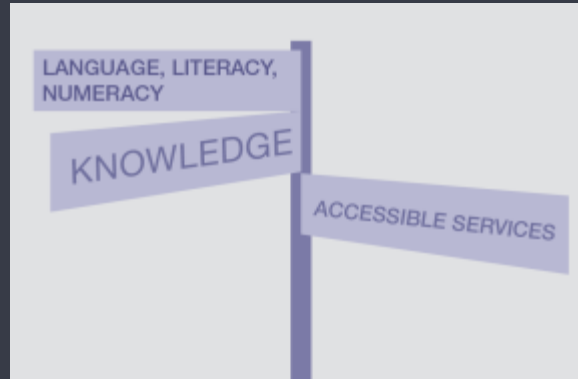


HEALTH LITERACY



Better for everyone



Introduction

- Health literacy is people having the skills, knowledge, understanding and confidence to access, understand, evaluate, use and navigate health and social care information to maintain good levels of wellbeing
- Influenced by provision of clear and accessible information
- Linked to socioeconomic factors, health outcomes and health behaviors. Greater access of emergency services/crises care
- Strong association with limited health literacy and socio-economic factors
- Improving health literacy is a crucial element of achieving the priorities of the Health and Wellbeing Board & County Durham Care Partnership agenda

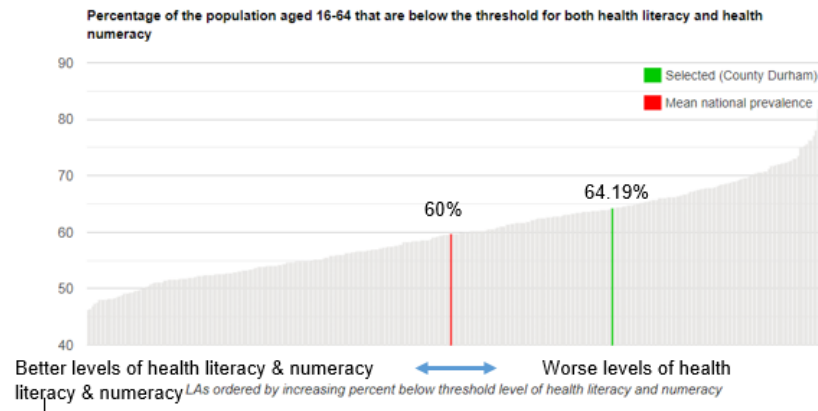
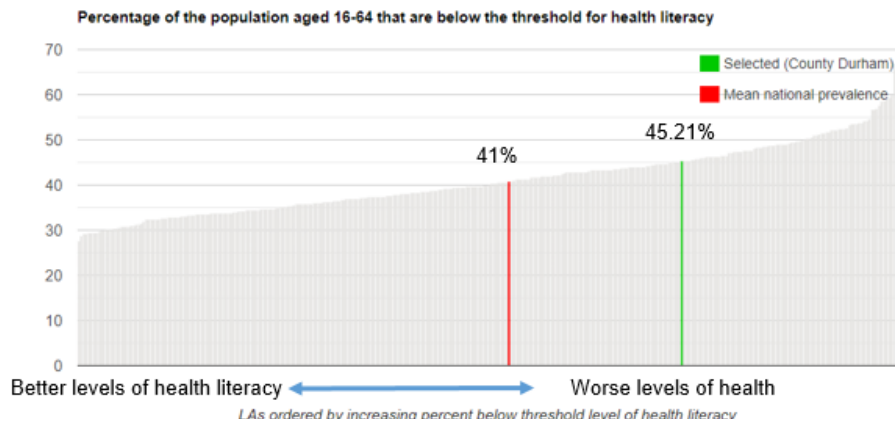


Data

Half of the UK population have the minimum literacy skills to cope with everyday life.

Health literacy is one of several complex factors that can impact on **life expectancy**:

- Men 26.1 years
- Women 20.9 years



- Literacy – 45.21% below threshold (41% in England)

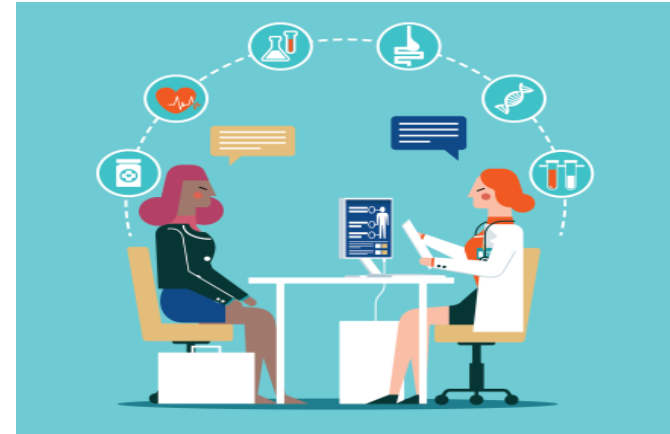
- Literacy & numeracy – 64% below threshold (60% in England)

Durham Data



How to Improve Health Literacy

- Regional development of an audit tool & staff training
- Integrated approach using existing assets
- Good practice:
 - Co-produce
 - Use community assets
 - Empower community assets and professionals
 - Use Simple language
 - Early intervention starting in early years settings
 - Combat digital exclusion



Development Plan

- Develop a **policy** across partners
- Form a **multi-agency group** to oversee the implementation of the agreed policy
- Prioritise (in line with the Health and Wellbeing Board priorities) of reviewing and redeveloping public health literature
- **Pilot** an approach to improving health literacy with the Family Hubs and with the new approach to NHS Healthchecks
- Ensure **evaluation** is built into the process from the beginning.

Recommendations

- a) Note the contents of the report
- b) Recognise the link between improving health literacy and achieving the priorities of the Health and Wellbeing Board.
- c) Raise the profile of health literacy
- d) Form a steering group, reporting to County Durham Together, to oversee the development of a health literacy improvement plan.

Thanks for listening

