

Results of a survey conducted within M-POHL member countries on implementing health literacy policies

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Why does M-POHL focus on evidence-based policy and practice?

- The vision and mission of M-POHL is to improve health literacy in the WHO European Region.
- This requires:
 - high-quality and internationally **comparative data** to support evidence-informed political decisions and targeted practice interventions
 - the collection and synthesis of **evidence on effective policies and interventions**

A guide for policy makers

- To support policy-/decision-makers and administrators in implementing effective policies and actions to improve health literacy of the population on a national level.
- Shares insights from currently existing health literacy policies, strategies and action plans as well as expert experiences and opinions
- Closes with a checklist to reflect on the national policy situation → **survey within M-POHL member countries**

**Health literacy
policies –
how can they be
developed and
implemented?**

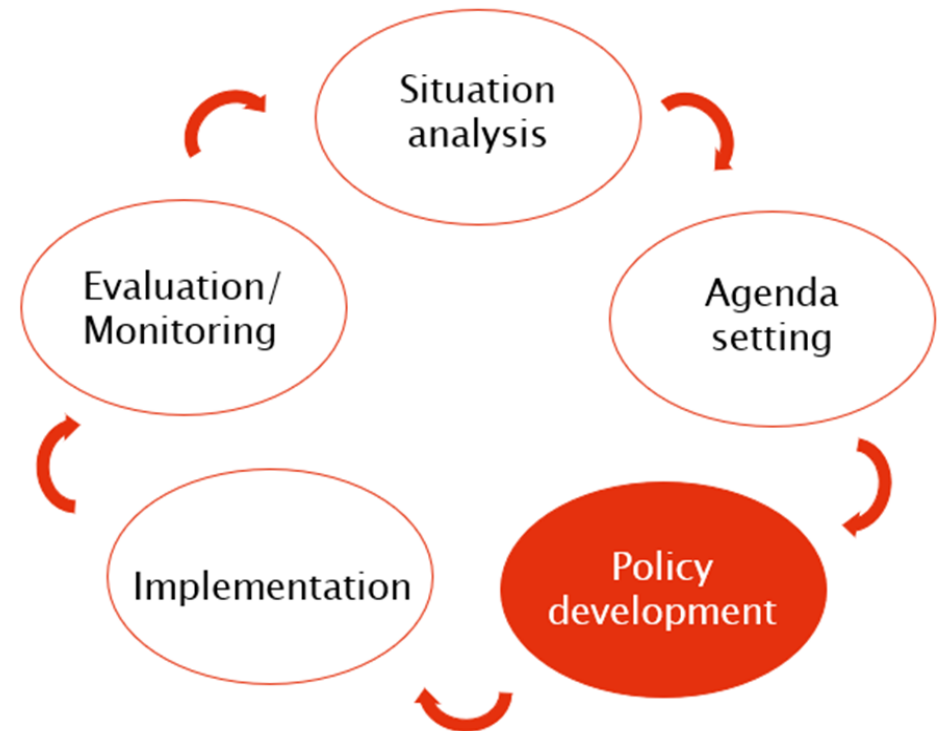
**A guide for policy
and decision
makers**



A guide for policy makers/checklist

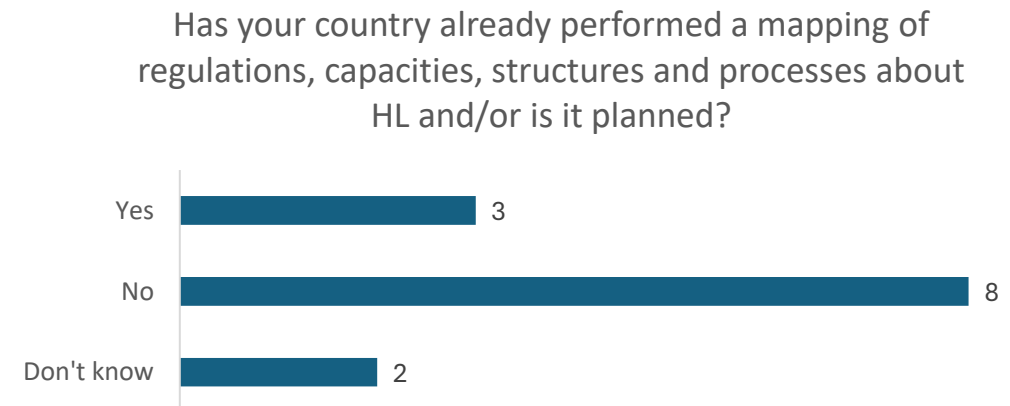
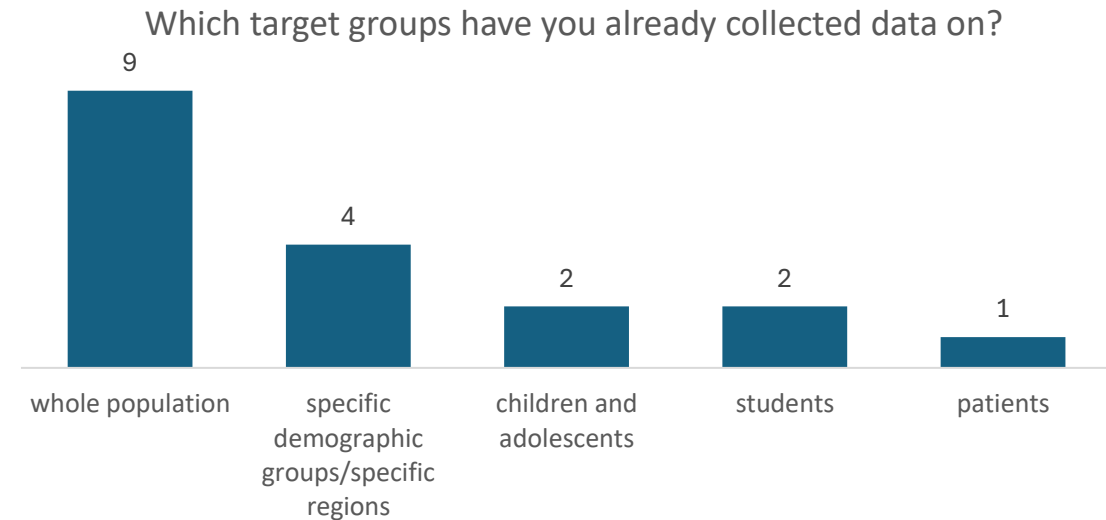
Following a public health action cycle

- Phase 1. Situation analysis and initial awareness rising
- Phase 2. Agenda setting
- **Phase 3. Policy development**
- Phase 4. Implementation
- Phase 5. Evaluation and monitoring



Phase 1. Situation analysis and initial awareness rising

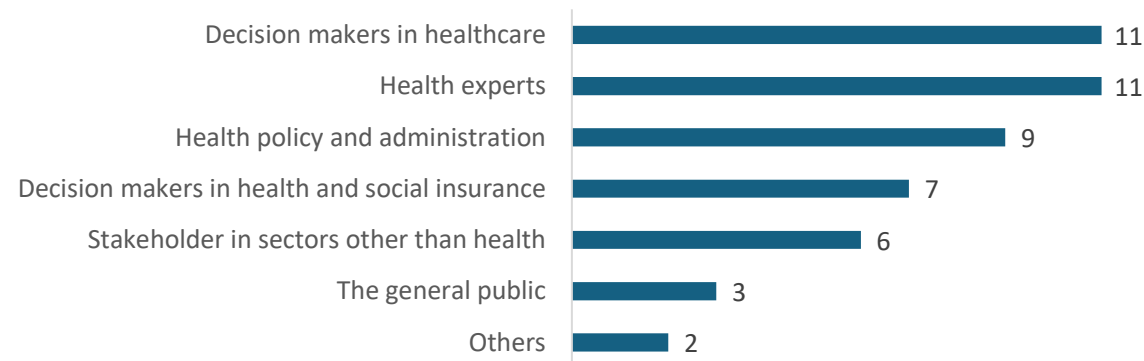
- The majority has already **collected data on population health literacy** twice or more. Only one country has already collected data on organizational health literacy two or more times.
- The minority has performed or planned a **mapping of regulations, capacities, structures and processes** about health literacy. Four countries carried out a **stakeholder analysis** in relation to health literacy on a national level.



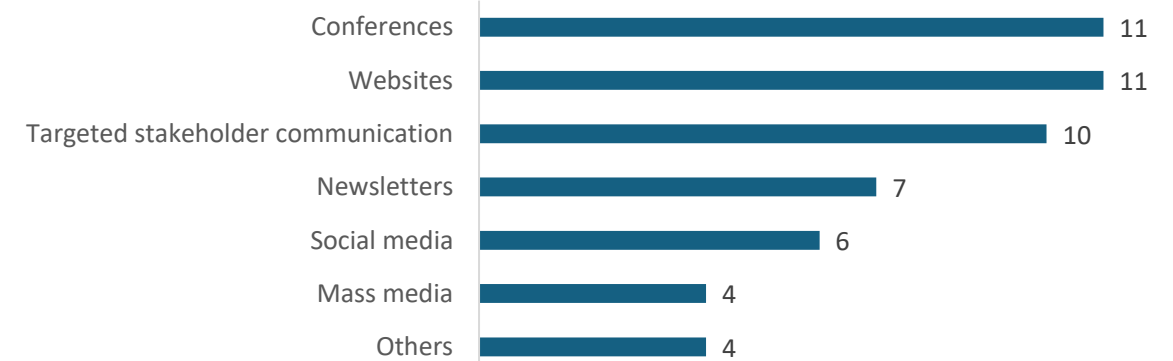
Phase 2. Agenda setting

- Countries identified the **highest level of awareness** in regard to health literacy as a relevant topic in the area of health policy and administration followed by health professionals.
- Most countries (7) have no **advocacy and stakeholder engagement strategy** for improving health literacy.
- The **main actors** involved in the agenda setting process are networks or alliances, followed by communication experts, citizen and patient representatives and others such as researchers.

Who is addressed by the agenda-setting activities?



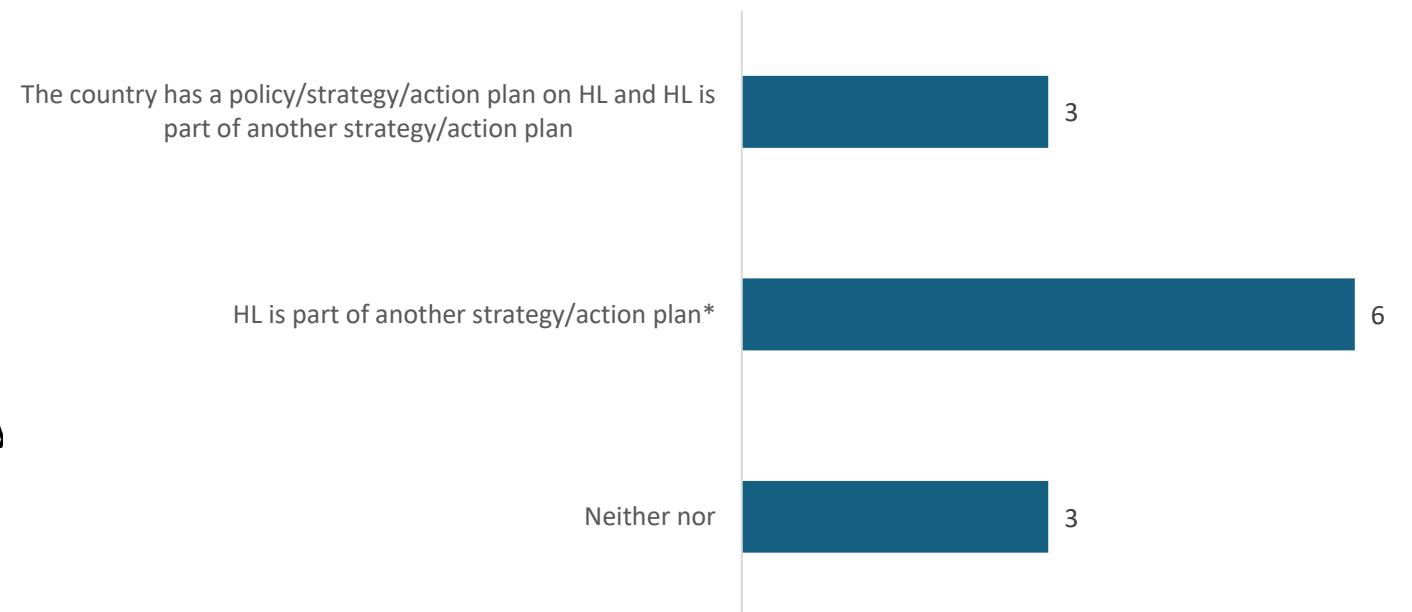
What media and channels are used for agenda setting?



Phase 3. Policy development

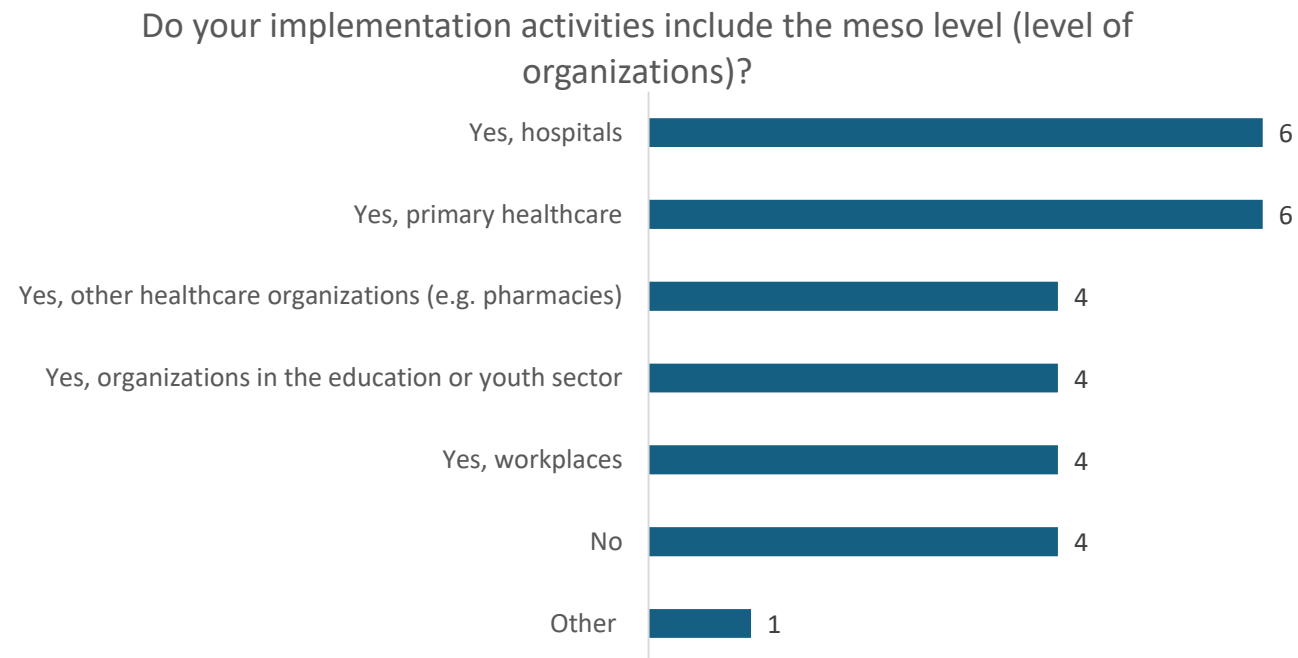
- Only **three countries** (out of 13) have a policy, a strategy or an action plan on health literacy in place.
- In other countries health literacy **is part of another strategy/action plan** such as the National Strategy for health care, NCDs, addiction, e-Health, patient safety or National Public Health Programmes (health promotion and prevention) and National Health Targets.

Do you have a policy/strategy/action plan on HL or is HL part of another strategy/action plan?



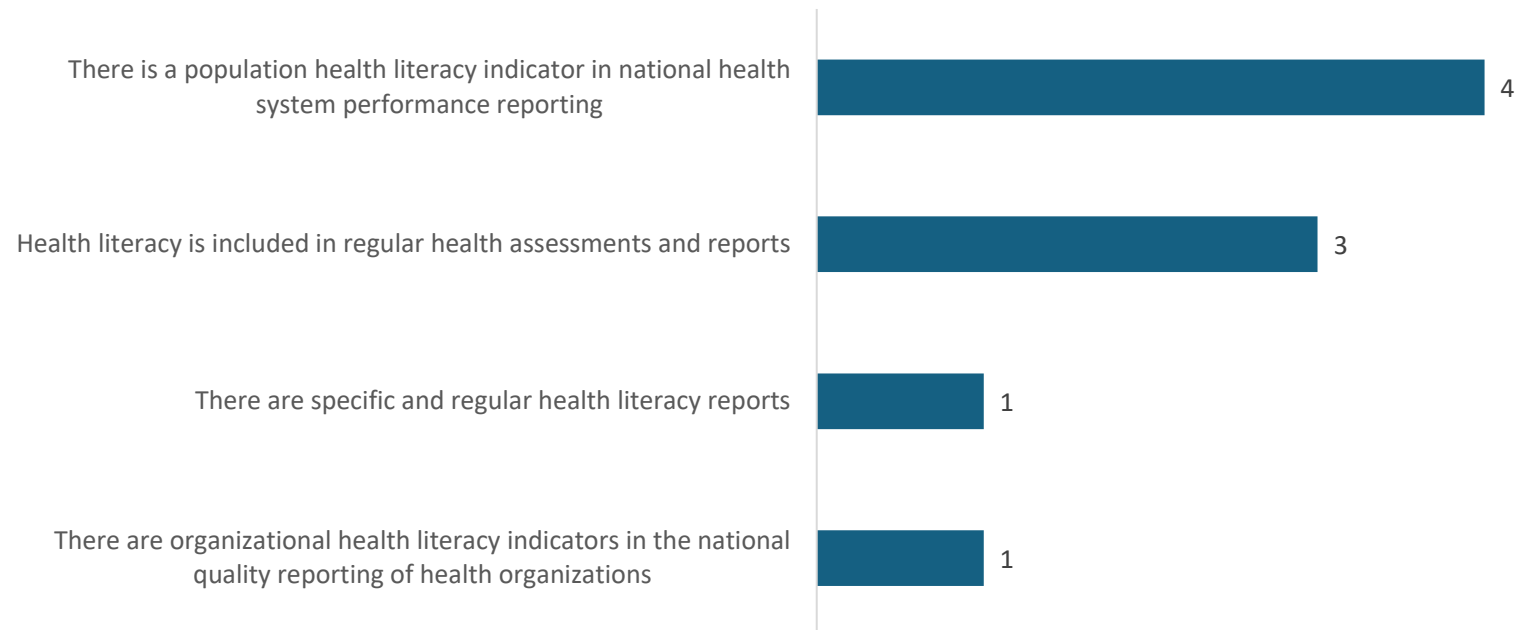
Phase 4. Implementation

- The most implementation activities on improving health literacy are directed at hospitals and primary healthcare.



Phase 5. Evaluation and monitoring

Is health literacy included in any form of regular health reporting/health system performance monitoring in your country?



Conclusion

- Despite manifold efforts by governments of analyzing and improving population health literacy, the topic still **needs to be continuously placed on the agenda of relevant decision makers**, the general public and civil society organizations.
- While a majority of the participating M-POHL member countries have already collected data on population health literacy and on specific target groups, data collection on **organizational health literacy** is **rare**.
- Only a minority of the M-POHL member countries developed concrete policies or action plans on health literacy. Moreover, most countries still do **not have an advocacy and stakeholder engagement strategy** for improving health literacy.

Thanks for your attention!

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