

# Promoting Health Literacy Friendly Places

Title of your session

Mandy Wardle-Mcleish

Community Health and Learning  
Foundation

 **CHL Foundation**  
The UK's Leading Health Literacy Organisation



City of  
**Stoke-on-Trent**

 healthliteracy

# Health Literacy Friendly- the story so far

- What have we done – with who
- What has been positive about the experience
- Lessons we have learned along the way – and what improvements we'll be making
- Signing up..

# Community Health and Learning Foundation

Our mission is to **reduce health inequalities** by creating a more health literate Health and Social Care system and more health literate individuals and communities



 **CHL** Foundation  
The UK's Leading Health Literacy Organisation



City of  
**Stoke-on-Trent**



healthliteracy



# If we want to achieve Health Literacy...

“The personal characteristics and social resources needed for individuals and communities to access, understand, appraise and use information and services to make decisions about health”

World Health Organisation 2015

**CHL Foundation**  
The UK's Leading Health Literacy Organisation



City of  
**Stoke-on-Trent**



healthliteracy

# Three main areas of influence...

1. Improving people's Health Literacy levels (bottom up approach)
2. Ensuring information and services are accessible to all (top down approach)
3. Helping the system to become more Health Literate

# Top down and bottom up

- Community development programmes and resources enable **individuals and communities** to improve their skills and knowledge to empower them to protect and improve their own health and participate in shared decision making.
- Health literacy awareness training and resources support **individual practitioners** across organisations and sectors to understand and adopt health literate practice
- **Health Literacy Friendly** looks to enable **organisations** to embed health literacy into their structures, culture and practice.
- Developed and piloted by CHLF for Stoke City Council and co-owned



City of  
**Stoke-on-Trent**

A banner at the bottom of the slide with a blue background. On the left is a yellow sunflower. The word "healthliteracy" is written in a white, lowercase, sans-serif font. On the right is a blue-tinted image of a medical professional in a white coat and stethoscope, with a blue ECG line overlaid.

healthliteracy

# Why become a Health Literacy friendly organisation?

- **It is good for the people you are aiming to help**
  - ✓ 43% of adults across the UK have inadequate Health Literacy
  - ✓ 61% inadequate health literacy
  - ✓ These are the most vulnerable people we serve
- **It is good for your organisation, in terms of...**
  - ✓ Economics
  - ✓ How effective you are
  - ✓ Reputation
  - ✓ Recognition Being recognised as delivering best practice in terms of health/ care delivery

# Stoke Health Literacy Friendly Pilot

- University Hospitals North Midlands
  - Royal Stoke Outpatients
  - County Hospitals Stoke Outpatients
- Staffordshire Housing Group (ARCH)
- Voluntary Action Stoke (VAST)
- Beth Johnson Foundation



City of  
**Stoke-on-Trent**

The Health Literacy logo, featuring a yellow sunflower on the left and the text "healthliteracy" in a stylized font on a blue background.

healthliteracy



# Health literacy Friendly Scheme

## Aim

To embed Health literacy in the culture practice and mechanisms of organisations.

To support organisations in becoming health literacy friendly- to ensure that everyone is able to access, understand, appraise and use its information and services relating to making decisions about their health and wellbeing



City of  
**Stoke-on-Trent**

A blue banner at the bottom of the slide. On the left is a yellow sunflower. In the center is a medical stethoscope. On the right is a blue ECG line. The word "healthliteracy" is written in white lowercase letters across the banner.

healthliteracy

# What does a Health Literacy friendly organisation look like?

A Health Literacy friendly organisation does everything it possibly can to ensure that everyone is able to access, understand, appraise and use its information and services relating to making decisions about their health...

- Good communication (verbal and written);
- Helping people get around premises;
- Staff and volunteer training;
- Offering help to everyone as a matter of routine.



# How do you become a Health Literacy friendly organisation?



 **CHL Foundation**  
The UK's Leading Health Literacy Organisation



City of  
**Stoke-on-Trent**



healthliteracy



# Process steps



 **CHL Foundation**  
The UK's Leading Health Literacy Organisation



City of  
**Stoke-on-Trent**

 healthliteracy

# Accreditation process

- CHLF can support organisations at any stage
- Having audited to benchmark your starting point
  - Develop and implement an action plan
  - Collect and record your evidence with support
- Assessment of your evidence against criteria will be done separately by another member of the team and in Stoke with SCC
- This is likely to include a visit as well as an independent evidence review

# Learning so far

- Level of enthusiasm
- You'll be surprised at how much you are doing already!
- The process is easy, but can look daunting
- Organisations need support
- You may meet resistance from staff/leaders if they haven't been trained – so training is essential
- Team work is key to making this work- nominate “champions”
- Secure buy in



City of  
**Stoke-on-Trent**

A banner at the bottom of the slide with a blue background. On the left is a yellow sunflower. The word "healthliteracy" is written in white lowercase letters. On the right is a blue-tinted image of a medical professional in a white coat and stethoscope, with a blue ECG line overlaid.

healthliteracy

# Next steps issues for consideration

- Adapting materials to reflect wider health and care relevance
- Making the case
- Mapping to policy, reporting and outcomes delivery
- Reporting on HEE funded project with recommendations for action
- Models for rolling out nationally, Developing a national award
- Continuing to support Stoke in local rollout and build on their lead

# Contact details

Mandy Wardle-McLeish  
Chief Executive

Community Health and Learning Foundation  
[Mandy.wardle-mcleish@chlfoundation.org.uk](mailto:Mandy.wardle-mcleish@chlfoundation.org.uk)

Or

[admin@chlfoundation.org.uk](mailto:admin@chlfoundation.org.uk)

Office 01509 768081  
07833121695

 **CHL Foundation**  
The UK's Leading Health Literacy Organisation



City of  
**Stoke-on-Trent**

 healthliteracy



# Contact details

- Your contact details here



# #healthliteracyfriendly



City of  
**Stoke-on-Trent**



healthliteracy

A blue banner at the bottom of the page. On the left is a yellow sunflower. The text 'healthliteracy' is written in white lowercase letters. The background of the banner features a medical stethoscope and a blue ECG line.

# Promoting Health Literacy Friendly Places

## Welcome!

**Joanne Protheroe**

Professor of General Practice

NHS Clinical Adviser for Health Literacy

Chair of Health Literacy UK

**Mike Oliver**

Healthy Communities, Public Health

Stoke-on-Trent City Council

VIS UNITA FORTIOR

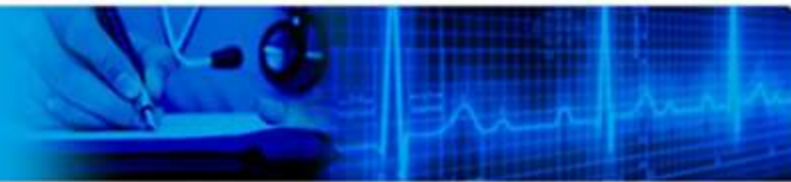


City of  
**Stoke-on-Trent**



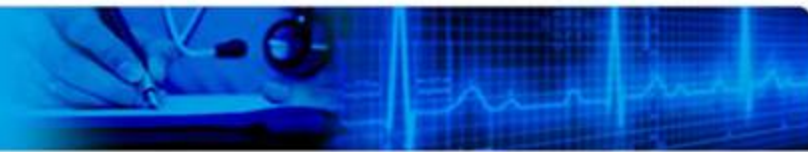
healthliteracy

The logo for Health Literacy, featuring the word 'healthliteracy' in a lowercase, sans-serif font. The 'h' is white and the rest is blue. To the left of the text is a yellow sunflower.



## Mission statement – HL-UK

As a multi-disciplinary group, our aim is to advance research, theory, education and practice on health literacy, drawing attention to its personal, social, economic and policy implications



## Why is Health Literacy Important?

### What is health literacy and why is it important?



Health literacy can be defined as 'the personal characteristics and social resources needed for individuals and communities to access, understand, appraise and use information and services to make decisions about health.' (WHO, 2015)

### How big a problem is health literacy in England?

We know that levels of functional health literacy are low in England. Health information in current circulation is written at too complex a level for 43% of working age adults (16-65 years); this figure rises to 61% if the health information includes numeracy. We do not know how many people are additionally burdened by low interactive and critical health literacy skills but numbers are likely to be even higher.

We also know that low health literacy has real effects on health and illness. In England, older people with low health literacy have higher mortality. Research from the US and Europe shows people with low health literacy are more likely to have a long-term health condition and this is more likely to limit their activities. People with low health literacy rate their health as lower than people with higher health literacy levels; people with low health literacy and lower educational levels are more likely to have unhealthy lifestyles.

Health literacy is a social determinant of health and is strongly linked with other social determinants such as poverty, unemployment and membership of a minority ethnic group. Where health literacy differs from these other social factors is that it is, potentially, open to change through improving health systems and building patient and public awareness and skills.

## Stakeholders

Our current list of stakeholders is:



- Primary and Community Health Trusts
- Hospital Trusts
- Government Departments (Health and Education)
- The National Institute of Adult Continuing Education
- Health academics
- Educational academics
- Non-government organisations

### Login Form

JoanneProthero

.....

Remember Me

[Log in](#)

[Create an account](#) >

[Forgot your username?](#)

[Forgot your password?](#)

### Tweets by

[@LiteracyHealth](#)

HealthLiteracyGroup Retweeted

**Graham Kramer**  
[@KramerGraham](#)

It's [#healthliteracy](#) month!  
Tweeting daily on [#healthliteracy](#). Let's start by re-landscaping healthcare!





## Why is Health Literacy Important?

### What is health literacy and why is it important?

Health literacy can be defined as 'the personal characteristics and social resources needed for individuals and communities to access, understand, appraise and use information and services to make decisions about health.' (WHO, 2015)

### How big a problem is health literacy?

We know that level of health literacy is often too complex a level for many people. It includes numeracy and literacy skills but not

We also know that people with low health literacy have higher rates of hospitalisation and health as lower than those with higher literacy. They are more likely to be

Health literacy is a social determinant of health, such as poverty, unemployment and membership of a minority ethnic group. Where health literacy differs from these other social factors is that it is, potentially, open to change through improving health systems and building patient and public awareness and skills.

[www.healthliteracy.org.uk](http://www.healthliteracy.org.uk)

## Stakeholders

Our current list of stakeholders is:

- Primary and Community Health Trusts
- Hospital Trusts
- Government Departments (Health and Education)
- The National Institute of Adult Continuing Education
- Health academics
- Educational academics
- Non-government organisations

### Login Form

 JoanneProthero

 .....

Remember Me

**Log in**

[Create an account](#)   
[Forgot your username?](#)  
[Forgot your password?](#)

### Tweets by @LiteracyHealth

 HealthLiteracyGroup Retweeted

 **Graham Kramer** @KramerGraham

It's #healthliteracy month! Tweeting daily on #healthliteracy. Lets start by re-landscaping healthcare!



Welcome About Health Literacy Publications News Meetings For Members Conference Steering Group **Resource library**

## Search library

Resources Policy Evaluation Research & Key Publications Tools Links

## Resource Library

### The Health Literacy Curated Collection

The Health Literacy Curated Collection aims to help everyone who has an interest in health literacy, by gathering together all the resources you might need in one place. You will find the resources under five main themes; policy, evaluation, research and key publications, resources and tools. We have included the most important, useful and current resources as considered by our health literacy experts.

#### Suggestions

Are you working in Health Literacy Research? Do you have practical advice that you would like to share?

If you would like us to include any relevant projects, please contact us via email at [healthliteracygroup@yahoo.com](mailto:healthliteracygroup@yahoo.com) or tweet us @Literacyhealth

The collection came about because the Community Health and Learning Foundation (CHLF) were aware that practitioners with an interest in health literacy often found it hard to track down resources and publications on the topic. As a result, CHLF have long wanted to bring together all of the most useful and relevant information and resources about health literacy together in one place, to make it easy for people to find whatever they are looking for. CHLF have worked with the UK Health Literacy Group to do this and both organisations have been supported by NHS England, who provided support to enable the collection to be developed.

#### Policy

This collection brings together the most current and important policy around health literacy and healthcare in England, the rest of the UK and from around the world.



[Welcome](#) [About Health Literacy](#) [Publications](#) [News](#) [Meetings](#) [For Members](#) [Conference](#) [Steering Group](#) [Resource library](#)

## Search library

[Resources](#) [Policy](#) [Evaluation](#) [Research & Key Publications](#) **[Tools](#)** [Links](#)

## Tools: search tags

[Developing countries \(1\)](#)

[General practice \(3\)](#)

[Global health \(1\)](#)

[GP \(3\)](#)

[Health care practitioner \(1\)](#)

[Health literacy measures \(5\)](#)

[health practitioner \(2\)](#)

[Improving practice \(3\)](#)

[Plain English \(1\)](#)

[Readability \(2\)](#)

[USA \(1\)](#)

## Tools (14)

### Children categories

#### Other UK countries (2)

[View items...](#)

#### Non-UK (4)

[View items...](#)

### AHRQ Health Literacy Universal Precautions Toolkit: 2nd edition

The AHRQ Health Literacy Universal Precautions Toolkit, 2nd edition, can help primary care practices reduce the complexity of health care, increase patient understanding of health information, and enhance support for patients of all health literacy levels.

**Published in** [Non-UK](#)

**Tagged under** [#Improving practice](#) [#GP](#) [#General practice](#) [#Health care practitioner](#)

[Read more...](#)

### Chunk and check

Chunk and check can be used alongside teach back and requires you to break down information into smaller chunks throughout consultations and check for understanding along the way rather than providing all information that is to be remembered at the end of the session.



# #healthliteracyfriendly



# Stoke-on-Trent: Health Literacy Friendly?



# Stoke-on-Trent: Health Literacy Friendly?

Partnerships



It's OK to do Health Literacy around here.....



# Agenda

<b>Timings</b>	<b>Programme heading</b>	<b>Lead</b>
<b>10-10.30</b>	Arrival and registration	
<b>10.30 – 10.40</b>	Welcome and aims of the day	Jo Protheroe Mike Oliver
<b>10.40 – 10.50</b>	The national picture	Jonathan Berry
<b>10.50 – 11.00</b>	The Health Literacy Friendly Project in Stoke-on-Trent	Mandy Wardle-McCleish
<b>11.00 – 11.10</b>	It's OK to Ask	Emee Estacio Anna Collins
<b>11.10 – 11.30</b>	Health literacy friendly case studies	Children's Services UHNM Outpatients
<b>11.30 – 11.50</b>	Presentation of HLF awards Panel Q&A	
<b>11.50 – 13.00</b>	Lunch & networking	
<b>13.00 – 13.45</b>	Group discussions	Emee Estacio
<b>13.45 – 14.15</b>	Feedback from groups	
<b>14.15 – 14.30</b>	Closing remarks	Jo Protheroe & Anna Collins



# Group Discussion

1

**Exploring Health Literacy Friendly Practice**  
**What do health literacy friendly places look like?**  
**What can we do in practice to support health literacy friendly places? What would be the most effective actions?**

2

**Exploring policies to promote Health Literacy Friendly Places**  
**What does effective policy look like to support Health Literacy Friendly Places?**  
**How can this policy be implemented in practice?**

# Contact details

Health Literacy UK: <http://www.healthliteracy.org.uk/>

Jo Protheroe: [j.protheroe@keele.ac.uk](mailto:j.protheroe@keele.ac.uk)

[jonathan.berry2@nhs.net](mailto:jonathan.berry2@nhs.net)

[mandy.wardle-mcleish@chlffoundation.org.uk](mailto:mandy.wardle-mcleish@chlffoundation.org.uk)

Emee Estacio [e.v.g.estacio@keele.ac.uk](mailto:e.v.g.estacio@keele.ac.uk)

[Anna.Collins@northstaffsccg.nhs.uk](mailto:Anna.Collins@northstaffsccg.nhs.uk)

[Mike.Oliver@stoke.gov.uk](mailto:Mike.Oliver@stoke.gov.uk)

[Beth.Downing@stoke.gov.uk](mailto:Beth.Downing@stoke.gov.uk)





# Promoting Health Literacy Friendly Places

## Evaluating It's OK to Ask

Anna Collins – Head of Communication & Engagement,  
Staffordshire Clinical Commissioning Groups

Emee Estacio – Lecturer in Community and Health  
Psychology, Keele University



City of  
**Stoke-on-Trent**

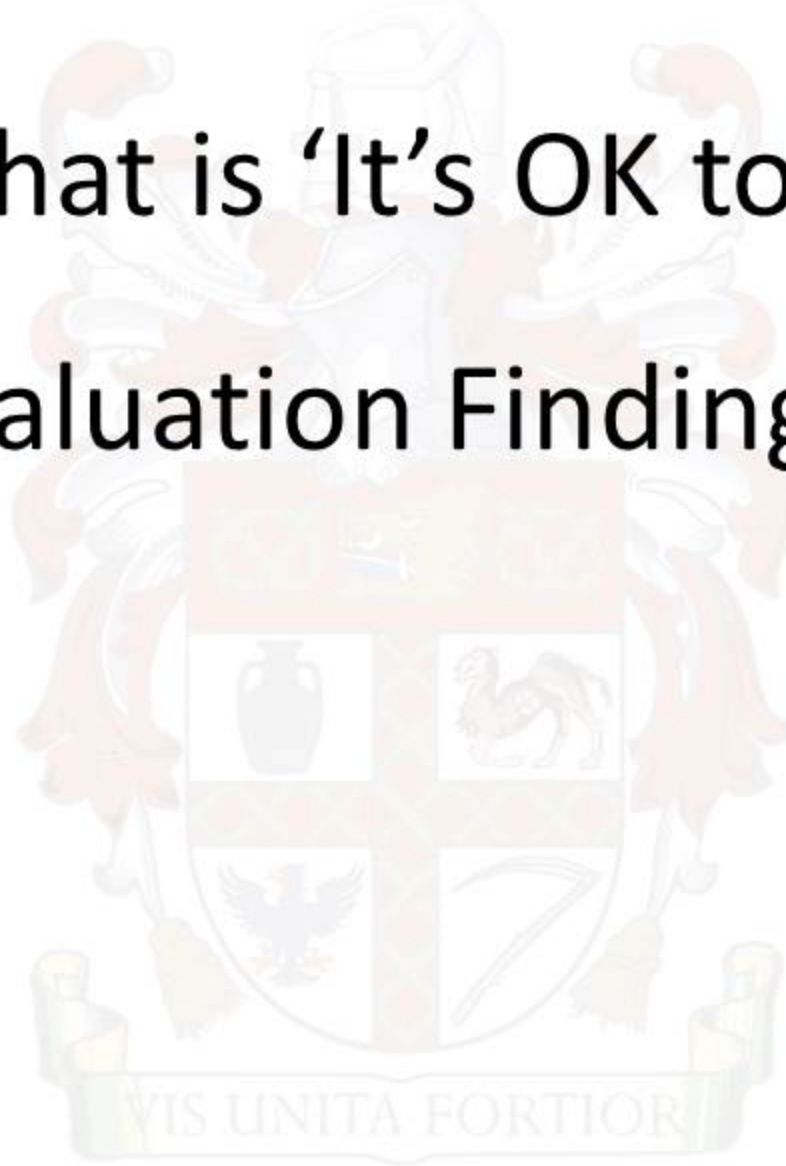
healthliteracy

The logo for health literacy, featuring a yellow sunflower on the left and the text 'healthliteracy' in a white, lowercase, sans-serif font. The background is a blue gradient with a faint image of a stethoscope and a heart rate monitor.

# Overview

PART 1: What is 'It's OK to Ask'?

PART 2: Evaluation Findings



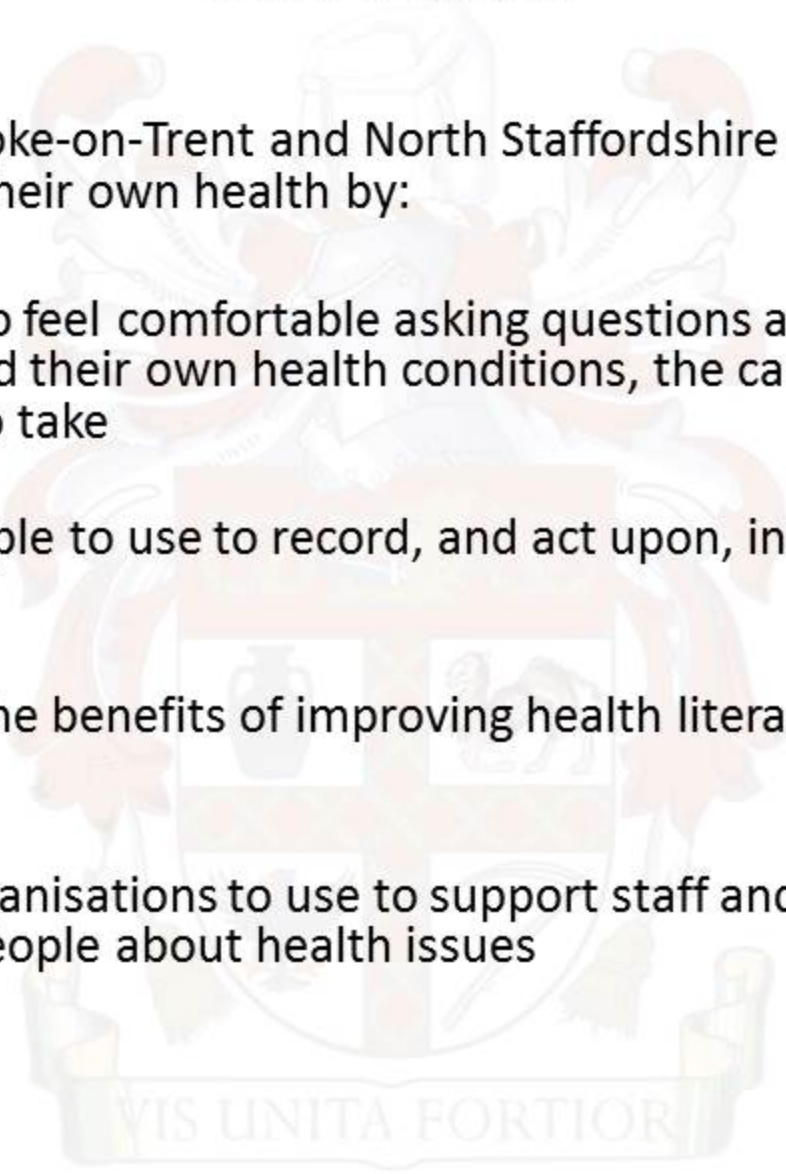
City of  
**Stoke-on-Trent**



# Our Aims

To enable the people in Stoke-on-Trent and North Staffordshire to be more confident and capable of managing their own health by:

- encouraging patients to feel comfortable asking questions about their own health so that they understand their own health conditions, the care they are getting and the action they need to take
- providing tools for people to use to record, and act upon, information about their health
- to raise the profile of the benefits of improving health literacy across all sectors of local communities
- to provide tools for organisations to use to support staff and volunteers when communicating with people about health issues



# What we did

The CCGs' Communications and Engagement Team, working closely with the City Council and the Hospital, decided to build on UHNM's excellent initiative and to use the It's OK to ask logo and three questions approach but extend the work beyond UHNM hospital sites more widely across North Staffordshire and Stoke-on-Trent health services.

We developed the material with patients and carers.

- Patient Congress
- Care Homes
- Asist
- Local Equality Advisory Forum



City of  
**Stoke-on-Trent**

The logo for health literacy, featuring a yellow sunflower on the left and the text "healthliteracy" in a white, lowercase, sans-serif font on a blue background.

healthliteracy



It is important that you understand the information you are given to help you get better and stay well

It's OK to ask:

- 1 What is my main problem?
- 2 What do I need to do?
- 3 Why is it important I do this?

Asking questions can help you to:

- Take care of your health
- Prepare for medical tests
- Take your medicines in the right way

Tips for clear health communication

It's ok to ask again if you don't understand something  
Don't feel rushed or embarrassed

It's ok to bring a friend or someone from your family  
It's ok for them to ask questions and to help you

It's ok to make a list of things you want to talk about

It's ok to make a list of the medicines you are taking, and take it with you  
It's hard to remember all the names

It's ok to ask at the pharmacy too  
They are there to help you



It is important that you understand information about your health to help you get better and stay well.

Use the questions on the back of this postcard to help you to remember what you need to do.

Use it to keep notes, reminders and pictures for later.



1 What is my main problem?

2 What do I need to do?

3 Why is it important I do this?



# The Campaign

- Social media campaign
- Dr Ruth – Sentinel health column & press releases
- Video blogs on our You Tube Channel
- 27 Pharmacies – promoted the materials using posters and trained staff
- GP Practices - In 16/17 fourteen practices across Stoke undertook health literacy training and audits. In 17/18, ten new practices are undertaking training and others are continuing their work.
- 8 GP practices' PPG representatives were trained in health literacy

VIS UNITA FORTIOR



City of  
**Stoke-on-Trent**

The Health Literacy logo features a blue background with a yellow sunflower on the left, a stethoscope in the center, and a blue ECG line on the right. The text 'healthliteracy' is written in a white, lowercase, sans-serif font.

healthliteracy

- Keele University - Evaluation



City of  
**Stoke-on-Trent**

healthliteracy

# The groups

- Healthwatch
- Trentham over 75s
- SaltBox
- Breatheasy



**SEX**

Men: 35%  
Women: 65%



**ETHNICITY**

Majority identified British White  
One identified African-Caribbean

**PLACE OF RESIDENCE**

All participants live in Stoke-on-Trent



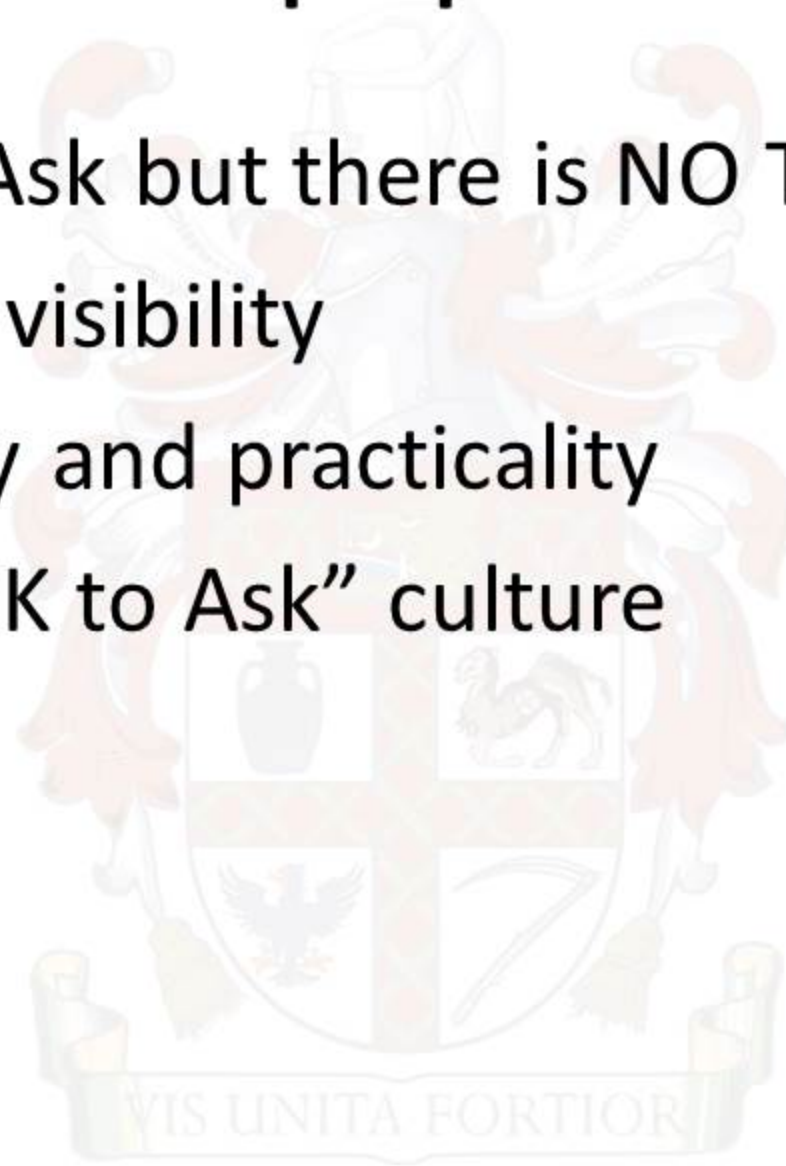
**HEALTH LITERACY LEVEL**

37.5% scored "sufficient"  
62.5% scored "inadequate/  
problematic"



# What people said

1. It's OK to Ask but there is NO TIME to ask
2. Campaign visibility
3. Readability and practicality
4. The "It's OK to Ask" culture



# It's OK to Ask but there's NO TIME to ask

When you come in a room full of people in a waiting room, it is not easy to feel rushed for time.

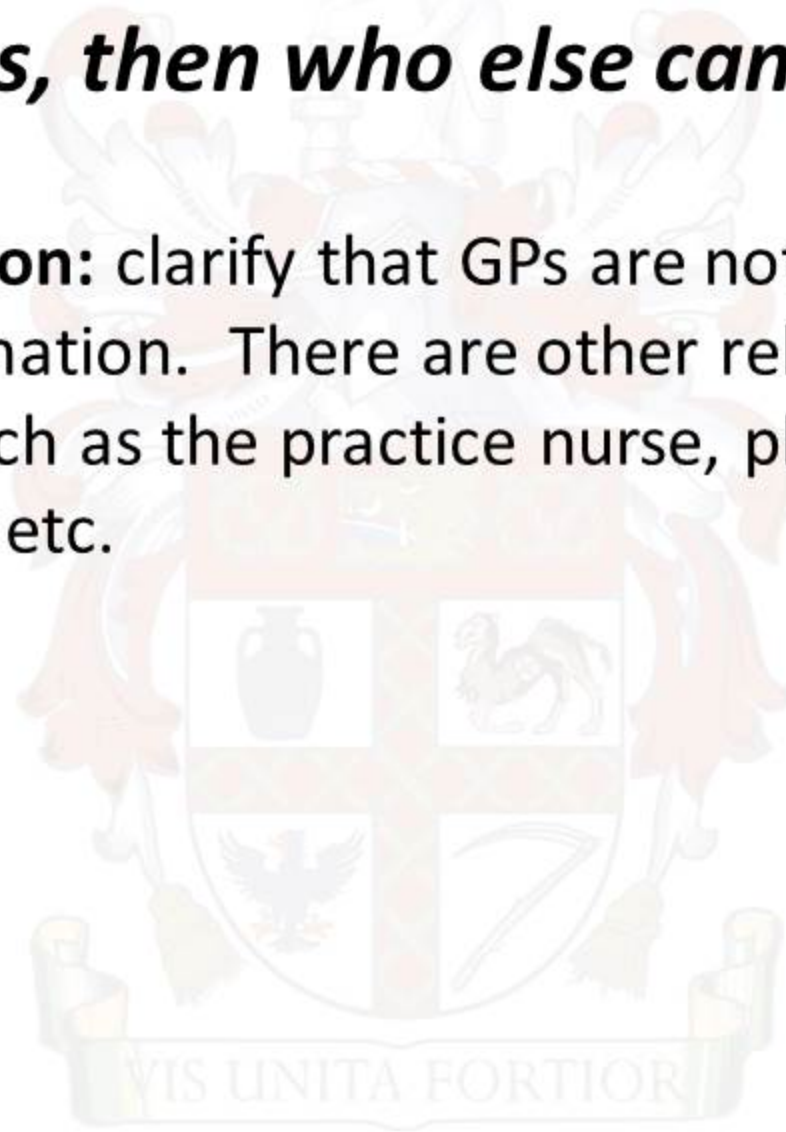
Some GPs are "watching the clock" and are putting pressure on patients to be out of the room as quickly as possible

- Although the campaign encourages patients to bring a **list of questions**, the messages in the waiting room tell them to discuss **ONE issue at a time**.



# ***If GPs don't have the time to answer all the questions, then who else can we ask?***

- **Recommendation:** clarify that GPs are not the only source of health information. There are other reliable sources of information, such as the practice nurse, pharmacists, patient groups, etc.



# Campaign visibility

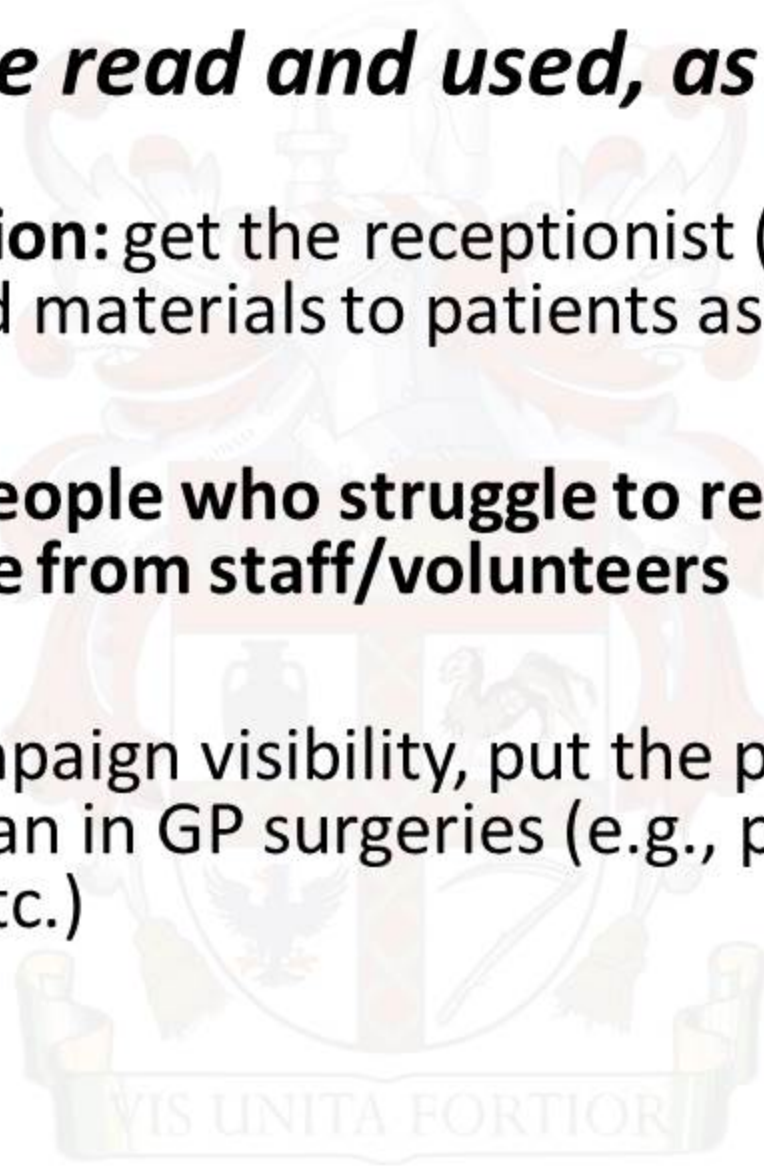
- Excellent feedback in relation to the appearance of the campaign materials



- But unsure whether people will actually read these:  
These will not get picked in the midst other leaflets in reception  
Far too many posters in the GP surgery

# *How can we ensure that these “excellent materials” are read and used, as they should?*

- **Recommendation:** get the receptionist (or volunteers) to personally hand materials to patients as they come in
- **IMPORTANT:** People who struggle to read and write may need assistance from staff/volunteers
- To improve campaign visibility, put the posters up in places other than in GP surgeries (e.g., pharmacies, post office, shops, etc.)



# Readability and practicality

## Excellent feedback on the materials...

Card size is spot-on: easy to hold and carry

Presentable and good quality material

Content is clear, concise and sufficient; easy to understand

Contains just the right amount of information

Well-structured, helps users to focus on important aspects

Participants liked the idea of having a list

Having 3 simple guide questions is very helpful

The advice to bring someone along was also well-received

**Agreed that this is an excellent initiative – it could save the NHS time and money by cutting down on repeat appointments**



healthliteracy



City of  
**Stoke-on-Trent**

# The “It’s OK to Ask” culture

- There is a need to make asking questions the “norm”
- This is where Health Literacy Friendly Places come in...

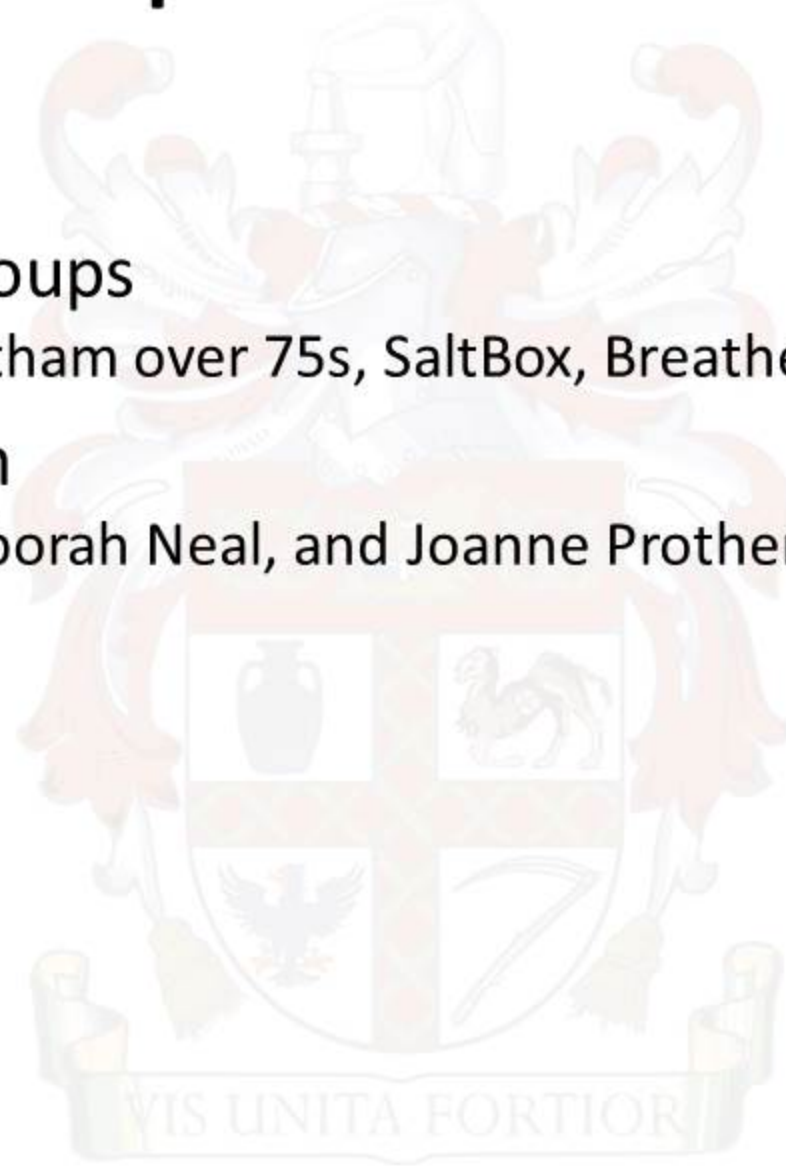


VIS UNITA FORTIOR



# Special thanks

- UHNM
- Participating groups  
Healthwatch, Trentham over 75s, SaltBox, Breatheasy
- Evaluation team  
Louise Draisey, Deborah Neal, and Joanne Protheroe



City of  
**Stoke-on-Trent**

healthliteracy

# Contact details

- Anna Collins  
[anna.collins@northstaffsccg.nhs.uk](mailto:anna.collins@northstaffsccg.nhs.uk)
- Emee Estacio  
[e.v.g.estacio@keele.ac.uk](mailto:e.v.g.estacio@keele.ac.uk)





**Midlands Partnership**

NHS Foundation Trust

*A Keele University Teaching Trust*

# Health Literacy and Children's Services





# About our Children's Services

- Our services are made up of Therapies and Nursing
- The services in scope for this HLF programme are Health Visiting, School Nursing, Physiotherapy, Occupational Therapy, Children's Diabetes, Community Children's Nursing, Speech and Language, Breastfeeding
- Breadth of qualifications from apprentice to Masters and above
- Support families with a range of interventions from Public Health awareness, packages of care to acute intervention

# Our Involvement with Health Literacy

- Initially through the wider Public Health Agenda – bringing awareness to teams on effective communication and understanding
- Following Tender process with Public Health a number of Public Health Advisory teams attended training and returned full of enthusiasm
- Then it went a bit quiet!
- Until a chance conversation at the Stoke Reads Event in November 2017.

# Our road to becoming Health Literacy Friendly.....

- Health Visitors undertaking bespoke HL training
- Neighbourhood Manager undertaking the HL training with corporate colleagues to ensure organisational understanding of HL
- Starting to review our documentation with service users
- Putting all documents through SMOG to simplify them
- Undertaking the audit to identify next steps and areas of action

## Antenatal Advice and Support from the Health Visiting Service

### Information Leaflet

#### **Congratulations on your Pregnancy.**

The Health Visiting service is available to you and your partner throughout your pregnancy. You can contact us through our health visiting HUB to arrange a visit or for advice and support.

You can call your local Health Visiting HUB on telephone 0300 303 3298  
Monday – Friday, where a health visitor will be available.

Health visiting teams provide the Healthy Child Programme for all families with children up to the age of five (5). We work with you to optimise the health of you and your family.

**For help and advice related to your pregnancy you should contact your midwife and not the health visiting team.**

You can call your local HV HUB on telephone 0300 303 3298  
Monday – Friday, where a health visitor will be available.

Simple Measure of Gobblydegook score **17.6**

## Antenatal Support from the Health Visiting Service



### **Congratulations on your Pregnancy.**

You and your partner can use the Health Visitor service while you are pregnant. You can contact us through our HUB to for advice and support or to book a visit.

You can call your local Health Visitor HUB  
Monday – Friday, 9am – 5pm  
Tel - 0300 303 3298

For more information visit:

[www.staffordshireandstokeontrent.nhs.uk/Services/health-visiting-stoke.htm](http://www.staffordshireandstokeontrent.nhs.uk/Services/health-visiting-stoke.htm)

Health Visiting teams provide the Healthy Child Programme for every family with a child up to five (5). We work with you all to support your health.  
**Always contact your midwife for help and support while you are pregnant.**

NHS Choices [www.nhs.uk/pages/home.aspx](http://www.nhs.uk/pages/home.aspx)

Free milk, fruit, veg and vitamins for you and your family - [www.healthystart.nhs.uk](http://www.healthystart.nhs.uk)

Making our home smokefree – [www.nhs.uk/smokefree](http://www.nhs.uk/smokefree)

Off to the best start – feeding your baby – [www.nhs.uk/start4life](http://www.nhs.uk/start4life)

If you think your baby's has slowed down or stopped moving, contact your midwife or maternity unit straight away (it is staffed 24 hrs, 7 days a week).

Simple Measure of Gobblydegook 8.2

# Next Steps.....

- Evaluate the impact of changes so far
- Identify a Senior Member of the Leadership team to be our HL champion for Children's Services
- Develop an organisational Health Literacy Policy
  
- Embed HL into the Children's Strategy
  
- Undertake HL Train the Trainer to roll out to the wider workforce



**Midlands Partnership**

NHS Foundation Trust

*A Keele University Teaching Trust*

# Health Literacy and Children's Services



# About our Children's Services

- Our services are made up of Therapies and Nursing
- The services in scope for this HLF programme are Health Visiting, School Nursing, Physiotherapy, Occupational Therapy, Children's Diabetes, Community Children's Nursing, Speech and Language, Breastfeeding
- Breadth of qualifications from apprentice to Masters and above
- Support families with a range of interventions from Public Health awareness, packages of care to acute intervention



# Our Involvement with Health Literacy

- Initially through the wider Public Health Agenda – bringing awareness to teams on effective communication and understanding
- Following Tender process with Public Health a number of Public Health Advisory teams attended training and returned full of enthusiasm
- Then it went a bit quiet!
- Until a chance conversation at the Stoke Reads Event in November 2017.

# Our road to becoming Health Literacy Friendly.....

- Health Visitors undertaking bespoke HL training
- Neighbourhood Manager undertaking the HL training with corporate colleagues to ensure organisational understanding of HL
- Starting to review our documentation with service users
- Putting all documents through SMOG to simplify them
- Undertaking the audit to identify next steps and areas of action

## Antenatal Advice and Support from the Health Visiting Service

### Information Leaflet

#### **Congratulations on your Pregnancy.**

The Health Visiting service is available to you and your partner throughout your pregnancy. You can contact us through our health visiting HUB to arrange a visit or for advice and support.

You can call your local Health Visiting HUB on telephone 0300 303 3298  
Monday – Friday, where a health visitor will be available.

Health visiting teams provide the Healthy Child Programme for all families with children up to the age of five (5). We work with you to optimise the health of you and your family.

**For help and advice related to your pregnancy you should contact your midwife and not the health visiting team.**

You can call your local HV HUB on telephone 0300 303 3298  
Monday – Friday, where a health visitor will be available.

Simple Measure of Gobblydegook score **17.6**

## Antenatal Support from the Health Visiting Service



### **Congratulations on your Pregnancy.**

You and your partner can use the Health Visitor service while you are pregnant. You can contact us through our HUB to for advice and support or to book a visit.

You can call your local Health Visitor HUB  
Monday – Friday, 9am – 5pm  
Tel - 0300 303 3298

For more information visit:

[www.staffordshireandstokeontrent.nhs.uk/Services/health-visiting-stoke.htm](http://www.staffordshireandstokeontrent.nhs.uk/Services/health-visiting-stoke.htm)

Health Visiting teams provide the Healthy Child Programme for every family with a child up to five (5). We work with you all to support your health.  
**Always contact your midwife for help and support while you are pregnant.**

NHS Choices [www.nhs.uk/pages/home.aspx](http://www.nhs.uk/pages/home.aspx)

Free milk, fruit, veg and vitamins for you and your family - [www.healthystart.nhs.uk](http://www.healthystart.nhs.uk)

Making our home smokefree – [www.nhs.uk/smokefree](http://www.nhs.uk/smokefree)

Off to the best start – feeding your baby – [www.nhs.uk/start4life](http://www.nhs.uk/start4life)

If you think your baby's has slowed down or stopped moving, contact your midwife or maternity unit straight away (it is staffed 24 hrs, 7 days a week).

Simple Measure of Gobblydegook 8.2

# Next Steps.....

- Evaluate the impact of changes so far
- Identify a Senior Member of the Leadership team to be our HL champion for Children's Services
- Develop an organisational Health Literacy Policy
  
- Embed HL into the Children's Strategy
  
- Undertake HL Train the Trainer to roll out to the wider workforce

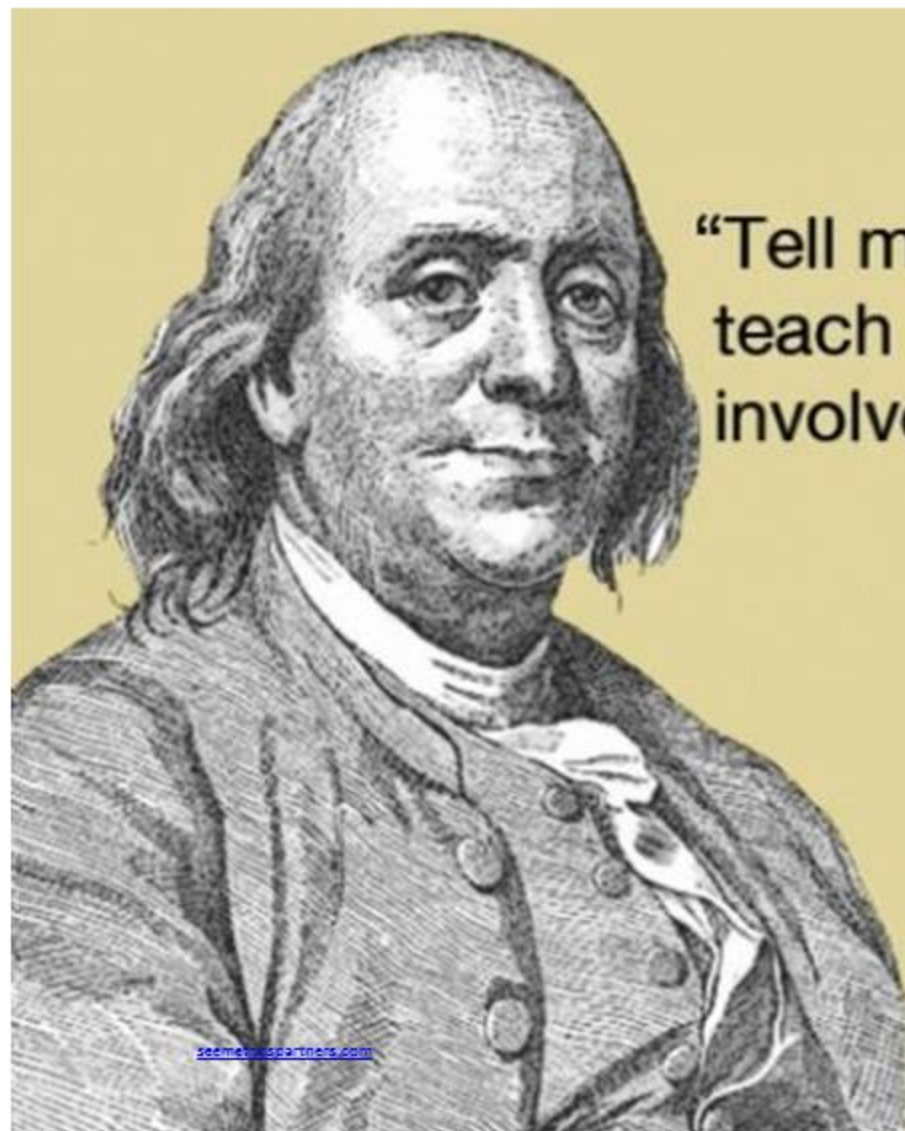
# Health Literacy



## Outpatients, UHNM

**2025Vision**

*Being a place our families would choose*



[seemehospitalspartners.com](http://seemehospitalspartners.com)

“Tell me and I forget,  
teach me and I may remember,  
involve me and I learn.”

-Benjamin Franklin

# UHNM Outpatients Facts

There are 750000 appointments per year across both Royal Stoke and County Hospital.

- 43% of adults (18-65) do not have adequate literacy skills to routinely understand health information.

This equates to 322500 appointments per year

- 61% of adults (18-65) do not have adequate numeracy skills to routinely understand health information.

This equates to 457500 appointments per year

Source: Rowlands, G. et al (2015)  
Community Health and Learning Foundation 2012



# Self Assessment Tool

## WHAT DID WE DO FIRST?



# What we did

Baseline Audit –  
regularly reassessed

Reviewing patient  
information – language  
used

Patient information –  
easy read, interpreters

Raising public  
awareness with notice  
boards

Letter to the  
clinicians

Action Plan

Friends and Family  
questionnaire

Reinforce 'it's ok  
to ask!'

TV screens  
with messages

Health literacy  
champions

Blue Iris –  
loneliness scheme

Training – staff  
awareness, health  
literacy videos

Way Finding  
Hospital user group

Patient  
questionnaire

# We would like our patients to:

- ★ know that **we** are proud to care in everything that we do/say.
- ★ know that they have a voice
- ★ feel confident to ask questions
- ★ be able to understand what we are telling them about their health needs
- ★ be able to use the information we give them to make the right decisions about their health



# hello  
my name is...

# Collaboration with dDeaflinks NHS passport

University Hospitals  
of North Midlands  
NHS Trust

This is my

## Hospital Passport

For people with hearing impairments coming into hospital.

My name is:

**This passport belongs to me.**

**Nursing and Medical Staff**

Nursing and medical staff please look at my passport before you do any interventions with me.

Things you must know about me

Things that are important to me

My likes and dislikes

## Worked with Reach Parliament, Hanley to create easy read/pictorial patient OPD info leaflet



If you are going to the County Hospital for an outpatient's appointment, you will come to this building in the photograph.



Please bring any tablets, medicines, creams and inhalers with you to your appointment; or a list of your medication.



The Nursing Assistant may need to take your blood pressure and heart rate. They may also weigh you. This will not hurt.

# Communication boards with pictorial images denoting activities of daily living and signs and symptoms



1

- Ask not “What’s the matter with you?” but **What Matters to You?**”

”Being able to understand the doctors and nurses about my health”

“being able to get a wheelchair easily.”

“Good Communication”

”A friendly welcome”

“Kept up to date with what is happening”  
“

2

- Spread the Word





3

- Promote ICARE for you

# ICARE

**for you as my patient, so I will always:**

- I** - Introduce myself and my role and connect with you.
- C** - **C**ommunicate simply to explain what you will be doing and how.
- A** - **A**sk you “What matters to you?”
- R** - **R**espond clearly in a language that you can understand.
- E** - **E**ncourage questions from you to ensure that you understand the information you are given and feel confident to be able act on this when you leave.

“ **DID ICARE FOR YOU ?** ”



WE ARE ALL IN THIS TOGETHER

Thanks for listening

Any comments / questions ?

[karen.henshall@uhn.nhs.uk](mailto:karen.henshall@uhn.nhs.uk)