# Health Literacy

Link to recorded presentation:
https://youtu.be/CddYqfBzdjM

CNY BHCC
*All in for better health*

# Agenda

1. What is health literacy and why is it crucial to patient care?
2. A look at examples in action
3. Evaluate the health literacy of our organizations
4. End goals and next steps

# What is Health Literacy?

CNY BHCC

*All in for better health*

The Patient Protection and Affordable Care Act of 2010, Title V, defines health literacy as the degree to which an individual has the capacity to obtain, communicate, process, and understand basic health information and services to make appropriate health decisions.

CNY BHCC
All in for better health

# <u>EVERYONE</u> needs health literacy skills to:

- Find information and services

- Communicate their needs and preferences and respond to information and services

- Process the meaning and usefulness of the information and services

- Understand the choices, consequences and context of the information and services

- Decide which information and services match their needs and preferences so they can act

CNY BHCC
*All in for better health*

# Anyone who *provides* health information and services to others to needs skills to:

- Help people find information and services

- Communicate about health and healthcare

- Process what people are explicitly and implicitly asking for

- Understand how to provide useful information and services

- Decide which information and services work best for different situations and people so they can act

CNY BHCC
*All in for better health*

# *Talking Points About Health Literacy:*

*We are health literacy ambassadors. It is up to us as providers to make sure our colleagues, staff, clients, and community is aware of the issues*

- 9 out of 10 adults struggle with understanding their own health information when it is new, complex, and jargon-filled.

- Limited health literacy costs the healthcare system money and results in higher than necessary morbidity and mortality.

- "Clear communication" means familiar concepts, words, numbers, and images that are presented in ways that make sense to your target client

- Testing forms and information with your audience before they are release company-wide, and getting feedback, is the best way to know if we are communicating clearly.

CNY BHCC
*All in for better health*

# Why is there a health literacy problem amongst our consumers and in our country?
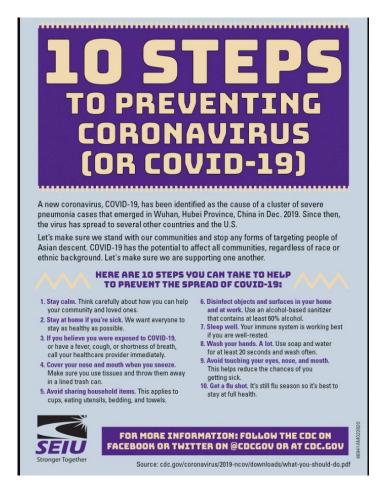
When organizations create and give others health information that is too difficult for them to understand, we create a health literacy problem. When we expect them to figure out health services with many unfamiliar, confusing or even conflicting steps, we also create a health literacy problem.

CNY BHCC
*All in for better health*

# Examples of Health Literacy in Action

CNY BHCC
All in for better health

# COVID-19 Signage; Stop the Spread

# COVID-19 Signage; Symptoms?

# COVID-19 Signage; Social Distance

# Medical Intake Examples

## ADULT PATIENT INTAKE FORM

**Welcome to** ~~████████~~ We are pleased to serve your health care needs and those of your family. In order to assist our providers and staff, please complete this information to the best of your ability.

**Patient Name:** _____ Sex: M F Date of Birth: ___/___/___ SS#_____

Address: _____
Street          City/Town                          State          Zip code

Home Phone:_____ Cell Phone:_____ Work Phone:_____ Ext.:_____

**Emergency Contact:**_____(____)_____
Name                                                      Phone Number

Insurance Carrier: _____ Policy Holder Name: _____

Policy Number: _____ Your relation to Policy Holder          Policy Holder SS#

*Are we considering inclusivity in our paperwork? Do our clients feel represented or put-off?*

*Are we offering additional help for confusing concepts that may need further explanation?*

**CNY BHCC**
*All in for better health*

## ADVANCE DIRECTIVES
Do you have a living will?   Yes   No
Do you have a health care proxy?  Yes   No      Name/Phone#_____

Have you designated someone "Power of Attorney?"  Yes  No    Name/Phone# _____

Have you issued an order indicating "Do Not Resuscitate" (DNR)   Yes  No
*Please give your provider any documentation you have available regarding the above directives.*

13

# Common Confusing Paperwork

OCA Official Form No.: 960

## AUTHORIZATION FOR RELEASE OF HEALTH INFORMATION PURSUANT TO HIPAA
### [This form has been approved by the New York State Department of Health]

| Patient Name | Date of Birth | Social Security Number |
|---|---|---|
| | | |

| Patient Address |
|---|
| |

I, or my authorized representative, request that health information regarding my care and treatment be released as set forth on this form:

In accordance with New York State Law and the Privacy Rule of the Health Insurance Portability and Accountability Act of 1996 (HIPAA), I understand that:

1. This authorization may include disclosure of information relating to **ALCOHOL** and **DRUG ABUSE, MENTAL HEALTH TREATMENT**, except psychotherapy notes, and **CONFIDENTIAL HIV\* RELATED INFORMATION** only if I place my initials on the appropriate line in Item 9(a). In the event the health information described below includes any of these types of information, and I initial the line on the box in Item 9(a), I specifically authorize release of such information to the person(s) indicated in Item 8.

2. If I am authorizing the release of HIV-related, alcohol or drug treatment, or mental health treatment information, the recipient is prohibited from redisclosing such information without my authorization unless permitted to do so under federal or state law. I understand that I have the right to request a list of people who may receive or use my HIV-related information without authorization. If I experience discrimination because of the release or disclosure of HIV-related information, I may contact the New York State Division of Human Rights at (212) 480-2493 or the New York City Commission of Human Rights at (212) 306-7450. These agencies are responsible for protecting my rights.

3. I have the right to revoke this authorization at any time by writing to the health care provider listed below. I understand that I may revoke this authorization except to the extent that action has already been taken based on this authorization.

4. I understand that signing this authorization is voluntary. My treatment, payment, enrollment in a health plan, or eligibility for benefits will not be conditioned upon my authorization of this disclosure.

5. Information disclosed under this authorization might be redisclosed by the recipient (except as noted above in Item 2), and this redisclosure may no longer be protected by federal or state law.

6. **THIS AUTHORIZATION DOES NOT AUTHORIZE YOU TO DISCUSS MY HEALTH INFORMATION OR MEDICAL CARE WITH ANYONE OTHER THAN THE ATTORNEY OR GOVERNMENTAL AGENCY SPECIFIED IN ITEM 9 (b).**

*How many of our direct care clinicians, intake personnel, or front desk staff can explain this simply to our clients?*

*Are we training our staff on understanding these forms, so they themselves understand what our clients are signing?*

# Assessing the Health Literacy of an Organization

CNY BHCC

All in for better health

# Attributes of a Health Literate Organization

1. Has leadership that makes health literacy integral to its mission, structure, and operations.

- *Do you make health literacy a high priority?*
- *Is it part of day-to-day operations and culture?*
- *Committed, continuous, and knowledgeable leadership is key to effectively implement and sustain health literacy improvement activities.*

CNY BHCC
*All in for better health*

# Attributes of a Health Literate Organization

2. Integrates health literacy into strategic and operational planning, QI goals, and measures.

- *Do you assess success with vulnerable populations as part of your overall organizational performance measures?*
- *Is health literacy explicitly integrated into all relevant activities?*

CNY BHCC
*All in for better health*

# Attributes of a Health Literate Organization

3. Prepares the workforce to address healthy literacy issues and monitors progress.

- *Does your organization meet the staff's health literacy training needs?*

- *Do you measure the training's impact on advancing health literacy?*

*This includes ALL staff; from front end to Board of Directors*

CNY BHCC
*All in for better health*

18

# Attributes of a Health Literate Organization:

4. Provides easy access to health information

- *Do you utilize technology to make it easy for people to find health information?*

internet

social media

electronic communications/email

patient portals.

CNY BHCC

*All in for better health*

# Attributes of a Health Literate Organization:

5. Addresses health literacy in high-risk situations such as emergency preparedness and clinical emergencies.

- *Are there known processes in place to ensure people receive clear and useful information when they are at their most vulnerable, or under physical/emotional distress?*
- *Do you anticipate the client's health literacy when making crisis plans?*

*Was your organization prepared for the shift to emergency operations during the COVID-19 pandemic?*

CNY BHCC
*All in for better health*

# Attributes of a Health Literate Organization

6. Communicates clearly the available health services and costs.

- *Does staff clearly explain a client's choices among services and associated costs up front?*
- *Are intake forms in plain language, without too much jargon or confusing medical terminology?*

*Forms should be at 7th grade reading level or below so the majority of the population can easily understand*

CNY BHCC
*All in for better health*

# Next Steps; Now What?

# Having an Action Plan; The Vision

1.   Provide everyone access to accurate and actionable health and service information.

2.   Deliver person-centered health information and services.

3.   Support education and skills that promote good health.

CNY BHCC
All in for better health

# End Goals:

Develop and disseminate health and safety info that is accurate, accessible, and actionable

Promote changes in healthcare delivery systems that improve information, communication, informed decision-making, and access to services

Support and expand local efforts to provide education and culturally appropriate health information services in the community

Increase basic research, development, and evaluation of practices to improve health literacy

CNY BHCC
*All in for better health*

# How do we do this?

➢**Review:**
- Examine your organization's priorities and programs.
  - *Ask "How can attention to health literacy improve our services and outcomes?"*
  - *Establish a dedicated health literacy team or champion*

➢**Choose:**
- Identify the most relevant goals and strategies for your specific programs
  - *Who is your target audience? Are you taking into account the culture of the community?*

➢**Try:**
- Plan and implement strategies

➢**Evaluate:**
- Assess the effectiveness of chosen strategies
  - Focus groups, client previews with feedback

CNY BHCC
*All in for better health*