Health Literacy and Communication
Health Literacy

- **Versions 2020-2022:**
  Bauerfeind / Maass / Rhiem / Schmidt / Schütz

- **Version 2023:**
  Bauerfeind / Rhiem
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.**

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
- the one whose **digital health literacy** (e.g. media literacy, critical judgement) – as well as that of health professionals – should be supported.

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

7. Lawhon VM “It’s important to me”: A qualitative analysis on shared decision-making and patient preferences in older adults


15. van Veenendaal H, Erratum to: Does a tailored, multilevel implementation programme help clinicians to apply shared decision-making in breast cancer care? A before-after study. BJS Open 2021.


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:

- 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.

Health Literacy
Communication

Non-directive and evidence-based doctor-patient communication geared to the current needs, values, problems, resources and preferences of patients has beneficial effects.

Oxford
LoE

- Reduction of fear 2b
- Trust in treating oncologists is increased 2b
- Treatment satisfaction is increased 2a
- Therapy adherence is increased 2a
- Decision making is improved 2a
- Mental complaints are improved 2a


Angst, Vertrauen

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

**Patientenzufriedenheit**


**Adhärenz**


**Entscheidungsfindung**

Kommunikationsprobleme
Förderung kommunikativer Kompetenzen


Patientenzufriedenheit


Einfühlungsvermögen


Qualified training measures can help to promote communicative skills.

- Enhance empathy 2a
- Extend and enrich communication skills 2a
- Increase patient satisfaction (information, support, consideration of concerns) 2b
- Improve transmission of information 2b
Training, coaching, OPL

Definition

Prognose, Behandlung, QoL
Zögern etc.

Entscheidungshilfen


Aktive Rolle:

Informiertheit:

Allgemein/Wissen: