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Improving Health Literacy with a comprehensive approach: an important route to Healthy Ageing

IROHLA: Intervention Research On Health Literacy in the Ageing Population

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3rd European Health Literacy Conference

IROHLA is co-ordinated by the University Medical Center Groningen and has received funding from the European Union's Seventh Framework Programme (FP7/2007-2013) under grant agreement n°305831

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Main features of IROHLA

- Understanding Health Literacy
- Comprehensive search for best practices or evidence-based interventions
- Identify a set of, at the most, 20 interventions
- Validation of interventions:
  - mixed methods
  - in different countries
- Involvement of stakeholders
- Systematic development of guidelines

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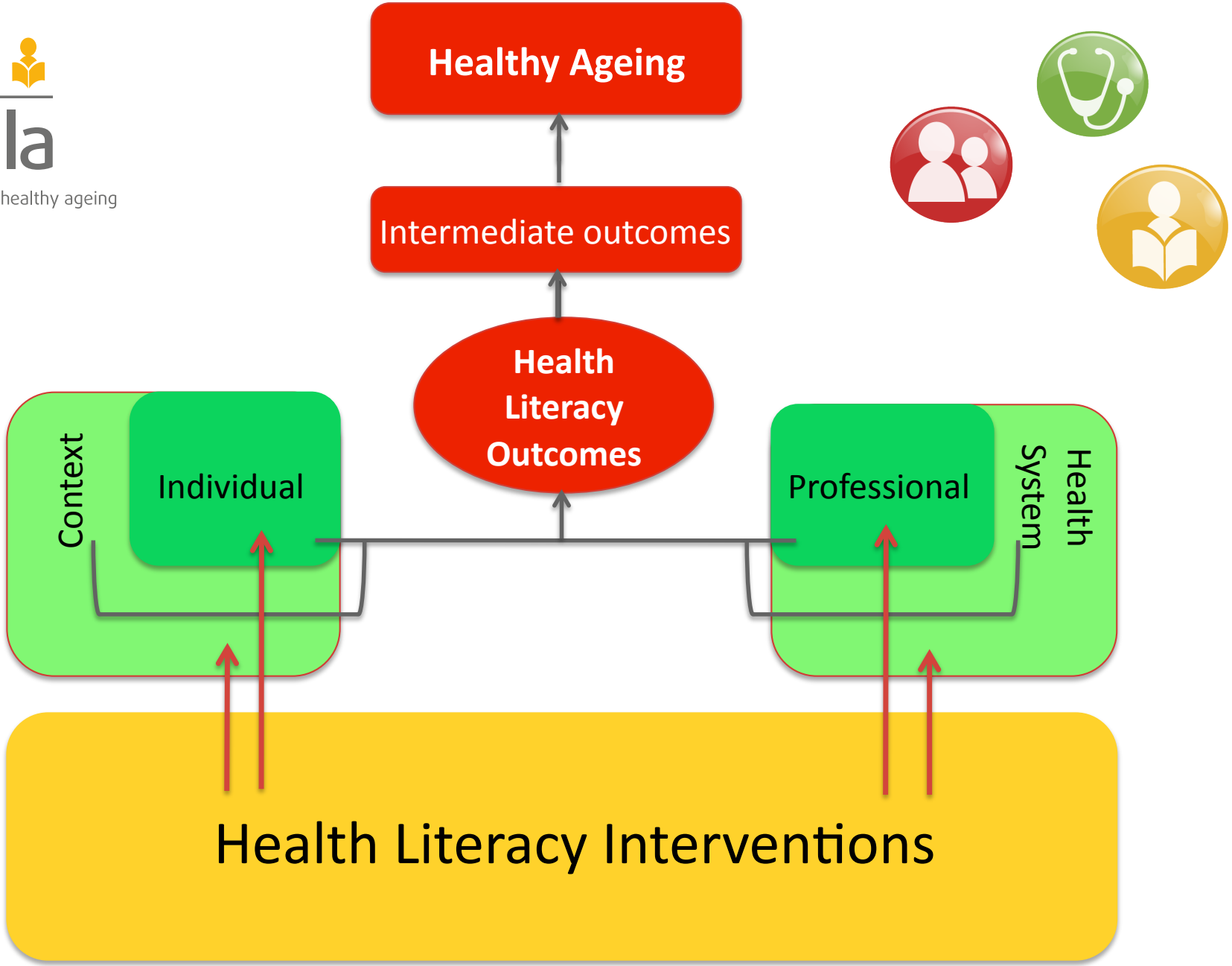

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Comprehensive approach

- Different target groups
- Selected set of effective interventions, tools or components
- Pursues different objectives:
  - Inform and educate
  - Teach skills
  - Support behaviour change
  - Strengthen contextual support
  - Facilitate involvement
  - Remove barriers to care

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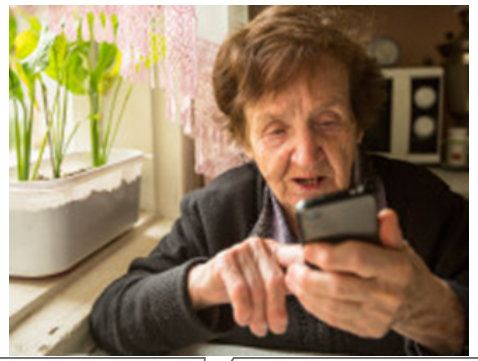
Individual

Empowering older persons

Improving health through health literacy for older people:

- Photo stories to empower older adults
- Enabling self-management with e-health applications



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Individual

Photo stories

- Awareness of their needs and barriers
- Improved access to relevant information
- Increased problem solving

"These photo stories are much more effective than straight forward advice"

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Professionals

Capacity building of (public) health professionals

- *Training was useful:* increased awareness, knowledge, self-efficacy and skills

- *Core components:*
- Adapt communication & information exchange
- Shared decision making
- Enabling self-management skills
- Facilitating implementation

- *Preference:* learning together

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Multiple interventions

Empowering older adults *and* capacity building of professionals can contribute to patient-centred communication, participation and health

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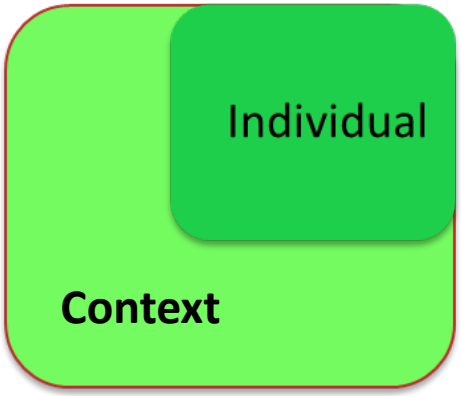

Social inclusion and participation

- Interventions in the social sector
- Strengthening social support

- Support communities: community-based participatory approach

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Health system

A health-literacy friendly environment

- Environmental interventions have the potential to improve patient experiences and service quality in all countries

- Core components:
  - Comprehensive assessment
  - Development and implementation of an action plan
  - Involvement of target groups

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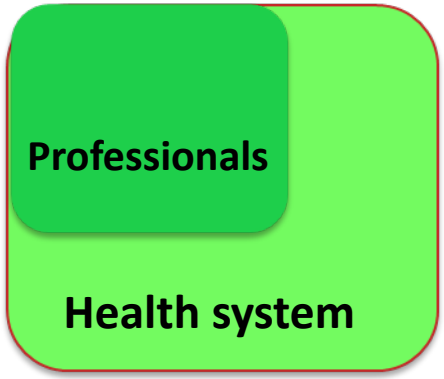

Multiple interventions

- A policymaker:

"The simultaneous implementation of two interventions reinforced each other, it was very helpful to create changes in our organisation"

- Training of health professionals
- Use of environmental assessment tools

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Contribution to society

- www.irohla.eu
- www.healthliteracycentre.eu
- Mission: to promote health literacy research, education and practice and to increase its societal impact
- Follow on Twitter: @HLC_Europe

HEALTH LITERACY CENTRE EUROPE

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IROHLA team

BZgA Bundeszentrale für gesundheitliche Aufklärung

AGE Platform Europe

umcg

a TNO company

EUROPEAN SOCIAL INSURANCE PLATFORM
The Social Insurers of Europe

university of groningen

VITALINQ
HEALTHY LIFESTYLE SUPPORT

INRCA Istituto di Ricovero e Cura a Carattere Scientifico
HEALTH AND SCIENCE ON AGING

JACOBS UNIVERSITY

BALTIC REGION HEALTHY CITIES ASSOCIATION

PARTNERS IN PROLEPSIS

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liveonline coaching
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EuroHealthNet
the European network for public health, health promotion and disease prevention

Noordhoff Uitgevers

ETV·NL
We leren altijd

Országos Egészségfejlesztési Intézet

CamboIndustries

AOK Die Gesundheitskasse. BUNDESVERBAND

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