illness and stay healthy
- Less knowledge of their own medical conditions and self-care instructions



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# How does limited health literacy affect people?

- Difficulty understanding numeric medical information
- Difficulty understanding when or how to take medication
- Difficulty identifying risks and side effects printed on drug labels



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# Examples



**26%** of patients with limited health literacy do not understand when their next appointment is scheduled



**42%** of patients with limited health literacy do not understand simple medical instructions



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# How does limited health literacy affect health outcomes?

People with limited health literacy are:

- More likely to describe their health as “poor”
- Less likely to use preventive services
- Less knowledgeable about medical conditions and treatment
- More likely to use emergency services
- Often ashamed about their health literacy skill level



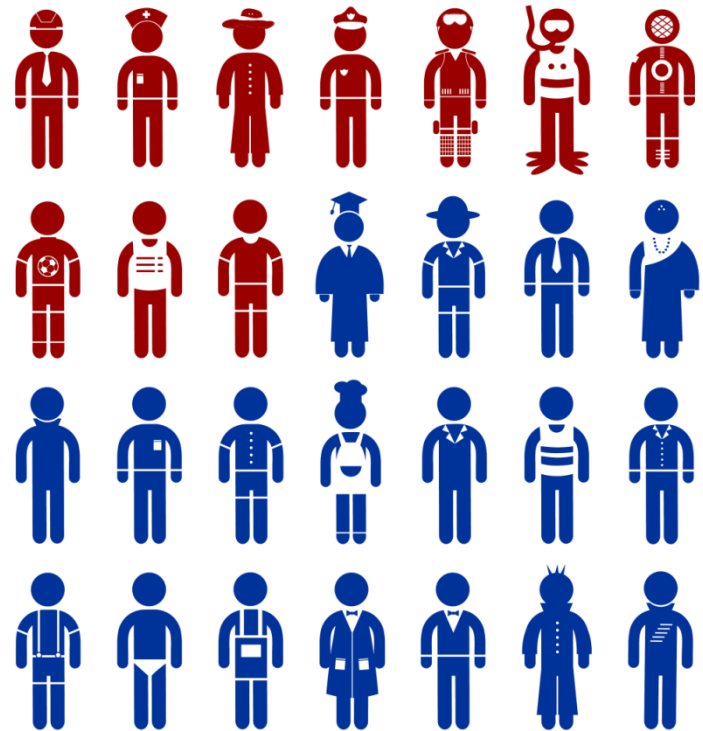
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# Who is at risk?

- Everyone can be affected by limited health literacy
- People most affected by limited health literacy include:
  - Older adults
  - People of low socioeconomic status (SES)
  - People who did not finish high school
  - Communities of color
  - People with limited English proficiency

89 million adults have limited health literacy (36% of US adults)



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# Effect of limited health literacy on people living with HIV

- Does not take antiretroviral therapies correctly
- Consistently high or unchanged viral load
- Frequent hospitalizations
- Falls out of care
- Skips important preventive measures
- Cannot explain HIV
- Poor health outcomes



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# Audience Poll

Have you ever struggled to understand something that your health care provider told you?

- Yes
- No
- Not sure



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# Audience Poll

Have you ever had a client struggle to understand something that you said to them?

- Yes
- No
- Not sure



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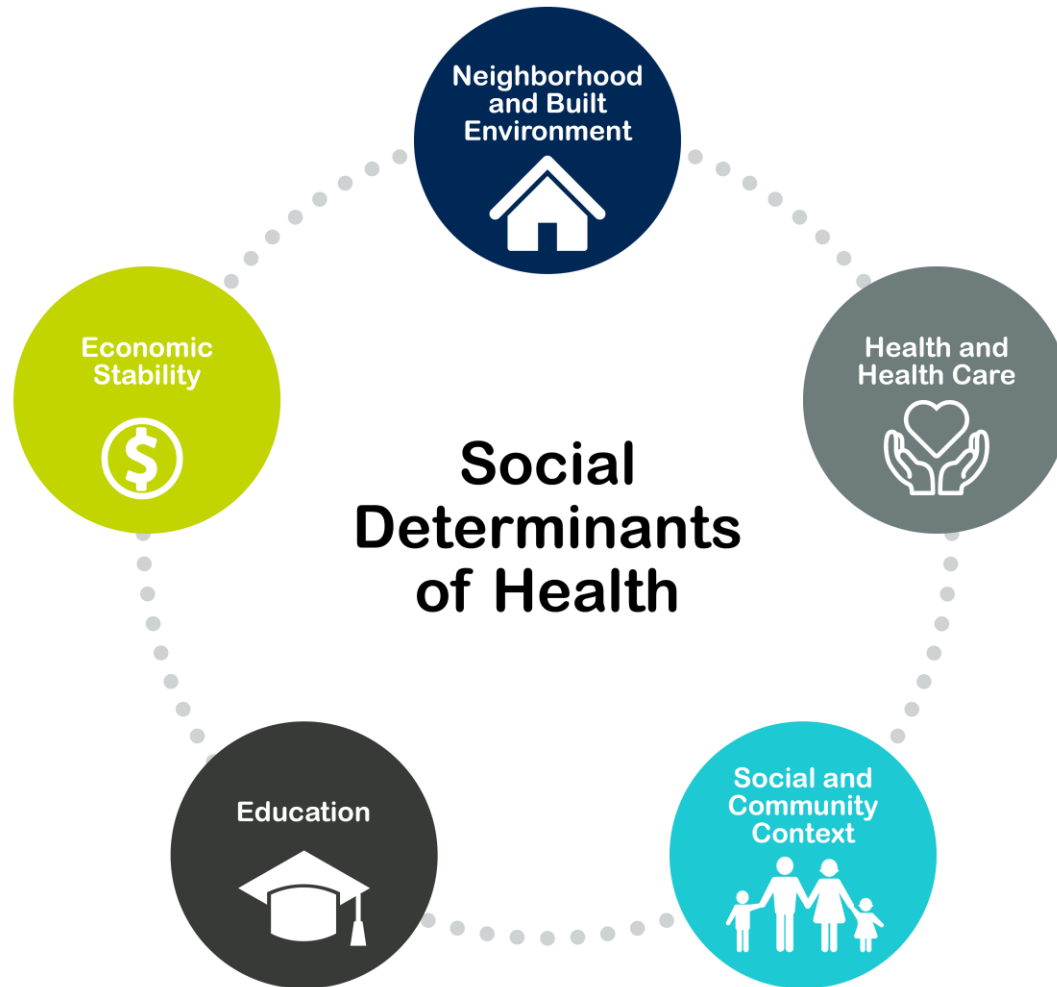
# Health equity

The absence of disparities or avoidable differences among socioeconomic and demographic groups or geographical areas in health status and health outcomes



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# Socio-contextual determinants of health



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# Health literacy



# Cultural competency



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# Responsibility of health professionals in health literacy

- Health literacy is an issue of health equity
- Health care organizations have a responsibility to address and build clients' health literacy
- Health professionals must provide information in a way clients understand



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# Important moments in provider communication with PLWH

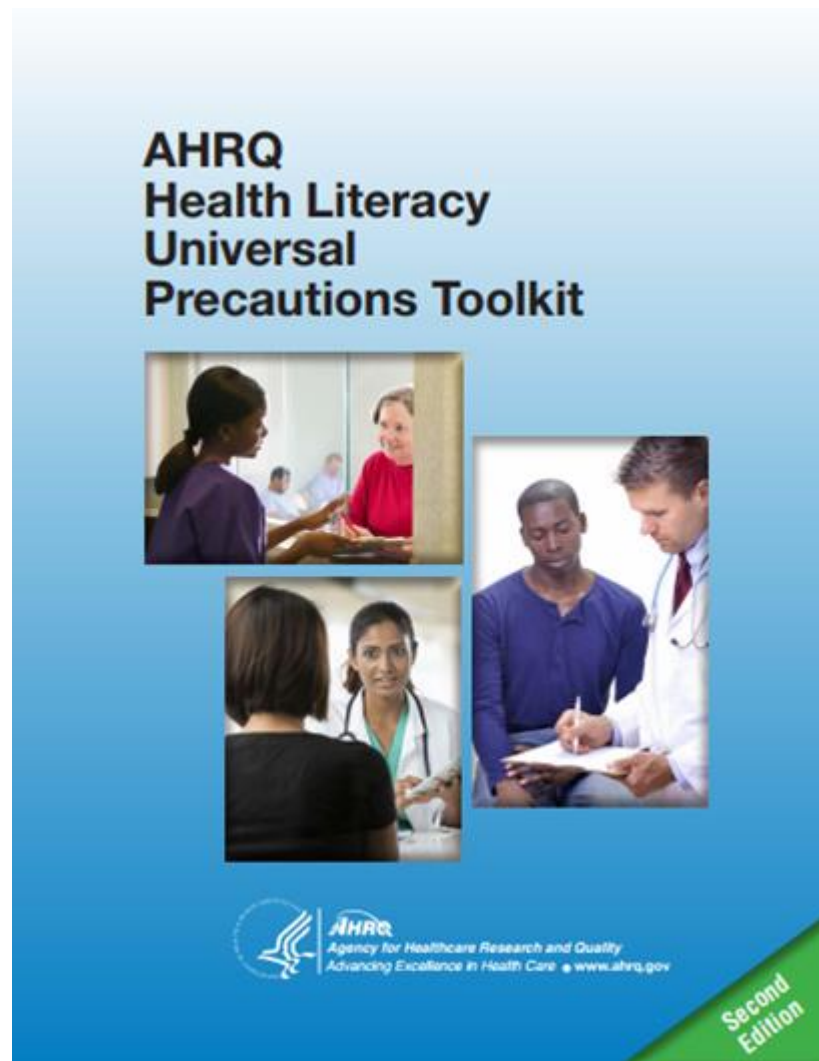
- Explaining what to bring to a medical visit
- Explaining what to expect during a medical visit
- Explaining disease and symptoms
- Communicating medication instructions
- Describing medication side effects
- Explaining what health insurance is and how to use it



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# Universal precautions approach to health literacy

- Many people struggle with understanding medications, self-care, instructions, and follow-up plans
- Ensure systems are in place to promote better understanding for all clients, not just those you think need extra assistance
- Everyone benefits from simple language



# General strategies to improve communication

- Use plain, non-medical language
- Limit content to 2-3 main points
- Repeat key points multiple times
- Incorporate words/expressions used by client
- Be specific
- Make sure instructions are appropriate for the client's life
- Consider client's cultural context
- Encourage client to ask questions



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# Health Literacy Approaches

# Approaches to address health literacy

- Ask Me 3
- Teach-back
- Show Me



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# Ask Me 3™ approach

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



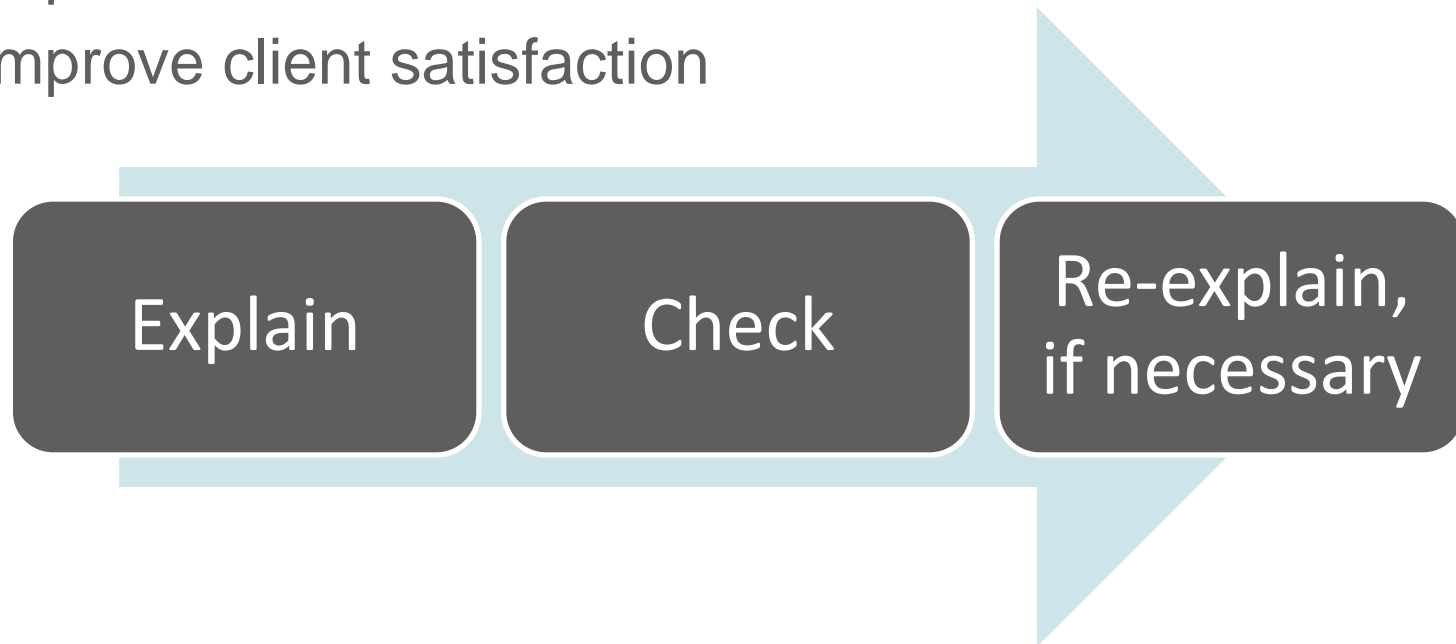
*Citation: Miller, M. J., Abrams, M. A., Barbara, M., Cantrell, M. A., Dossett, C. D., McCleary, E. M., ... & Sager, E. R. (2008). Promoting health communication between the community-dwelling well-elderly and pharmacists: The Ask Me 3 program. Journal of the American Pharmacists Association, 48(6), 784-792.*



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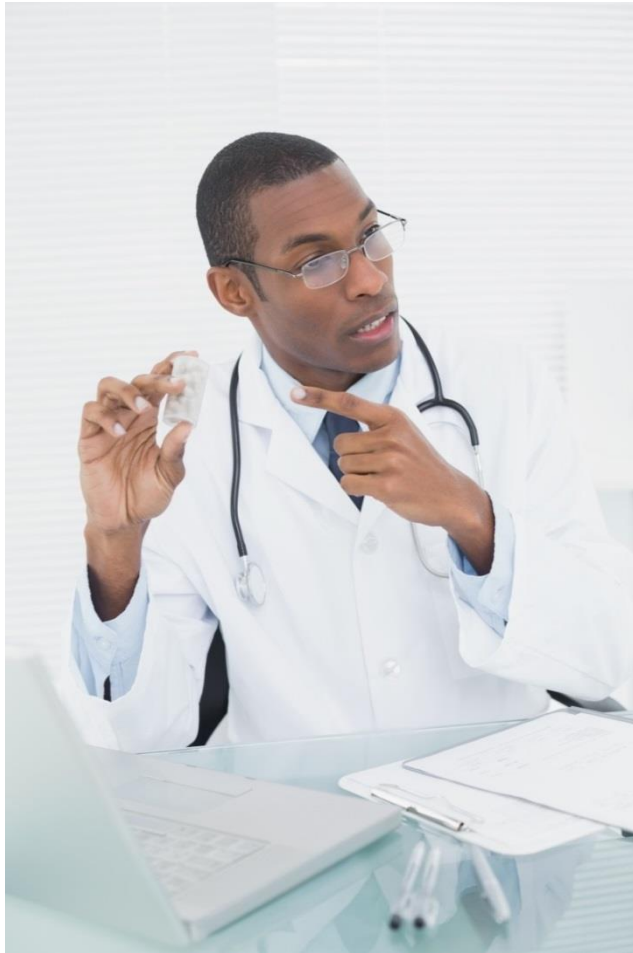
# Teach-back Method

- Improve client understanding and adherence
- Decrease call-backs and cancelled appointments
- Improve health outcomes
- Improve client satisfaction





# The Show-Me approach



Used to confirm that a client understands a skill or how to complete a task action by 'showing' the provider.



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# Audience Poll

Which of the approaches is used to understand if a client has learned a skill or task? (select one)

- Ask Me 3
- Teach-back
- Show Me



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# Written content

## Formatting

- Immediately appealing
- Has a clear and obvious path for the eye to follow
- Uses bolding to emphasize important points
- Uses, simple, easy-to-read font in 12 point or larger
- Left-justify text
- Ensure sufficient space between lines and in margins

## Avoid

- ALL CAPITAL LETTERS
- *Italicized text*
- Underlined text
- Acronyms and contractions
- Technical words or jargon
- Passive voice



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# Benefits of promoting health literacy



- Reduced medical mistrust
- Increased willingness to share/disclose personal information
- Decrease stigma/shame around health literacy
- Increase client activation



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# In It Together Health Literacy Resources



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# Community Training



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# Trainers are located in:

1. Birmingham, AL
2. Little Rock, AR
3. West Memphis, AR
4. Los Angeles, CA
5. San Francisco, CA
6. Oakland, CA
7. Hartford, CT
8. Washington, D.C
9. Miami, FL
10. Atlanta, GA
11. Indianapolis, IN
12. Chicago, IL
13. Baton Rouge, LA
14. New Orleans, LA
15. Baltimore, MD
16. Detroit, MI
17. Minneapolis, MN
18. Kansas City, MO
19. St. Louis, MO
20. Jackson, MS
21. Delta Region, MS
22. Charlotte, NC
23. Raleigh, NC
24. Jersey City, NJ
25. Newark, NJ
26. New York City, NY
27. Cleveland, OH
28. Philadelphia, PA
29. Columbia, SC
30. Memphis, TN
31. Houston, TX
32. Norfolk, VA
33. Richmond, VA
34. Milwaukee, WI



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# Audience Poll

Would you like to learn more about how your organization can receive the *In It Together* training?

- Yes
- No
- I am not in one of the communities of focus



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# How to schedule a health literacy community training

Request a Health Literacy Community training for your organization on the *In It Together* website.

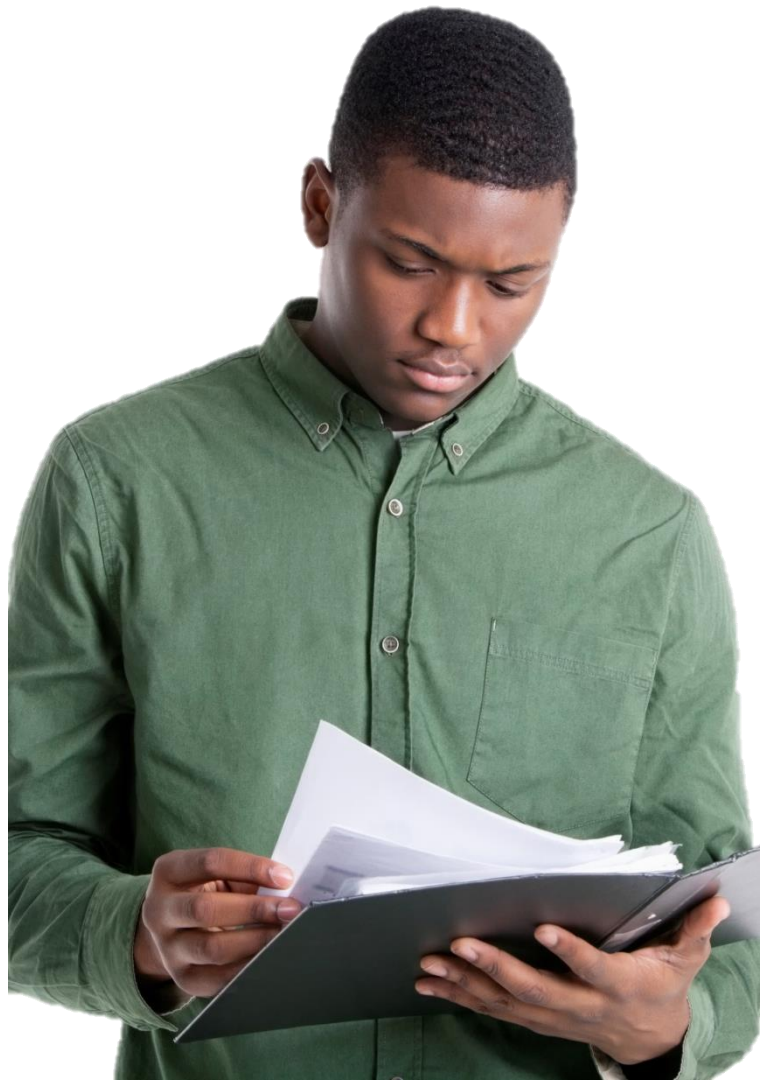
<https://hivhealthliteracy.careacttarget.org>



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# Archived training materials



- Training of Trainers modules
  - Webcast
  - Slides
  - Transcript
- Health literacy community training slides



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# Health literacy resource guide

Curated list of health literacy resources

- 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



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# Perspectives from the Field

Sandy



Devin



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# Coming soon!

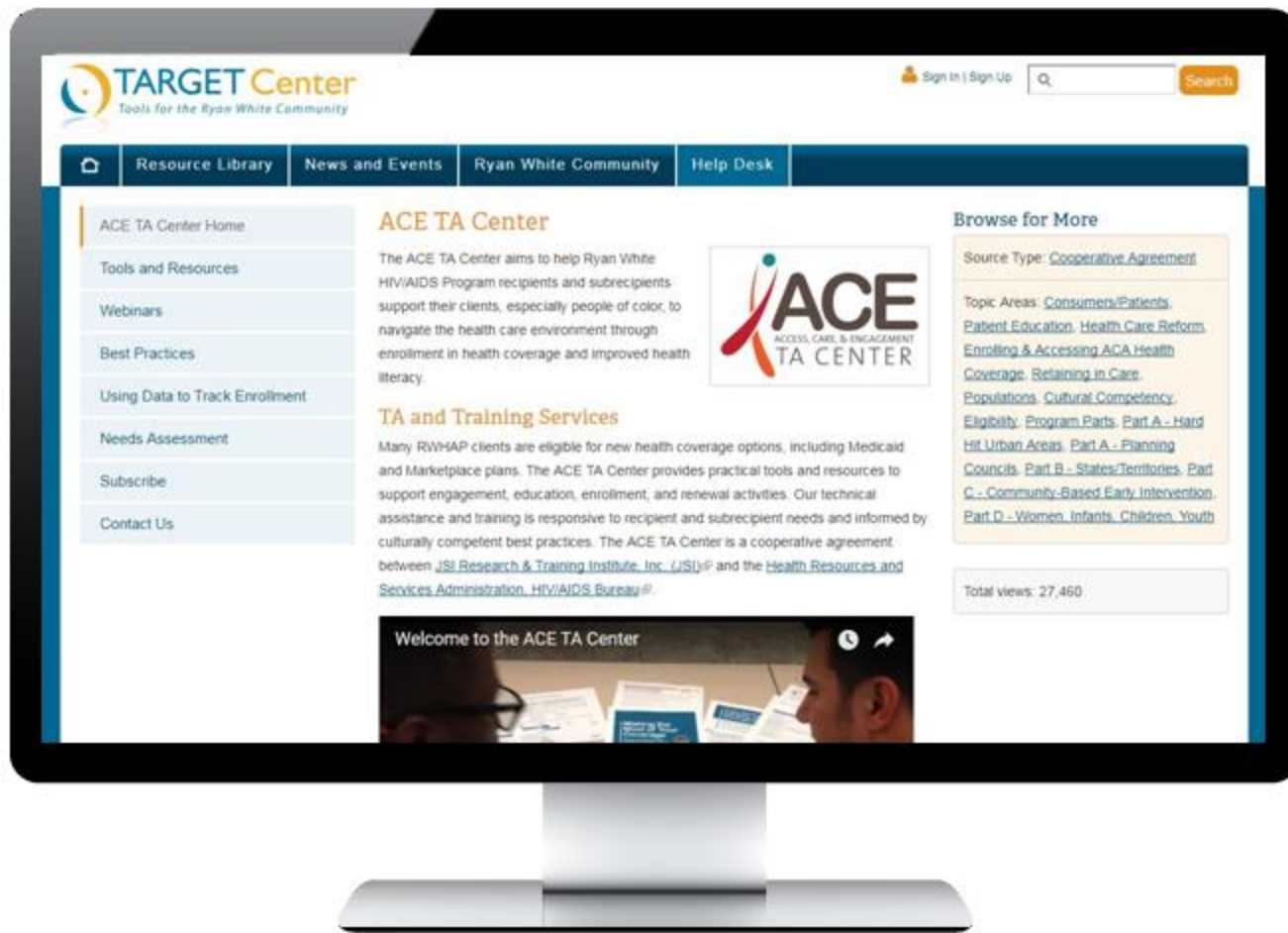
## Become an In It Together trainer

1. People interested in becoming a trainer apply through the In It Together website
2. Selected applicants attend a six-module training of trainers program
3. Successfully complete a knowledge check and training evaluation
4. Graduated trainers identify organizations in their community for training and conduct the Community Training



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# Questions?



careacttarget.org/ace



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# Thank you for joining us!

## Please complete the evaluation!

[targethiv.org/ace](http://targethiv.org/ace)

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Contact the ACE TA Center:

[acetacenter@jsi.com](mailto:acetacenter@jsi.com)

Contact *In It Together*:

[hivhealthliteracy@jsi.com](mailto:hivhealthliteracy@jsi.com)



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