



Continuing the Conversation

Health Literacy

June 14, 2023



Series Objectives

Understand

- Understand health equity and how it applies to healthcare facilities (of all sizes and locations)

Describe

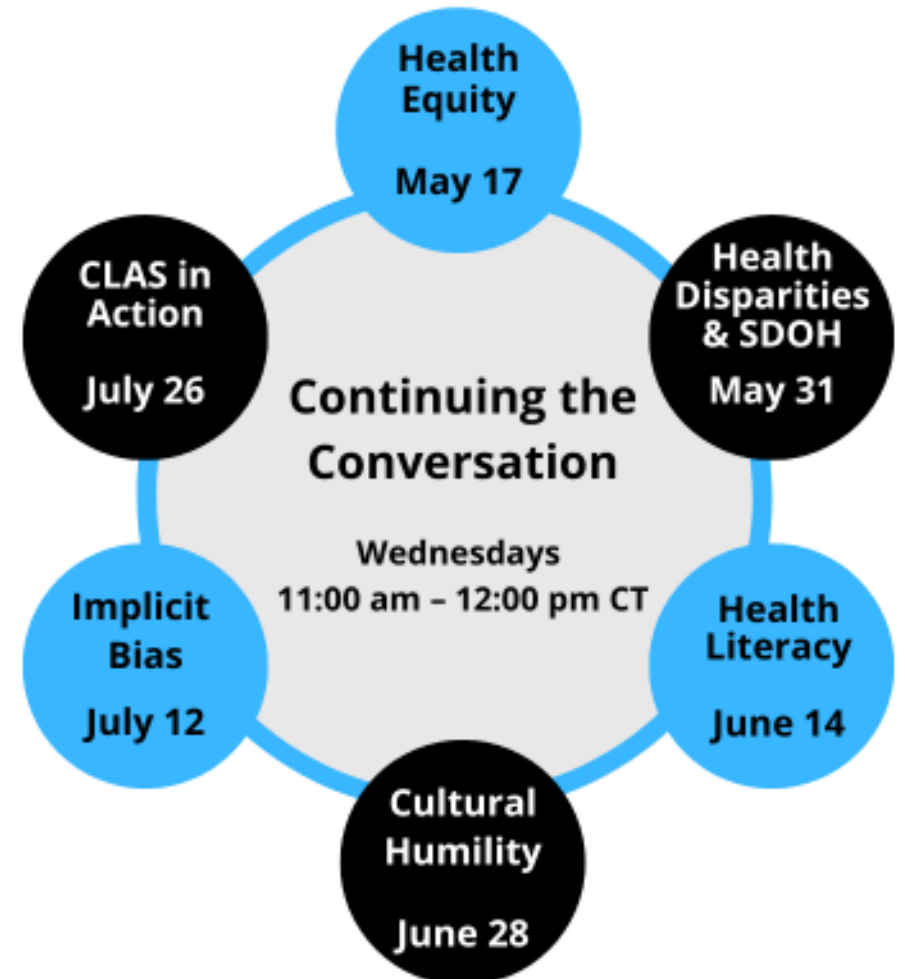
- Describe the various components of health equity and their impact on achieving equitable care

Identify

- Identify opportunities of growth for organizations and individuals

Access

- Access resources to help with ensuring equitable care



The Purpose of the National CLAS Standards



Advance health equity

Improve quality of services

Help eliminate disparities

Conversation Topics and CLAS Standard Themes

Topic 3 | Health Equity

The Principal Standard

Theme 1: Governance, Leadership and Workforce

Theme 2: Communication and Language Assistance

Theme 3: Engagement, Continuous Improvement and Accountability

Our Speakers



Kuol Malou
CEO & Co-Founder
The HUB SD



Allie Wanner
Community Health Worker
CHI St. Alexius Health



Kendra Jasso-Chukwuyem
Community Health Worker
Avera Community Health
Resource Center



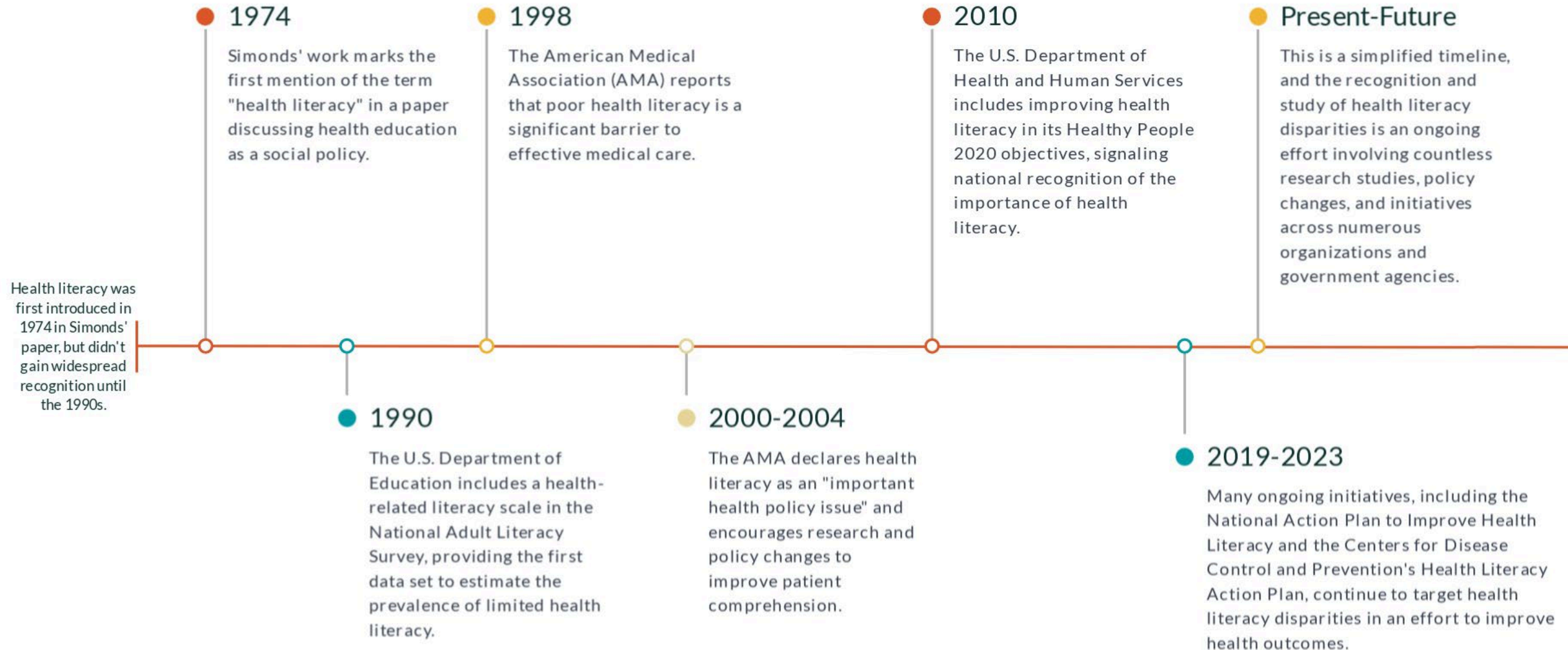
The Future of Health Literacy: Uncovering the Challenges & Opportunities



Introduction to Health Literacy

Health literacy is an important factor in the future of healthcare. It is the ability to understand and use health information to make decisions and take action to improve one's health.

Genesis of The Term **Health Literacy**





Understanding Barriers to Health Literacy



Defining Health Literacy

Health literacy is the ability to understand and use health information to make decisions and take action.



Barriers to Health Literacy

Barriers to health literacy include language, education, and access to resources.



Impact of Barriers

Barriers to health literacy can lead to poorer health outcomes and increased healthcare costs.

Barriers to health literacy often intertwine with social determinants of health. The barriers can stem from cultural differences, language proficiency, education level, and even the complexity of the health system itself. These barriers can disproportionately affect vulnerable and marginalized communities.

Impact of Low Health Literacy



Poorer Health Status: Research has shown that individuals with low health literacy often report poorer health status. They may have difficulty understanding and managing their health conditions, which can lead to worse health outcomes.



Higher Rates of Hospitalization and Emergency Care:

People with low health literacy have been found to use emergency services and be hospitalized more frequently than those with higher health literacy levels. Misunderstanding health instructions can lead to medication errors, improper treatment adherence, and worsening health conditions requiring emergency attention.

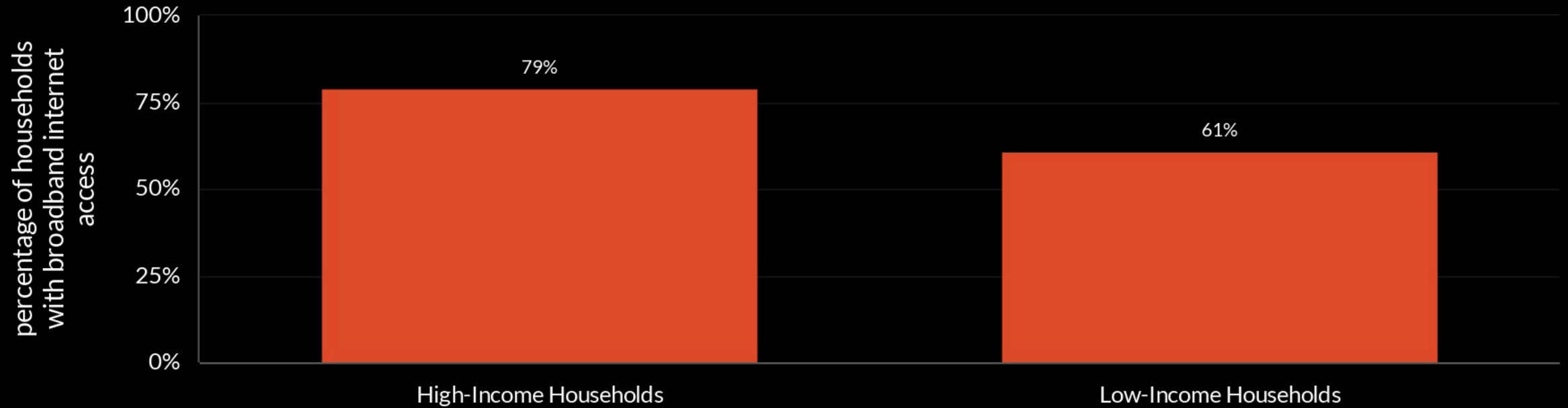


Lower Use of Preventive Healthcare Services:

Health literacy plays a crucial role in preventive healthcare, such as regular check-ups, screenings, and vaccinations. Those with lower health literacy are less likely to use these services, which could lead to delays in diagnosis and treatment.

“Technology and social media are powerful tools for improving health literacy outcomes, but they must be used responsibly and strategically.”

Broadband Internet Access Across Income Brackets (2021 Data)



Digital platforms offer potential solutions to the health literacy gap, including online health education, mobile health apps, telemedicine, and digital health records. However, they also present new challenges, such as the digital divide and lack of digital literacy, particularly among the elderly, the economically disadvantaged, and those in remote areas.

“Health literacy is not only a key factor in improving health outcomes, but also a critical component of economic growth.”

-WORLD HEALTH ORGANIZATION

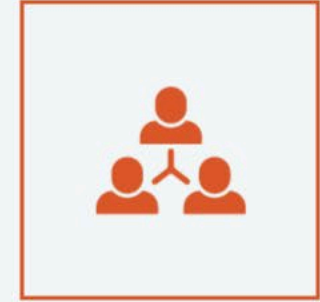


Health Literacy: A Pillar of Economic Growth



Improved Productivity:

As an employee/employer, improved health literacy can significantly reduce absenteeism. Employees who are more literate about health tend to take proactive measures to maintain their health, thereby minimizing instances of sickness-related absenteeism.



Corporate Social Responsibility:

From the employee/employer's perspective, promoting health literacy can also be a part of corporate social responsibility. By educating employees about health and wellness, companies contribute to the broader goal of improving community health outcomes, which can enhance the company's reputation and standing in the community.



Health Literacy: A Pillar of Economic Growth (Con't)



Employee Retention:

A workforce that is empowered with health literacy skills may perceive their employer as caring for their wellbeing, fostering a sense of loyalty and potentially leading to increased employee retention. By investing in health literacy programs, employers can show they value their employees' health, which can improve employee morale and job satisfaction.



Continuity of Business Operations:

In instances of public health emergencies (like the COVID-19 pandemic), having a health-literate workforce can ensure business continuity. Employees with better understanding of health information are more likely to follow guidelines for preventing the spread of diseases, ensuring that businesses can continue their operations with minimal disruption.

DESIGN NARRATIVES

“Health is a human right, not a privilege to be purchased. Health literacy bridges the gap between these two.”



**Let's do great things in Health
through the lens of Empathy-**

Kuol Malou:

Founder And CEO: Design Narratives

Co-Founder: **The HUB SD** / kuol@thehubsd.org

map



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Questions



Resources

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Health Equity Series: Continuing the Conversation

Continuing the Conversation

Register Today

This series is intended to continue the conversation; creating a space to dive into some of the interdependent components that impact the ability to achieve health equity. We have invited leaders and subject matter experts across the Dakotas to share their expertise, personal experiences, best practices, and application strategies.

- Series Resource List
- Series Evaluation

Objectives:

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- Describe the various components of health equity and their impact on achieving equitable care

Wednesdays | 11:00 am – 12:00 pm CT

Continuing the Conversation Resources

- [Continuing the Conversation Series](#)
- [Series Evaluation](#)
- [CLAS Checklist and Action Plan](#)

<p>Session I: Health Equity</p> <p>May 17, 2023</p>	<ul style="list-style-type: none"> GPQIN Health Equity North Dakota HHS Community Engagement Unit South Dakota Department of Health CLAS and the National CLAS Standards Joint Commission Accreditation Resource Center CMS Health Equity CMS Framework for Health Equity Hospital IQR Measures for Health Equity North Dakota HQIC (Hospital Quality Improvement Contractor) South Dakota HQIC (Hospital Quality Improvement Contractor)
<p>Session II: Health Disparities and Social Determinants of Health</p> <p>May 31, 2023</p>	<ul style="list-style-type: none"> Video: Don't Forget About Us Sicangu Health Initiative's Wotakuye Wellness Program Community HealthCare Association of the Dakotas (CHAD) CDC Social Determinants of Health FAQs The Bridgespan Group: The Community Cure for Healthcare North Dakota: FirstLink Community Resources South Dakota: Helpline Center Community Resources Findhelp
<p>Session III: Health Literacy</p> <p>June 14, 2023</p>	<ul style="list-style-type: none"> Patients with Limited English Proficiency - (AHRQ) Health Literacy Universal Precautions Toolkit - (AHRQ) Providing Language Services to Diverse Populations: Lessons from the Field Re-Engineered Discharge (RED) Toolkit - (AHRQ) Health Literacy Online, U.S. Department of Health and Human Services Health Literacy: A Necessary Element for Achieving Health Equity, National Academy of Medicine The Short Assessment of Health Literacy for Spanish Adults (SAHLSA-50), Center for Health Care Strategies Health Literacy Tool Shed, Boston University

<https://greatplainsqin.org/initiatives/health-equity/health-equity-series-continuing-the-conversation/>

Next Conversation: June 28 | Cultural Humility

Session Overview: Learn what cultural humility is and hear from a 4-person panel about the importance of leveraging cultural humility within healthcare.

Dr. Julie Smith Yliniemi

Director of Community Engagement
Indigenous Trauma and Resilience Research Center and DaCCoTA

Sandy Hanretty

Patient and Family Advocate

Dr. Jerome Bentz

Family Medicine Physician
Platte Medical Clinic Avera - Platte, SD

Joyce Giciro

Community Coach -- Global neighbors and NDSU-extension
Sanford Bismarck – Emergency Department Nurse



Get Connected



Podcast: Q Tips for Your Ears

Looking for health care information and quality resources?

greatplainsqin.org/q-tips-for-your-ears/



Join Our **Community Coalition Listserv**

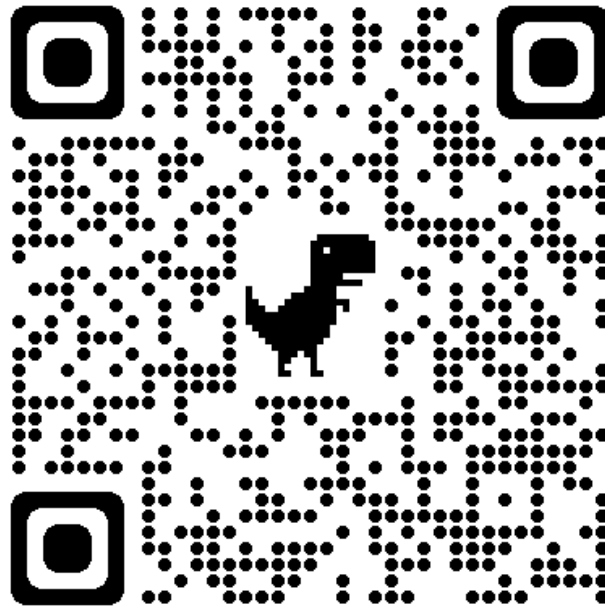
gaggle.email/join/communitycoalition@groups.greatplainsqin.org



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We Would Love Your Feedback



<https://gpqin.wufoo.com/forms/continuing-the-conversation-health-equity-series/>



THANK YOU!

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