Healthy People 2030

Proposes Redefining Health Literacy

Presented by the

Healthy People 2030 Health Communication and Health Information Technology Workgroup

Health Literacy Definition Committee

June 26, 2019

HHS Office of Disease Prevention and Health Promotion • HHS Office of the National Coordinator for Health Information Technology

Healthy People 2030

All public comments will be received at **DefineHealthLiteracy@hhs.gov**

Deadline: **August 5, 2019**

The Health Literacy Definition Committee

- The Healthy People 2030 Health Communication and Health Information Technology topic area coordinators (ONC, CDC and ODPHP)

- The leadership of the HHS Health Literacy Workgroup (ODPHP and AHRQ)

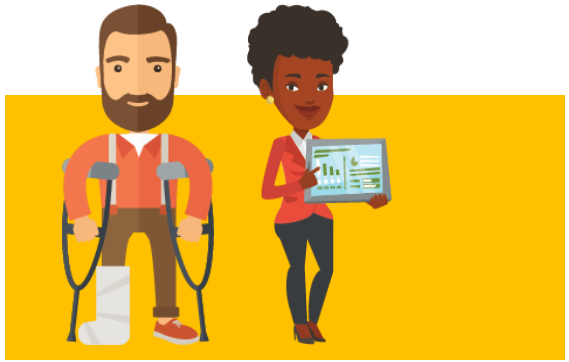
Applying Health Literacy

Health IT as a Facilitator of Health Literacy

84% of individuals own a smartphone or tablet in 2018

49% of smartphone or tablet owners used a health or wellness app in 2018

51% of individuals were offered access to their online medical record



- Well-designed technology can help convey useful information such that users do not realize they are engaging in a learning experience
- Seamless access to data will help level the playing field and provide opportunities for people to take advantage of innovative applications and services to better understand their health, make improvements, and better communicate with others
- Health information technology and consumer eHealth are rapidly growing and changing, but there are challenges:
  - Access and equity
  - Digital (computer) literacy
  - Making health messages understandable
  - Need for user-centered experience and user-centered design
  - Getting data out of silos and into patients hands or into the hands of trusted applications and services that the consumer designates

* Data Source: Patel V & Johnson C. (May 2019). Trends in Individuals' Access and Use of Online Medical Records and Technology for Health Needs: 2017-2018. *ONC Data Brief, no.*48 Office of the National Coordinator for Health Information Technology: Washington DC.

Health Care Scenarios

Opportunity: An internist tells her patient, an accountant with intermittent chest pains, to see a cardiologist. She is surprised when the patient returns the following week without having seen a cardiologist. “I didn’t know where to go,” her patient says.

Success: A patient is discharged from the hospital with an appointment to see his outpatient doctor, a 2-week supply of medicines and a visual display of when to take them, a confirmed understanding of his condition and how to manage it, and an aide scheduled for 3 hours a day.

Public Health Scenario 1

A 67-year-old man watches a television commercial reminding adults, especially those with health risks, to schedule an appointment for a flu shot.

He thinks, “That doesn't apply to me, I’m in great health.”

Later, while walking at the mall, he is confused after reading a poster that advises all adults, age 50 and over, to get a flu shot.

Source: Health Literacy for Public Health Professionals https://www.cdc.gov/healthliteracy/training/

Public Health Scenario 2

In response to an increasing number of rabies cases in a large, rural community, a health educator at the local health department has been assigned as the lead to increase awareness of rabies prevention in the community.

The health educator decides to develop a website that will provide information about rabies and tips for prevention.

What should the educator consider before choosing a website as the best approach to informing the community?

Source: Health Literacy for Public Health Professionals https://www.cdc.gov/healthliteracy/training/

Current Health Literacy definition

- **Health literacy objectives have been tracked since Healthy People 2010.**

- The Healthy People 2010 and 2020 health literacy definition focuses on individual skills:
  - Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information needed to make appropriate health decisions.

Source: https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-health/interventions-resources/health-literacy

Evolution of Health Literacy

- Growing recognition of limitations of focus ***only*** on individual skills
- Call for more dynamic, systems approach to health literacy that reflects the:
  - Complexity of health information and tasks
  - Situational character of health literacy
  - Important role health and educational organizations play in determining the clarity and actionability of health information and navigation of health services

Our goal:

A 2030 Healthy People Health Literacy definition that aligns with the contemporary views of the health literacy community.

Health Literacy and Access to Services

- Health Literacy includes navigation
  - Physical navigation
  - Transitions to care
  - Coordination among health care providers
- Health Literacy includes understanding how to access services and what they cost
  - Health insurance literacy
  - Numeracy
  - Price transparency

Starting Point

- Working definition used by the Secretary's Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2030:

Health literacy occurs when a society provides accurate health information and services that people can easily find, understand, and use to inform their decisions and actions.

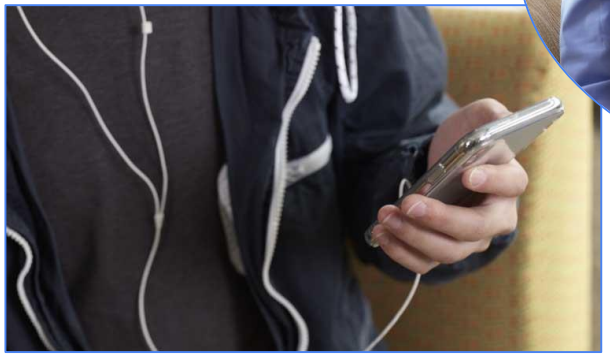
Our Task

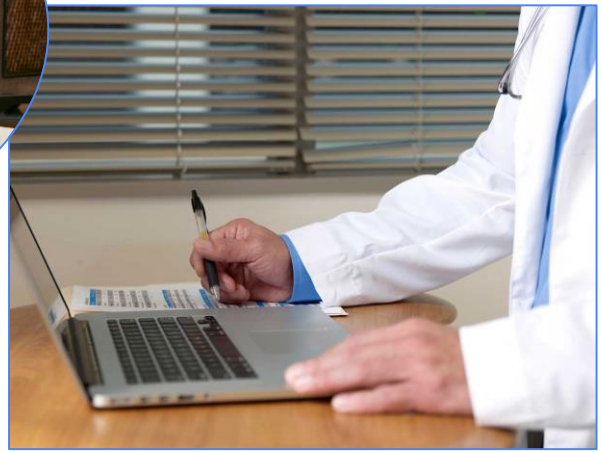
- To offer an updated Healthy People 2030 health literacy definition, based on the Advisory Committee's proposed definition, that:
  - Is measurable,
  - Has been widely vetted among stakeholders throughout the US, and
  - Is completed and cleared through HHS by early FY 2020, in time to be incorporated into the Spring 2020 launch of Healthy People 2030.

Structure, Processes, and Outcomes

Source: Types of Health Care Quality Measures https://www.ahrq.gov/talkingquality/measures/types.html

Structure, Processes, and Outcomes





Vetting Process

Notification of public comment opportunities:

- Listening sessions with stakeholders, including other Healthy People Topic Area Workgroups
- Federal Register Notice
- Postings on relevant listservs and GovDelivery mechanisms

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Deadline: August 5, 2019

We want your feedback

- Health Literacy definition
- Process to update definition
- Other public health topics such as health equity, disease prevention and health promotion and how these may relate to health literacy

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.