

Health literacy in engaging target populations in developing and evaluating health care interventions

Health Literacy Annual Research Conference

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Participants

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Questions

What is the role of health literacy in getting specific groups of individuals involved in efforts to develop and evaluate health literacy interventions?

How can shared decision making efforts be informed by understanding a person's health literacy?

How can infographics contribute to engaging specific groups in developing interventions?

How can health literacy be addressed in intervention development from the patient and community perspective?

How can tailoring information interventions help to engage individuals?

Engaging patients by matching health literacy ability to intervention strategies

Ray Ownby

Amarilis Acevedo

Drenna Waldrop-Valverde



Tailoring information

Tailored information means providing information in a way that is relevant to the person based on:

- Perceived need (What I want to know)

- Gender

- Race

- Language

- Level of health literacy*

 - Need to match content with recipients' abilities

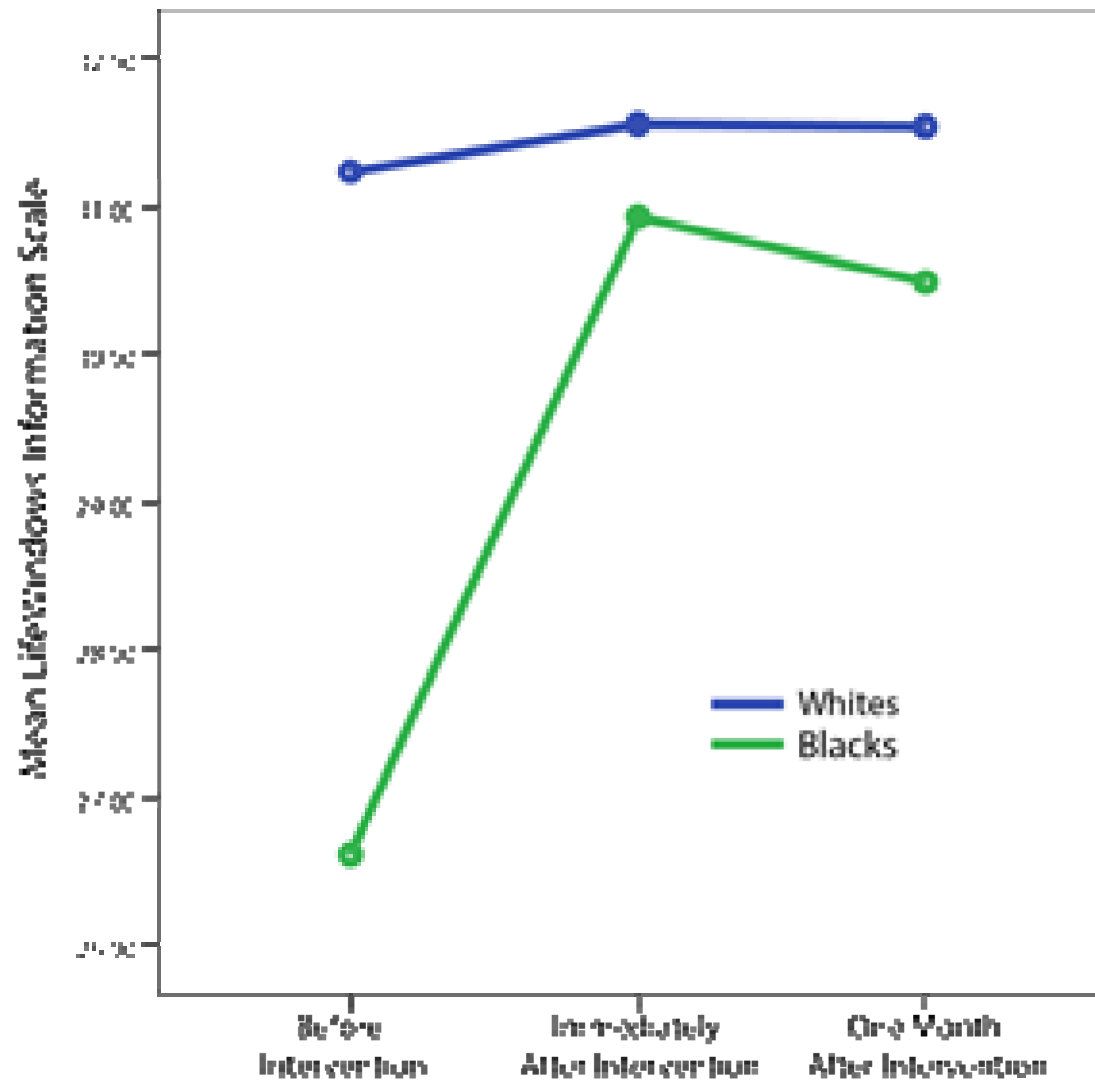
The problem with tailoring

It can be difficult to produce tailored information

Time consuming to do individually for each person

Can be done by computer

HIV Information and Race Over Time



Linking scores to
abilities

NAAL & F/V types of health literacy

Below Basic

NAAL: Sign your name on a social security card (96%)

F/V: How many missing from a picture (98%)

Basic

NAAL: Fill out a bank deposit slip, adding two numbers (83%)

F/V: Add two amounts of carbohydrates managing diabetes (82%)

NAAL & F/V levels of health literacy

Intermediate

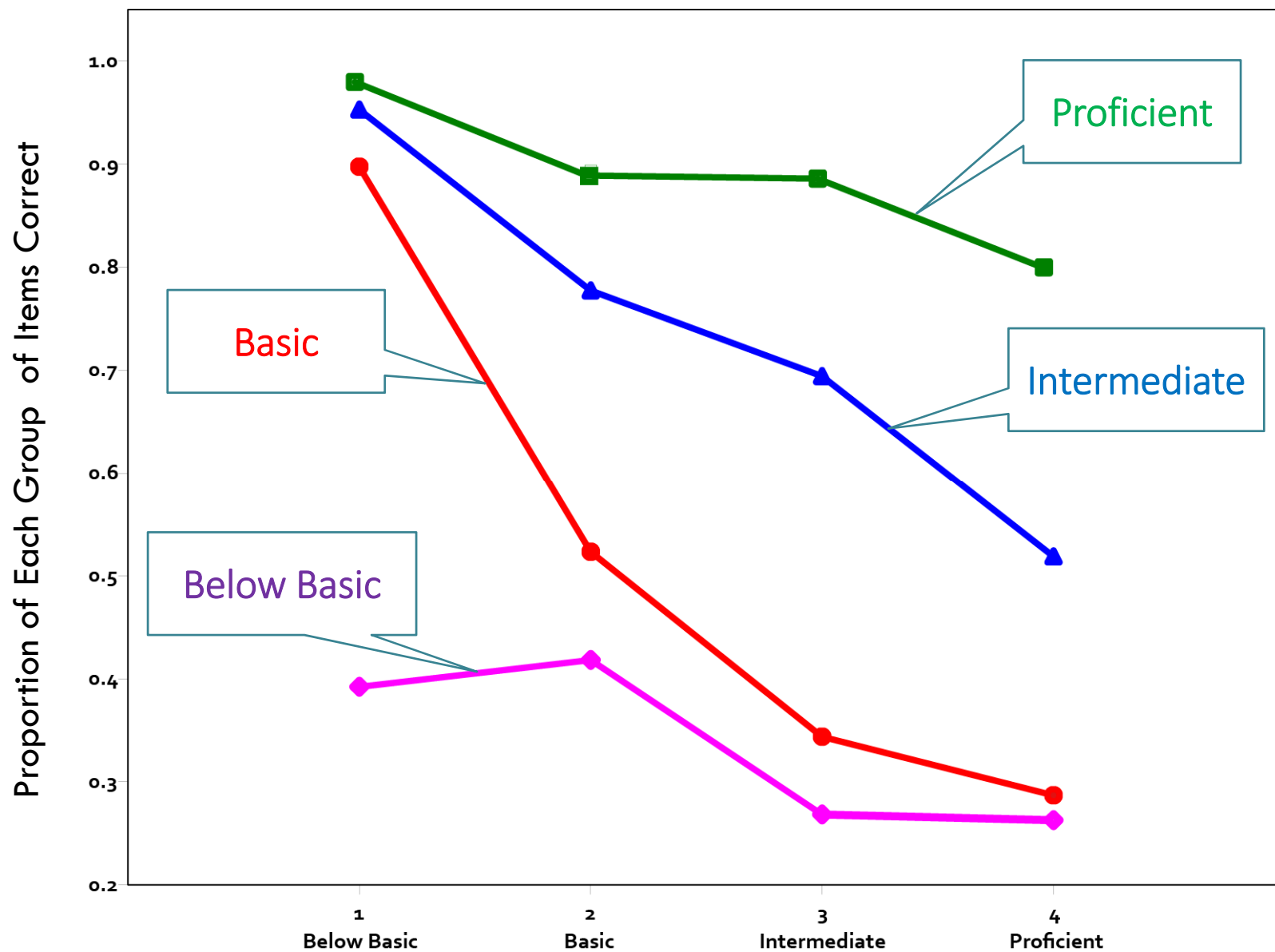
NAAL: Find three good sources of vitamin E in a nutrient table (66%)

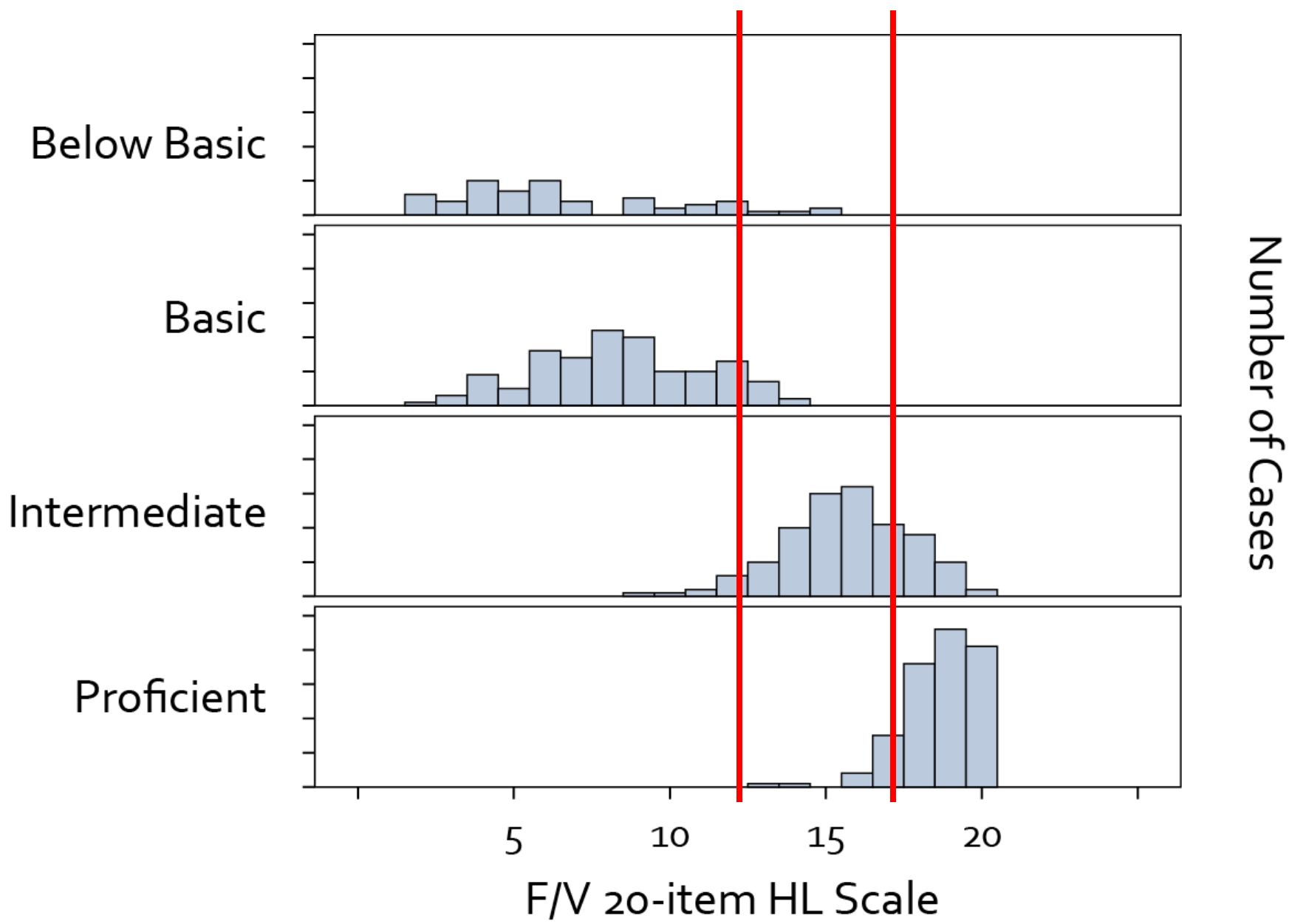
F/V: Read a paragraph with multiple facts and extract the cause of the disease discussed (63%)

Proficient

NAAL: Explain the differences between two types of job-related benefits (42%)

F/V: Compare values of brand name and generic medicines that vary in dosing frequency and package quantity (56%)





Communication strategies

Below Basic

Heavy emphasis on graphics, audio narration, repetition of information and double checking understanding

Basic

Can understand straightforward instructions such as “take one pill a day” but may have difficulty understanding more complex prose and quantitative tasks. Avoid complex or multi-step instructions. Universal precautions materials may work.

Communication strategies

Intermediate

Can understand moderately complex directions, but may not be able to extract relevant facts from those that compete (e.g., a news story). Understanding of probability is only fair, and can only do fairly simple arithmetic tasks.

Proficient

Can understand complex directions, and can extract relevant information from complex and confusing content. May want significantly more information, but can consume it in written form.

Acknowledgment

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FLIGHT/VIDAS is now available

<http://www.flightvidas.org>

Request test materials and manual

Links to papers

Demonstration videos

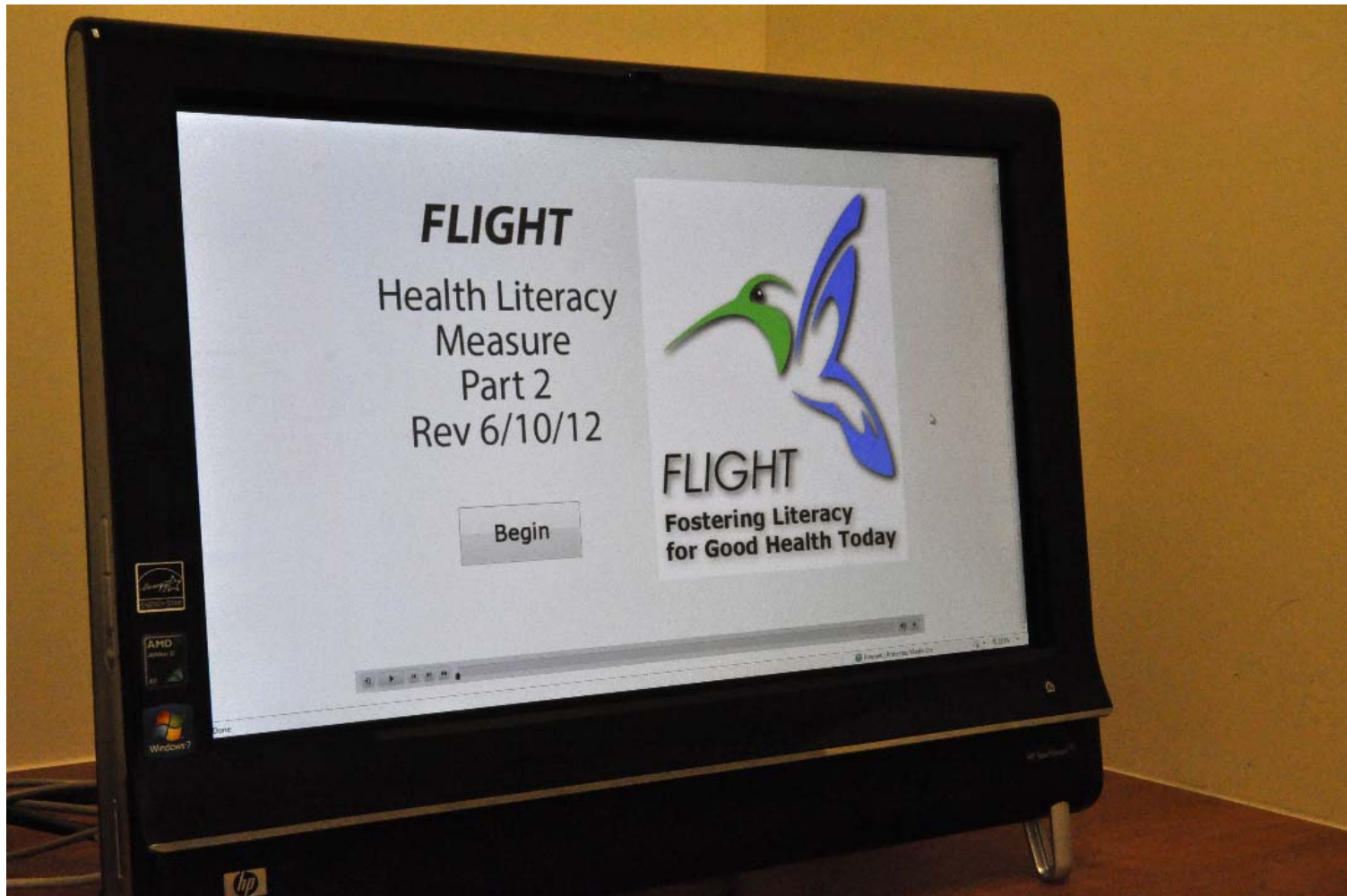
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Overview of FLIGHT/VIDAS

Touch screen computer



The most common oral health problems are dental caries and gum disease. Caries are usually caused by bacteria that use the sugar in food we eat to produce acid in the mouth. Little by little, this acid destroys the external covering of the teeth and causes caries. Gum disease is caused by specific bacteria that form a plaque that coats the teeth and forms a scale. Gingivitis is a gum disease caused by the accumulation of plaque. Gingivitis causes inflamed gums that bleed easily.

Based on the information in the passage above, how do bacteria cause dental caries?

- ☐ A) By eliminating scale
- ☐ B) By causing gingivitis
- ☐ C) By eliminating sugar in the blood
- ☐ D) By creating acid in the mouth
- ☐ E) By destroying dental plaque

Juana tiene 65 años y no hace ningún tipo de ejercicio. De acuerdo con esta tabla, ¿cuántas calorías necesita ella cada día?

☐ A) 1,600

☐ B) 1,800

☐ C) 2,000

☐ D) 2,200

☐ E) 2,400

Calorías Diarias Necesarias

Calorías Nesesarias Para Cada Nivel de Actividad				
Género	Edad (años)	Sedentario	Moderadamente Activo	Activo
Mujer	19-30	2,000	2,000-2,200	2,400
	31-50	1,800	2,000	2,200
	51+	1,600	1,800	2,000-2,200
Hombre	19-30	2,400	2,600-2,800	3,000
	31-50	2,200	2,400-2,600	2,800-3,000
	51+	2,000	2,200-2,400	2,400-2,800

