

# **Creating a Vision for Health Literacy's Future: The Research Agenda**

**The 8th Annual Health Literacy  
Research Conference  
Bethesda, Maryland  
October 14, 2016**

# Today's Agenda

## Introduction

Michael Villaire 10 min

## Panel Presentation 30 min

- Michael Villaire: Perceptions from the Field
- Cynthia Baur, Research Goals of the National Action Plan
- Rima Rudd, Paradigm Shift & Research Agenda

## Research Ideas – Cynthia Baur 10 min

Cards:

- What priority question will drive new research?
- What research is needed to support efficacious practice and policy changes?

## Open Mic – Michael Villaire 30 min

Focus: A Research Agenda for Work Ahead

- Priority question to drive new research (10 min)
- Research needed to support practice (10 min)
- Research needed to support policy (10 min)

## Research Themes – Julie McKinney 10 min



## Creating a Vision for Health Literacy's Future: The Research Agenda

Michael Villaire, MSLM  
CEO, The Institute for Healthcare Advancement (IHA)

The 8th Annual Health Literacy Research Conference  
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# Discussions in the Field

- **Purpose:** Outline a path forward
- **Guiding Questions First Asked of Practitioners:**
  - What are the opportunities for the HL community?
  - What are the challenges / barriers / gaps
  - What action can we take to meet the challenges, eliminate the barriers, fill the gaps?
  - It's 2026 – What does success look like?

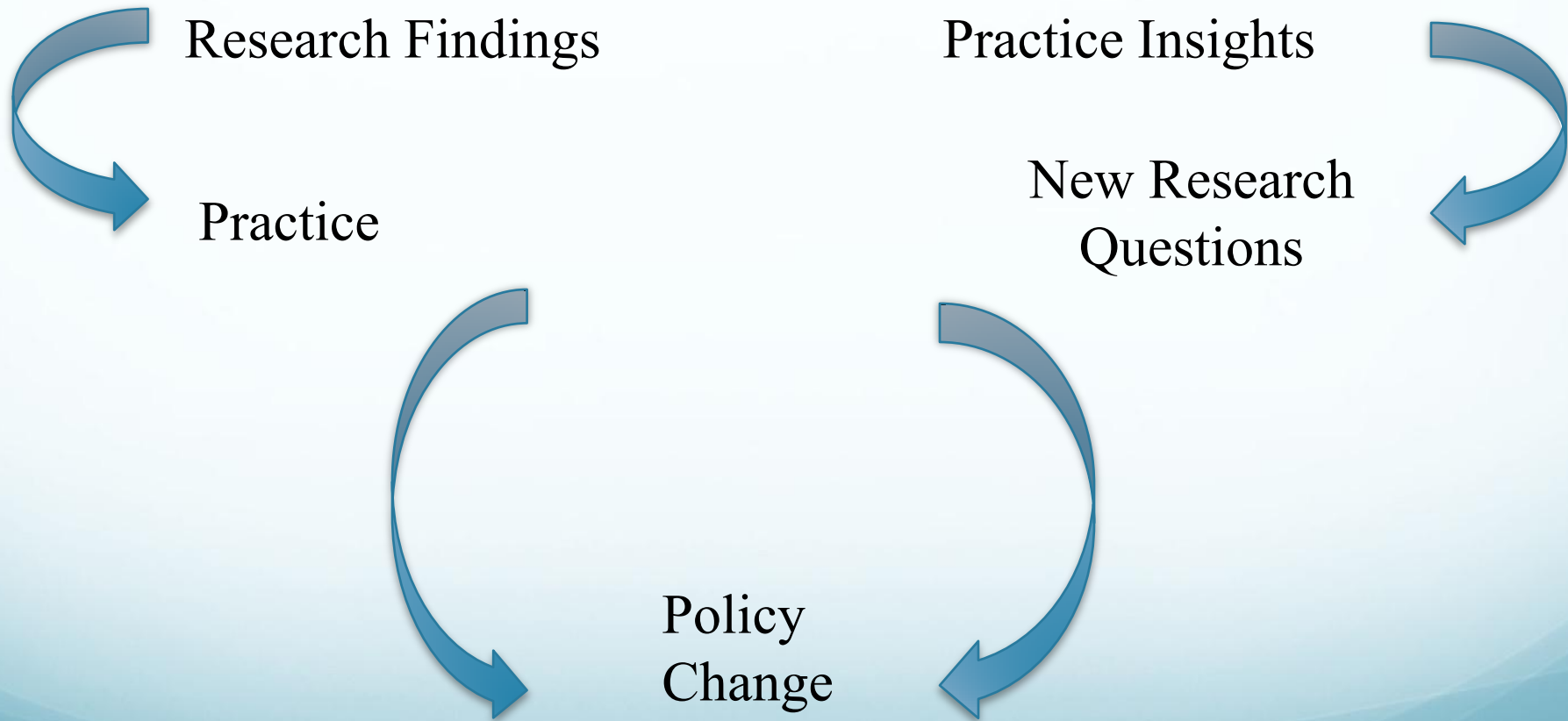
# Activities to Date

- HL On-Line Discussion Group
- IHA Annual Health Literacy Conference Visioning
- Job Analysis Task Force – Health Literacy
- Now: HARC

# Perspectives

- Practitioners
  - Medical Practice
  - Nursing
  - Dentistry
  - Health Education / Health Promotion
  - Developers of health materials, tools ...
- Researchers
- Policy Makers

# Two Fold Exchange



# IHA Conference

## Visioning Exercise

### Needs

- Increased awareness of HL relevance & impact
- A business case for HL
- Equity among and between practitioners and researchers
- Education / professional development opportunities

### Actions

- Collaborate & create new partnerships in and with communities
- Integrate HL in patient activation, decision making, and self-care
- Integrate HL insights into broader health communication efforts



# Job Analysis Task Force

## Needs

Establish a  
psychometrically  
sound and legally  
defensible foundation  
for a credential

## Actions [under way]

- Document a competency framework
- Delineate practice domains
- Define key tasks and knowledge for those working in the health literacy field.

# Research Contribution

What are your current research questions?

What research questions are being raised by practitioners?

How might answers re-shape or guide practice and policy?

To spur some thoughts:

Our next two panelists will offer an overview of the research agenda articulated in the 2010 National Action Plan and raise new issues precipitated by a shift in our concepts of health literacy

# **Linking the National Action Plan and Visions for Health Literacy's Future**

**Cynthia Baur, Ph.D.**

**Senior Advisor for Health Literacy**

**8<sup>th</sup> Annual Health Literacy Research Conference**

**October 13-14, 2016**

# National Action Plan to Improve Health Literacy

- U.S. Department of Health and Human Services (HHS) released plan in 2010
  - Seven broad goals
  - Multiple strategies for each goal
  - Many stakeholders involved
  - Public and private sector implementation



Tampa, Florida town hall 2008

## Seven Goals

- Health information creation and dissemination
- Healthcare services
- Early childhood-university education
- Community-based services
- Partnership and collaboration
- Research and evaluation
- Dissemination of evidence-based practice

## Research and Evaluation Goal

- Increase basic research and the development, implementation, and evaluation of practices and interventions to improve health literacy
  - Reflected and stimulated investment
    - NIH reports 536 projects with more than \$500 million in funding, 2004-2015
      - <https://obssr.od.nih.gov/literature-health-literacy-20-years-science-improve-knowledge-skills-health/>
  - NIH and AHRQ support of conferences, including this conference

## Where Were Gaps in 2010?

- General gaps
  - Root causes of (not associations with) limited health literacy
  - Theory and model-based research
  - Evaluation of existing interventions
  - Methods
    - Community-based research
    - Population-based survey research
    - Systematic reviews

## 2010 Gaps in Specific Topic Research

- Numeracy and visual communication
- Measurement of individual and population skills
  - Including state, county, and neighborhood estimations
- Measurement of health professionals' skills
- Economic and social costs of limited health literacy
- Technologies' effects on limited health literacy
- Barriers and strategies to improve access and navigation
- Role of health literacy in high priority prevention and clinical activities
- Participation in clinical trials and other health research
- Utility of a health literacy scorecard



# Overlap with Gaps Based on May 2016 IHA Visioning Activities

- Chronic diseases/prevention
- Community-based research
- Business case/costs
- Professional training
- Technologies

## Discussion Question

Which topics remain under-researched  
and  
are they still priorities?

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[www.cdc.gov/healthliteracy](http://www.cdc.gov/healthliteracy)

[www.cdc.gov/ccindex](http://www.cdc.gov/ccindex)

For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

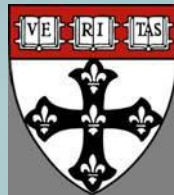
The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



# Emerging Research Questions

Dr. Rima E. Rudd

Harvard T.H. Chan School of Public Health



# Considering the Future: Health Literacy Research

**We can't really know what we don't know ...  
But we can consider:**

- What are some unanswered questions?
- What haven't we examined in sufficient detail?
- What are some of the unexplored areas?
- Are there any missing variables not yet considered or measured?



# Expansion: Literacy Skills

## Interaction & Dialogue

- Presentation skills
- Listening skills
- Language [shared and rare]
- Efficacy [interruptions, question asking]

## Math

- Concepts
- Calculations
- Use of tools



# Expansion: Analyses of Texts and Tasks

## Examination of Texts and Analyses of Complexity

- Pilot testing
- Simplification
- Rigorous development

## Examination of Tasks and Analyses of Difficulty

- Pilot testing
- Simplification
- Rigorous development

## Development of Protocols & Regulations



# Expansion: Analyses of Key Variables

## Health Literacy as an interaction

- Reader & writer
- Listener & speaker
- Tools
- Tasks
- Contexts
- Expectations

## Needed: Attention to

- Skills of health providers
- Complexity of materials
- Attributes of systems

RQ: Are there links between health outcomes and:

- Providers' communication skills/abilities
- Accessibility of health information
- Quality of materials and tools & ease of use
- Attributes of health care environments, systems

Needed: Measures & Analyses of all key variables





# Expansion: Broader Scope

## Studies Beyond Health Care Settings

- **Rights and Responsibilities**
- **Public Health**
  - Public health postings and announcements
  - Presentation of data findings
  - Community participatory research and activation
  - Rights and responsibility
- **Environmental Health**
  - Nature of science: scientific methods, scientific findings
  - Legal literacy [regulations and procedures]
- **Occupational Health**
- **Disaster Response, Mitigation, and Management**



# Expansion: Implementation Studies

## Accessible Information

- RQ: Do such changes affect engagement? Decision making? Satisfaction? health outcomes?

## Rigorous ‘delivery’ of information

- RQ: Do changes affect engagement? Decision making? Satisfaction? Health outcomes?

## Development of inclusive environments for respectful exchange and decision making

- RQ: What supports are needed?

## Strengthening the literacy exchange through training programs/education efforts

- RQ: Do changes affect engagement? Decision making? Satisfaction? health outcomes?

## Analyses of all key variables



# Richer Analyses More Insight

## Health Literacy as a Complex Interaction

### Persons / Texts / Tasks / Contexts

- Full panoply of literacy skills
- All key players
- Variety of texts and tasks
- Interplay of variables
- Multiple contexts
- Efficacious change



# Research Questions

## (Your Reflections)

**Research** – Cynthia Baur (10 minutes)

Questions (answer on cards)

- What priority question will drive new research?
- What research is needed to support efficacious practice and policy changes?

# Facilitated Discussion with Open Mic

## **Focus: A Research Agenda for Work Ahead**

Michael Villaire

- Priorities question to drive new research
- Research needed to support practice
- Research needed to support policy change