Health Literacy: Innovation for NCDs and immunizations

Geneva Health Forum

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Geneva April 19, 2012
The Opportunity to Advance Health: Health Literacy for the public good

“Informed opinion and active cooperation on the part of the public are of the utmost importance in the improvement of health of the people.”

World Health Organization
Preamble to the Constitution
Health Literacy

Health Literacy is “the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.”

Sources: Ratzan and Parker, NLM Complete Bibliographies of Medicine, 2000; USDHHS, Healthy People 2010; Institute of Medicine, 2006
Health Literacy is Important Globally: Action Plans in Varying Phases

- **United Nations Political Declaration on NCDs 2011**
  - Develop, strengthen and implement, as appropriate, multisectoral public policies and action plans to promote health education and health literacy, including through evidence-based education and information strategies and programmes in and out of schools, and through public awareness campaigns.

- **European Union**
  - Stresses the need to enhance health literacy as a policy at EU and Member State levels.
  - Health literacy survey conducted in 8 member states and Switzerland.

- **China**
  - Health Literacy 66 – (A Compilation of 66 Health Literacy Goals)
  - Basic knowledge and concepts; healthy lifestyles and behaviors; basic skills
  - Ministry of Health survey found that little over 6% of population is health literate (December 2009)
Health literacy can have major global impacts on the achievement of the Millennium Development Goals (MDGs) – including reduction of:

- Chronic, non-communicable diseases (NCDs)
- Maternal and child mortality

Over 16 years of research -- 100 Issues in the peer reviewed Journal of Health Communication presents measurable health outcomes

Mobile health (m-health) communication provides new opportunities

Sources:
The Future of Health Literacy, mHealth and Prevention?
### Key Health Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Goal</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body Mass Index</td>
<td>19-24.9</td>
<td>Red</td>
<td>Yellow</td>
<td>Green</td>
</tr>
<tr>
<td>Blood Pressure</td>
<td>120/80??</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>Total/CRP</td>
<td>Red</td>
<td>Yellow</td>
<td>Green</td>
</tr>
<tr>
<td>Glucose</td>
<td>FBS or A1C</td>
<td>Green</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>Smoking/Tobacco Use</td>
<td>Yes</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
</tr>
<tr>
<td>Cancer Screenings (tailored to gender/age)</td>
<td>Yes</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
</tr>
<tr>
<td>Other, e.g., exercise, immunizations</td>
<td>Yes</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Overall Health Literacy Score (Green/Yellow/Red)</td>
<td>7/0/0</td>
<td>1/2/4</td>
<td>2/4/1</td>
<td>5/2/0</td>
</tr>
</tbody>
</table>

- **Excellent**: Successful attainment of majority of indicators; continue to monitor
- **Borderline**: A number of key indicators need to be attained
- **Needs Improvement**: Immediate attention required to reach attainment for better health

Adapted from
Integrating Health Literacy into Primary and Secondary Prevention, Institute of Medicine, 2011
Flu Immunization?

Have you received a flu shot in the past 2 years? A seasonal flu vaccine can protect you against the influenza viruses deemed most likely to become common during the upcoming flu season. A flu shot contains an inactivated vaccine that is given by injection, most often in the arm.

Yes  No
One or more of your health indicators are unknown. The result of this test is only based on your indicators, which may decrease the accuracy of the test. Follow up with your healthcare provider to learn your numbers or retake the test.

**YOUR SCORE**

82

OUT OF 100

Your Average

- Applicable Statistic 1
- Applicable Statistic 2

Suggestions For You

- Monitor Your Diet
- More Exercise
- Lower your Cholesterol

Learn More

You Are Here

Unhealthy

Circulation Methodology

Please click one of the Categories above to change your score
Thank You

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