

# Considering Health Literacy As A Priority What We Have In Hand

Bekir Keskinkılıç, MD  
Turkish Public Health Institution

# Aim

- Evaluating Health Literacy from Governmental Perspective
- Sharing The Perception of Health Literacy and The National Strategic Plan to Improve Health Literacy
- What We Did to Understand The Status
- Future Plans

# Introduction

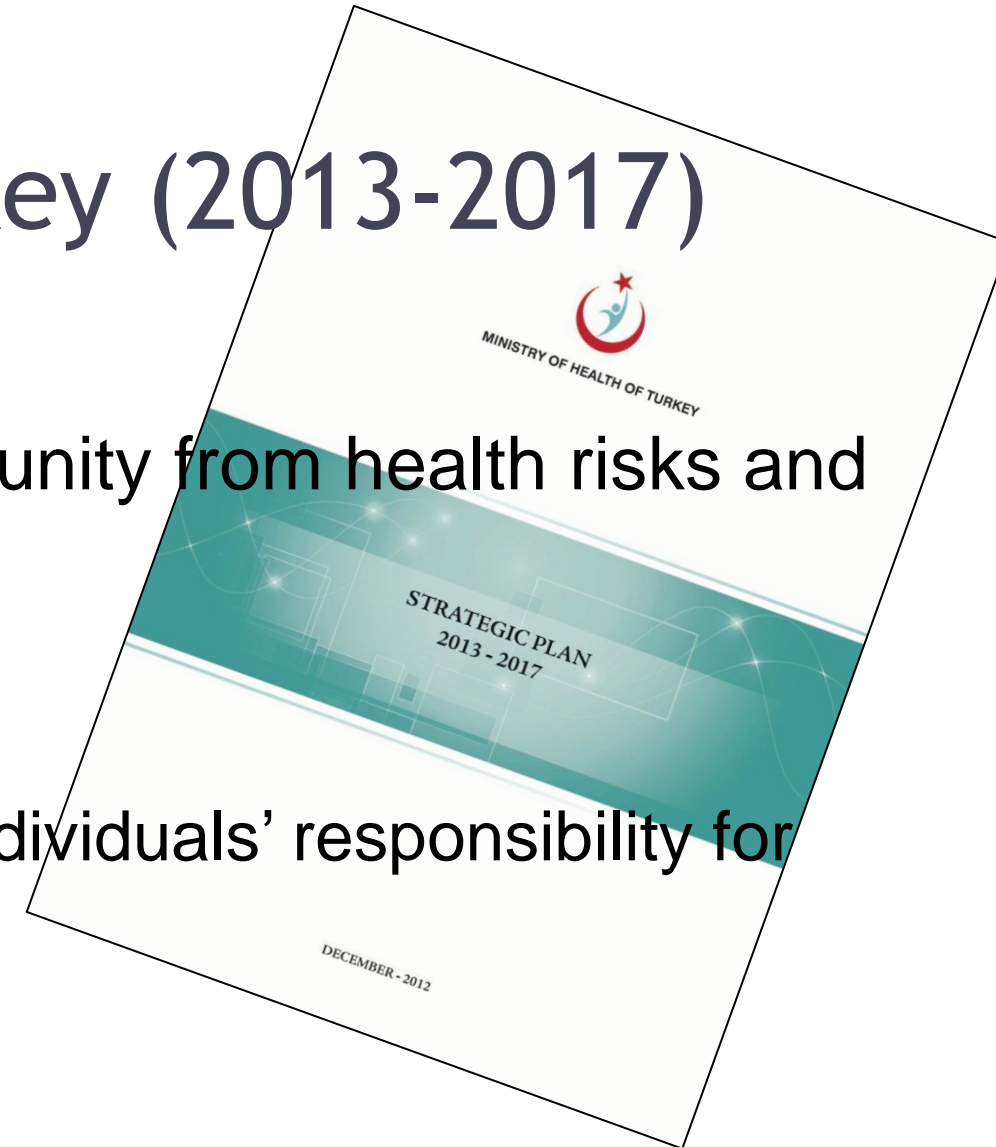
- Changing health problems require new/innovative solutions
- Tailor-made solutions for Turkey to overcome health system challenges in the changing environment: Health Transformation Program
- Being a part of the international agenda in a country surrounded by conflicts

# Introduction

- Next step: Health Literacy
- Mixture of cultures, religions, and languages: Turkey
- How?
  - Baseline and effective elements
  - The other side of table: Healthcare professionals

# Strategic Plan of MoH of Turkey (2013-2017)

- Strategic Goal 1
  - “To protect the individual and the community from health risks and foster healthy life styles”
    - Strategic Objective 1.3
      - “To develop health literacy to increase individuals’ responsibility for their health”



# Program on Building Up Multisectoral Health Responsibility

Multisectoral Approach to Preventive Medicine and Health Promotion

## CHAPTER 12

### Improvement of Evidence Based Health Communication (Based on Health Literacy)

- Analysis and Evaluation of the current status
- Strategies for Building Future
- Priorities and Measures
- Distribution of roles and responsibilities



# Health Communication



# Analysis and Evaluation of Current Status on Health Literacy

- ***A.1. Health Literacy from Healthcare Providers Perspective***
  - 1.1. Being unaware from the role of Health Literacy as a Primary Tool for Prevention of Health Problems and Effective and Efficient Use of Healthcare Services
  - 1.2. Unable to make Health Terminology Understandable by Public
  - 1.3. Insufficiency of content and period of Graduate and Postgraduate Educational Programs of Healthcare Providers
  - 1.4. Not Giving Priority to Health Literacy in Curricula
  - 1.5. Unable to Make Behavior Change in Healthcare Staff During Education
  - 1.6. Insufficiency of Instructors' Quality and Quantity
  - 1.7. Unable to Digest Social Determinants of Health and Psychosocial Maturation of Human
  - 1.8. Insufficiency in Listening and Develop of Empathy
  - 1.9. Not Giving Credit to Health Literacy Service in Performance Criteria



## Analysis and Evaluation of Current Status on Health Literacy

- ***A.2. Health Literacy from Health System Perspective***
  - 2.1. No Action Plan for Improving Health Literacy
  - 2.2. Insufficiency of Health System on Producing and Delivering Correct, Applicable, and Evidence Based Health Knowledge
  - 2.3. Not Enough Funding of R & D Activities on Improving Health Literacy

## Analysis and Evaluation of Current Status on Health Literacy

- ***A.3. Health Literacy from Healthcare Service Users Perspective***
  - 3.1. Unable to Reach Correct and Reliable Health Knowledge and Protection from Information Pollution
  - 3.2. Insufficiency in Knowledge and Ability of Public on Managing Health Problems
  - 3.3. Insufficiency in Knowledge on Patient's Rights
  - 3.4. Not Taking Role in Decision Making on Health-Related Issues
  - 3.5. Unable to Benefit from Quality Healthcare Services
  - 3.6. Unable to Reach Suitable Services Because of Uneasiness in Querying

## Analysis and Evaluation of Current Status on Health Literacy

- ***A.4. Research and Development***
  - 4.1. Insufficiency of Country Specific Tools and Methods to Evaluate Health Literacy Situation
  - 4.2. Not Performing Content Specific Research Because of Insufficient Awareness of Policy Makers, Academicians, and Executers
  - 4.3. Unable to Assess Health Literacy Level

## Analysis and Evaluation of Current Status on Health Literacy

- ***A.5. Monitoring, Evaluation, Inspection***
  - 5.1. No Tools for Monitoring and Evaluation
  - 5.2. No Surveillance System for Evaluation of Behavioral Change
  - 5.3. Difficulties in Evaluation of Efficiency in Interventional Research on Health Literacy

# Priorities and Measures for Improving Health Literacy

## **Strategic Goal 1: Provide Healthcare Service Providers have Knowledge and Ability on Health Literacy**

### **Priorities**

- 1.1. Develop Tailor Made Educational Modules on Health Literacy for Graduate and Postgraduate Healthcare Professionals
- 1.2. Introduce Health Literacy Lessons in Curricula of Schools Educating Healthcare Professionals
- 1.3. Put Health Literacy Service in Performance Criteria

# Priorities and Measures for Improving Health Literacy

## **Strategic Goal 2: Improving Capacity of Health System on Producing and Delivery of Correct, Applicable, Reliable, and Evidence Based Health Knowledge**

### **Priorities**

- 2.1. Provide Usage of Evidence Based Health Communication Means by Health System
- 2.2. Improve Collaboration Between Public, Schools, and Health Services for Building Up Health System
- 2.3. Develop and Support Programs for Improving Health Literacy Level

# Priorities and Measures for Improving Health Literacy

## **Strategic Goal 3: Improving Health Literacy Level of Healthcare Service Users**

### Priorities

- 3.1. Improving Ability to Reach and Use of Correct and Reliable Health Knowledge of Community
- 3.2. Understanding Necessity of Involvement of Individuals to Decision Making Processes and Provide Means for This Purpose

# Priorities and Measures for Improving Health Literacy

## **Strategic Goal 4: Supporting R & D Activities on Health Literacy**

- 4.1. Raising Awareness on Health Literacy Research
- 4.2. Development of Country Specific Measurement Means and Tools for Health Literacy Level
- 4.3. Promoting Research on Health Literacy



# Priorities and Measures for Improving Health Literacy

## **Strategic Goal 5: Monitoring, Evaluation, and Inspection of Health Literacy Activities**

5.1. Development of Tools for Monitoring and Evaluation

5.2. Establishment of Surveillance Systems for Behavioral Change and Providing Sustainability

# What We Did So Far...

- Adoption of The European Health Literacy Survey (HLS-EU) and Validity Evaluation
- Pilot Survey
- Survey on Approach of Primary Healthcare Level Health Staff to Health Literacy
- Evaluation of Perception of Public on Main Themes of Health Literacy
- Development of Educational Modules on Health Literacy for Health Professionals and Evaluation of Education

# Next Steps...

- Determination of Health Literacy Level with a Sampling Representing Turkey
- Establish a Surveillance System on Health Literacy
- Educate 400 Educators for Healthcare Professionals
- Improve Distant Learning Program Accordingly for Healthcare Professionals
- Face to Face Education of Healthcare Professionals ( $\approx 44.000$ )
- Development of Learning Guides
- Monitoring & Evaluation



- Thank You

- [bekir.keskinkilic@gmail.com](mailto:bekir.keskinkilic@gmail.com)