

4th EPF Regional Advocacy Seminar (27-28 Oct 2011)

**Health Literacy the way forward:
identifying concrete steps to move the
health literacy agenda forward through
patient & professional cooperation**

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Health literacy

The degree to which individuals have the **capacity** to obtain, process, and understand basic health information and services needed to **MAKE appropriate health decisions** everywhere (at home, in the community, at the workplace, the healthcare system, the market place and the political arena).

Health literacy

Need to OBTAIN
information

Health literacy is a RIGHT

Speak the
“same”
language

Cooperation to
UNDERSTAND each
other

Need to PROCESS
AND UNDERSTAND
information

Working together
is crucial

Health literacy
promotes benefits in
health and in the
sustainability of health
systems.

Patient
Satisfaction

Need to USE
information

Families, schools, universities,
public bodies, public places

Patients

Health professionals

Social Media, policy and decision
makers, industry, employers,
business, EU Stakeholders

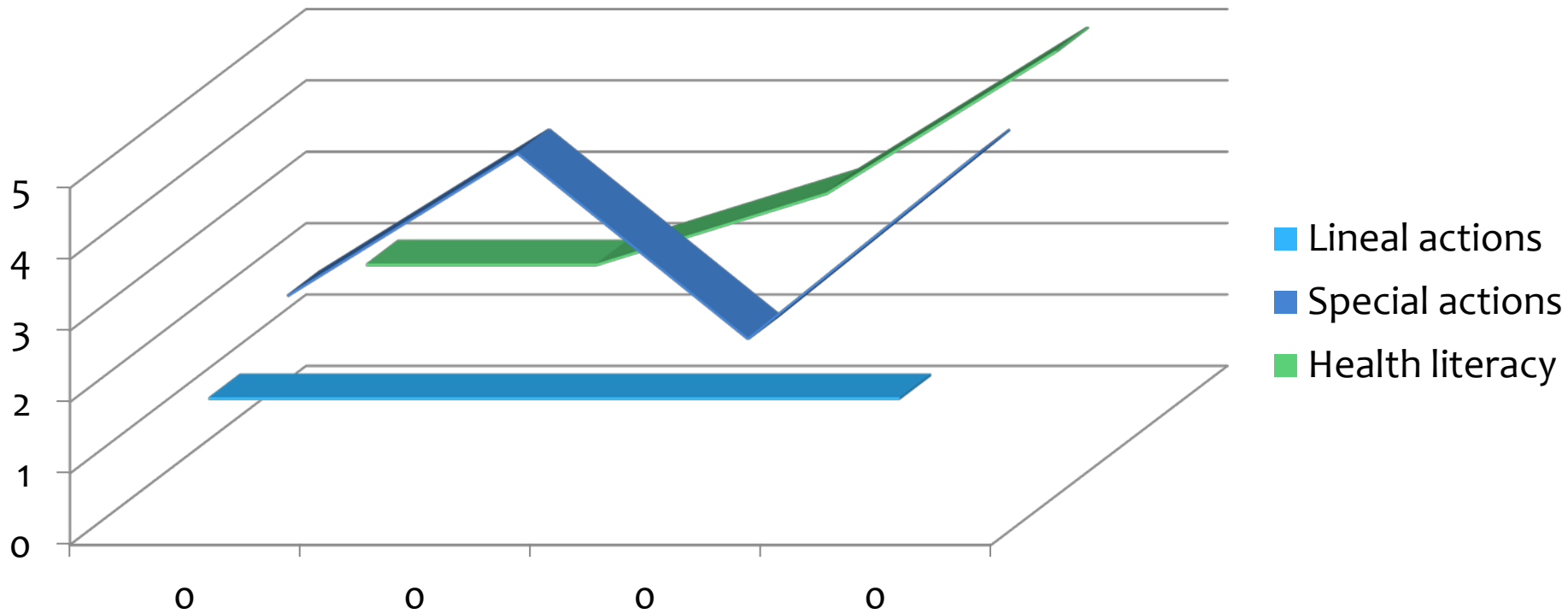
Cooperation among different actors

What can WE do?

- * **Adapting accurate and reliable information** and guidelines to **target groups** and based on **national needs**.
- * **Awareness and active roles** in campaigns and in seeking for making the health information more accessible through the appropriate communication channels.
- * **Exchange of practices and experiences** among national organisations. Cross-border cooperation.
- * Keep a close contact and promoting **collaboration with the society** (use of informal events).
- * **Disseminate** to relevant actors **the benefits** of a health literate society.
- * **Use of evaluation tools** for the interventions.

Cooperation among different actors

What can WE do?



Cooperation among different actors

What can we ask others to do?


- * **EPF as a central platform** to help in sharing experiences on health literacy.
- * **EPF advocacy** and EU participation enable that patient's needs and experiences in collaboration with other professionals could be embedded in the EU process, policies and initiatives.
- * **Collaboration with national politicians** and MEPs making them active part of the solutions.
- * **Collaboration with the social partners** (media, educational institutions, employers and employees).
- * **Collaboration for implementing actions** (innovative ways of funding, public funds, EU-structural funds, private-public partnerships).
- * **Corporate social responsibility of industry** in advancing health literacy.

National Strategies on Health Literacy

- * To act on Citizens, Patients and Professionals.
- * To act on Several Areas:
 - * Prevention
 - * Early Diagnosis
 - * Treatments
 - * Rehabilitation
- * To create and encourage Partnerships (at national, European and International level).



Thank you!!!

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- * Awareness
 - * Validation of information
 - * Exchange of information through to different target groups and using different methods (website, newsletters, seminars, forums, books, reports, informal events, social campaigns).
 - * Edition and communication of information through different channels: Active promotion of patient-professional contact. Bring together key actors around the table.
 - * Education, guidelines, training.