

Health Literacy: Measuring the *Other Side of the Coin*

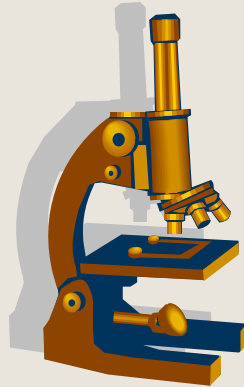
A Conversation about
Skills and Measures

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Moderator

Measures

Assessment

- The text
- The task & tools
- The talk & context
- The context & content
- The given & unknown



Assessment

- The reader
 - The writer
 - The listener
 - The speaker
- and
- The *calculator*

Considerations

Nutbeam's Framework Applied to Health Professionals

- Basic health literacy
- Interactive health literacy
- Critical health literacy

Are health professionals poised to encourage, develop, support the public's critical health literacy?

Panelists

- **Irwin Kirsch**

Director of the Center
for Global Assessment
, Educational Testing
Service [ETS]

- **Debra Roter**

Professor of Health,
Behavior and Society,
Johns Hopkins
Bloomberg School of
Public Health

- **Susan Pisano**

Vice President of
Communications,
America's Health
Insurance Plans [AHIP]

- **Ann King**

Assessment Scientist in
the Measurement
Consulting Unit,
National Board of
Medical Examiners

Perspectives

Panel

- Measures of Literacy: Texts and Tasks
- Analyses of Communication: Materials for Consumers
- Analyses of Communication: The Oral Exchange
- Measures of Skills & Proficiencies: Medical Examiners

Audience

- Culture: Values, Language, Rituals
- Environment: Contextual Demands and Assumptions
- Community: Resources, Experiences, Wisdom, Life events
- Public health: Access, Social Justice/Inequities

Questions

- **What skills do we health professionals need to develop/hone**
 - in our writing?
 - in our presentations to the public, our communities, our patients/clients?
 - in our interactions?
- **What will facilitate/impede action to demand/develop these skills?**
- **How will we measure the ‘health literacy’ skills of health professionals?**

Challenges

- How do we measure complexities of texts & tools?
- How do we measure complexities of activities & tasks?
- How do we assess contextual factors?
- How do we examine unspoken/underlying assumptions?
- What are the 'health literacy' skills of health workers/health professionals?
- What are their communication skills? Explanatory abilities?
- Whom do we admit/omit to the professions? Entry qualifications?
- What do we teach? Value? Model?
- What are the exit competencies?
- Whom do we license for practice?