

# Health literate organisations

## Introduction

= an organization that makes it as easy as possible for its target groups to find, understand, and apply health information and services.

-> In 7 domains (according to Brach et al. 2012)



# BECOMING A HEALTH LITERATE ORGANISATION IN PRIMARY CARE

The organization makes it as easy as possible for everyone to find, understand and use health information and services. This compass shows you the way.

## WHY?

Health literacy is a **shared responsibility**: organizations must adapt to ensure accessible, equitable care for all.

## WHAT?

Our **toolbox empowers primary care** to become truly **health literate** and improving patient access, understanding, and outcomes.



## HOW?

Structural change in an organization is never easy ...

We support organizations with several materials:

1. **E-learning and trainings** to create support and knowledge
2. **A reflection guide** to help reflect and write an action plan
3. **Personalized guidance** throughout the entire process

## INTERESTED?

Contact

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# Health literate organisations

## Materials

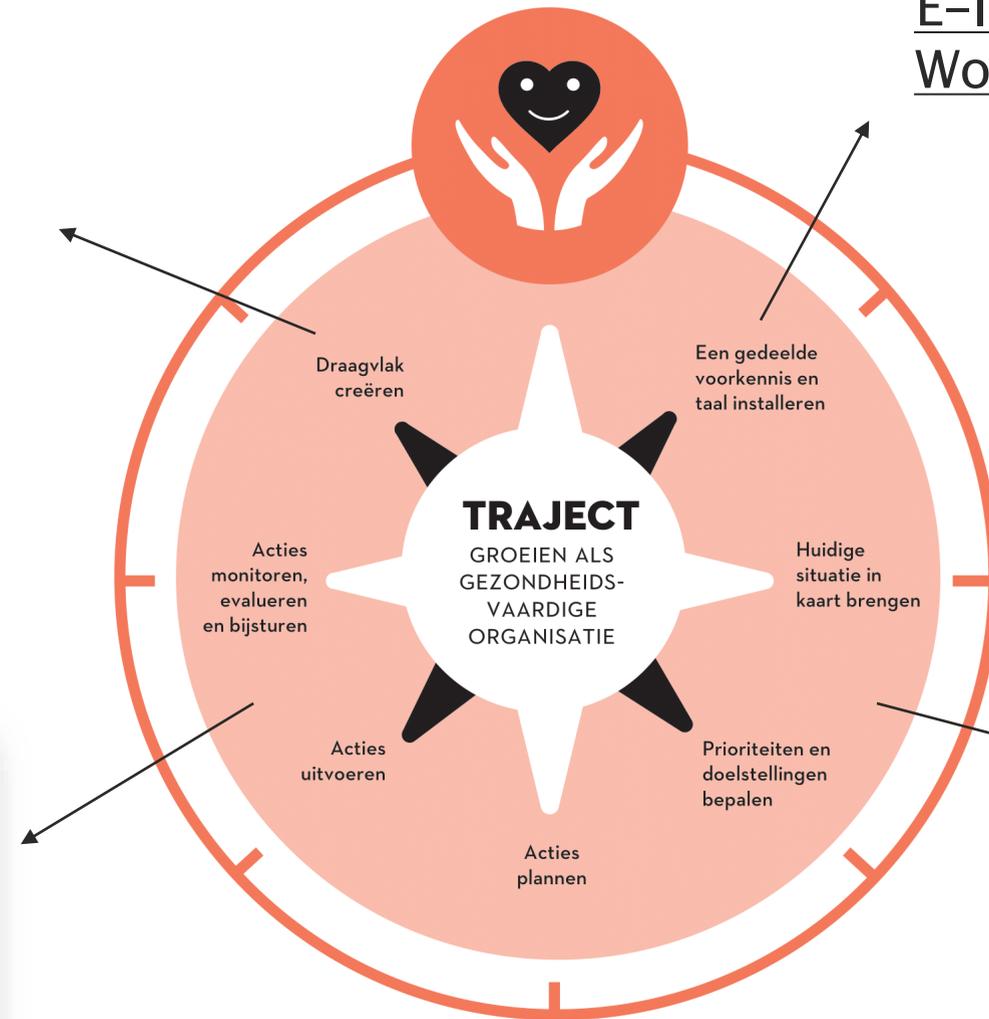
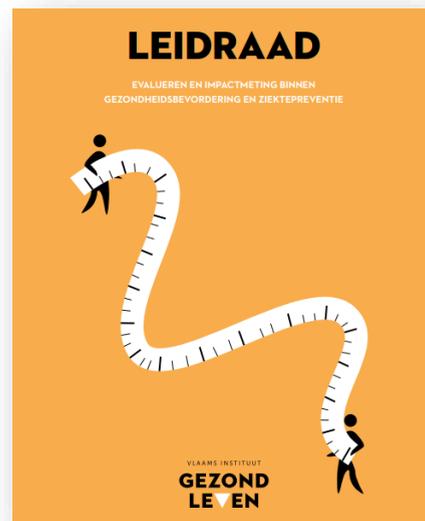
Informative websites

E-learning  
Workshop health literacy

Benefits  
fact sheet



Evaluation guidelines



Reflection tool



# Pilot organisations

## The results

# Health literate organisations

## Examples of some actions

- ▶ Reorganize the waiting area
  - e.g. repositioned TV, arranged brochure cabinet, improved signage
- ▶ Launch an **internal newsletter** for team communication
- ▶ Review **existing materials** in collaboration with an external parent group
  - e.g. growth chart for parents, intake forms
- ▶ Start **adding patient data** to electronic health records
- ▶ Organize a **workshop on digital health literacy**
- ▶ Conduct a **patient survey** to gather feedback

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## Examples of some actions

Some structural improvements...

- ▶ Integrated health literacy into the **staff evaluation protocol**
- ▶ Included health literacy competencies in **job vacancy descriptions**

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## Some lessons learned

### Success factors

- ✓ Building a good connection with the organisation, the working group and the ambassador
  - ✓ Working closely together with the ambassador & creating ownership!
- ✓ Finding a common goal
- ✓ Ongoing follow-up
- ✓ Tailored approach!
- ✓ Solid methodology that fosters employee engagement
- ✓ Quickly moved from initial idea to concrete outcomes
- ✓ Support from management
  - ✓ Management directors were part of the working group in 2 cases



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## Some lessons learned

### Barriers

- ✓ The concept of health literate organisations is 'too vague'
  - Not complementary with do-mentality of HC workers
  - Theoretical content (e.g., e-learning and the compass) is sometimes too extensive compared to its practical application
  
- ✓ Lack of support after developing an action plan
  - Lack of follow-up to identify obstacles in implementation

Structural embedding is more difficult!

# Health literate organisations

## What now?

- ▶ Integrate the lessons learned in the materials
- ▶ Develop a support offer for process guidance

# More materials

Have a look:

<https://www.gezondleven.be/themas/gezondheidsongelijkheid/materialen-over-gezondheidsongelijkheid>

Bedankt! Vragen?

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