

# **Health Literacy Annual Research Conference**

**Panel D: Organizational Assessment  
and Change**

# Discussion Frame

## Context analysis

- Deconstruct Health Activities
  - Tasks -- Needed Literacy Skills
  - Tools & Materials -- Needed Literacy Skills

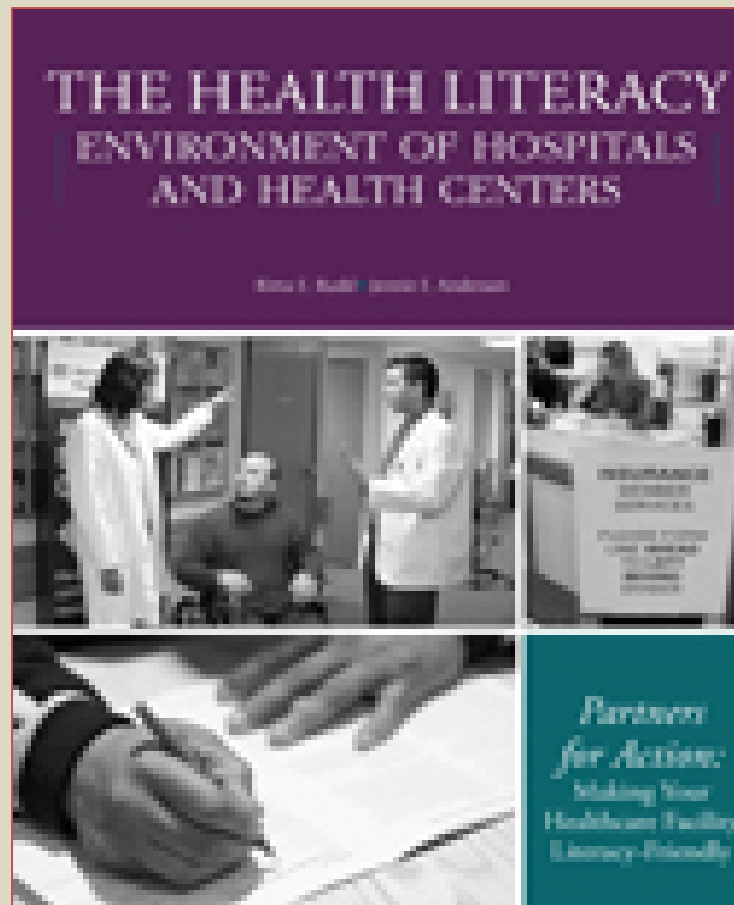
Health Activities	Tasks	Materials & Tools	Skills
<p data-bbox="176 469 527 756"><b>Disease Prevention</b> e.g. screening</p> 	<ul data-bbox="590 469 915 1357" style="list-style-type: none"> <li>•Determine risk</li> <li>•Schedule activities</li> <li>•Follow directions for needed prep</li> <li>•Locate results</li> <li>•Interpret results</li> </ul>	<ul data-bbox="957 469 1377 1284" style="list-style-type: none"> <li>•Postings</li> <li>•Radio &amp; TV news</li> <li>•Newspaper articles</li> <li>•Risk charts</li> <li>•Family history forms</li> <li>•Risk benefit analysis</li> <li>•Letters</li> </ul>	<ul data-bbox="1465 469 1913 1292" style="list-style-type: none"> <li>•Determine risk</li> <li>•Make appointments</li> <li>•Offer consent</li> <li>•Read &amp; comprehend test results</li> <li>•Understand medical jargon</li> <li>•Schedule follow up</li> </ul>

# Discussion Frame

## Context analysis

- Assess tools/materials [print, IT], oral exchange, numeracy
- Assess the Literacy Environment
  - How 'literacy friendly' are healthcare settings?
  - Do words serve as barriers to access, navigation, care, consent, dignity?
  - Which barriers can be removed?

# Consider the *Literacy Environment*



# Literacy in Context

Health Literacy is an interaction between skills of individuals and social & system demands

HHS Communicating Health, 2003

IOM Committee on Health Literacy, 2004

**Problem: Discord/Mismatch**

# Locus of Responsibility

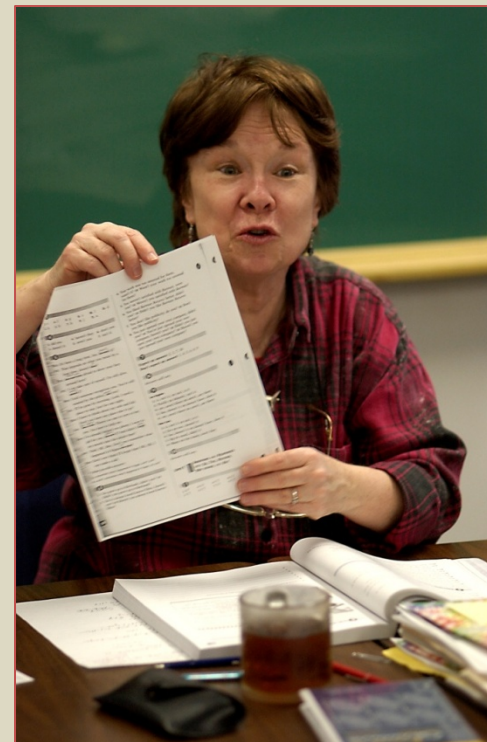
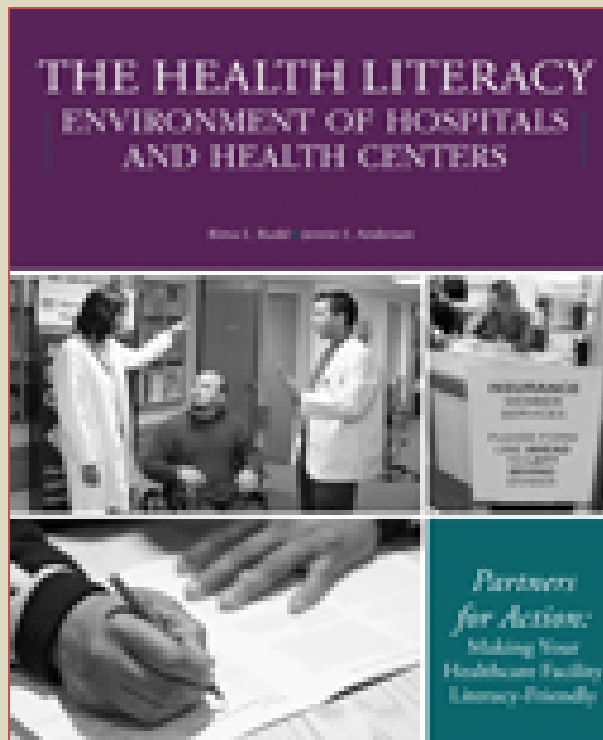
Failure to provide patients with information about their care in ways that they can understand, will continue to undermine other efforts to improve patient safety.

**Joint Commission**

**Public Policy White Paper, 2007**

# Opportunities to Reduce Inequities

- Health Sector:  
Reduce Demands
- Education Sector:  
Enhance Skills





# Education & Health Sectors

## Logical Partnerships

- Deconstruct health activities
- Measure literacy skills
- Determine needed literacy skills
- Design & develop appropriate tools
- Establish learning environments

## Differences

- Long term goals
- Measurement needs
- Stance towards demand side

# Organizational Assessment & Change

- Rima Rudd – Moderator  
Harvard School of Public Health

## **Presenters:**

- **Julie Gazmararian**  
Department of Epidemiology, Emory University
- **Matthew Wynia**  
Institute for Ethics , American Medical Association
- **Beverly Weidmer**  
Survey Design & Management, RAND Corporation