Health literacy and communication
Health literacy

- **First Version 2020:**
  Rhiem / Schmidt

- **Version 2021:**
  Bauerfeind / Schütz
Health literacy
Definition

“Health literacy is linked to literacy and entails people’s knowledge, motivation and competences to access, understand, appraise, and apply health information in order to make judgments and take decisions in everyday life concerning healthcare, disease prevention and health promotion to maintain or improve quality of life during the life course.”

Sørensen et al., (2012)


7. Leitlinienprogramm Onkologie (Deutsche Krebsgesellschaft, Deutsche Krebshilfe, AWMF): Palliativmedizin für Patienten mit einer
Health literacy

- The more developed health literacy is, the better a person can inform himself or herself about health (e.g. prevention, therapy) in everyday life, form an opinion and make self-determined decisions that maintain or improve the quality of life and health throughout the self-determined course of life.

- However, the extent of health literacy of a person depends not only on his or her individual prerequisites and acquired competencies, but especially on the professional quality, appropriateness, comprehensibility, form of communication and availability of the information provided.

Health literacy
User participation

Reasons cited for overuse, underuse and misuse in the health care system include the weak position of patients (SVR 2001).

In the context of health literacy, the patient is

▪ More autonomous actor and co-designer
▪ The one who takes responsibility and an active role in medical decisions
▪ The person who extracts the individually relevant meaning from professionally offered information and behaves in accordance with individual ideas about certain health situations

SVR - Council of Experts for the Assessment of Developments in the Health Care System


7. Leitlinienprogramm Onkologie (Deutsche Krebsgesellschaft, Deutsche Krebshilfe, AWMF): Palliativmedizin für Patienten mit einer
Health literacy

evidence-based information

Evidence-based information in health care should be used to answer patients' questions in an understandable way. They are based on the current state of knowledge and are free from influence:

requirement for evidence-based health information as a discrimination against pseudo-scientific recommendations:

- The information on services or products may not be used directly or indirectly for marketing purposes.
- The systematic search corresponds to the questions relevant to the target group.
- The selection of evidence suitable for the research question is justified.
- An undistorted presentation of the results relevant to the patients (e.g. mortality, complaints, complications, health-related QoL) is available.
- The presentation of uncertainties is appropriate in terms of content and language.
- The presentation of results is clearly separated from the derivation of recommendations.
- Consideration of current evidence to communicate figures, risk information and probabilities.
- There must be sufficient time for the decision.
- The possibility that the measure may be refused must not be a reason for withholding information.


*Angst, Vertrauen*


5. Tulsky, J.A., et al., *Enhancing communication between oncologists and patients with a computer-based training program: a

**Patientenzufriedenheit**


**Adhärenz**


**Entscheidungsfindung**

Health literacy and communication

Kommunikationsprobleme
Kommunikationsstrategie

Patientenzufriedenheit

Einfühlungsvermögen

Qualified training measures can help to promote communicative skills.
- communication training for doctors can e.g.
  - Enhance empathy
  - Extend and enrich communication skills
  - Increase patient satisfaction (information, support, consideration of concerns)
  - Improve transmission of information

<table>
<thead>
<tr>
<th>Oxford</th>
<th>LoE</th>
<th>AGO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2a</td>
<td>+</td>
</tr>
<tr>
<td></td>
<td>2a</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2b</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2b</td>
<td></td>
</tr>
</tbody>
</table>
Training, coaching, OPL

Definition

Prognose, Behandlung, QoL
Zögern etc.

Entscheidungshilfen