

Health Literacy & Cultural Competency Tools and Techniques

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What are the literacy demands in health and healthcare?



"Culture and health literacy both
influence the content and outcome of
health care encounters."



"This intersection between
culture and health literacy is
recognized in the DHHS OMH
National Standards for
Culturally and Linguistically
Appropriate Services (CLAS)
in Health Care."

Source: Institute of Medicine Committee on Health Literacy. *Health Literacy: A Prescription to End Confusion*. Nielsen-Bohman L, Panzer AM, Kindig DA, eds. Washington, DC: The National Academies Press; 2004.

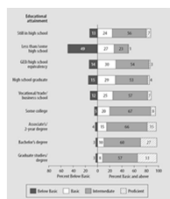
Low Health Literacy is Linked to ...

- ▶ Under-utilization of services
- ▶ Increased medication errors
- ▶ Poor health knowledge
- ▶ Increased hospitalizations
- ▶ Poor health outcomes
- ▶ Increased healthcare costs

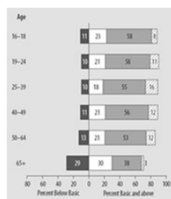


Source: Berkman N, Sheridan S, Donahue K, et al. *Health Literacy Interventions and Outcomes: An Updated Systematic Review. Evidence Report/Technical Assessment No. 199.* Prepared by RTI International-University of North Carolina Evidence-based Practice Center under contract No. 290-2007-10056-1. AHRQ Publication Number 11-E006. Rockville, MD: Agency for Healthcare Research and Quality; 2011.

Who is at Risk?



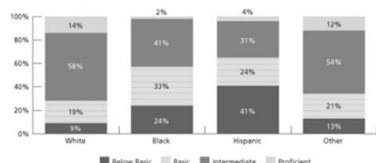
Percentage of Adults in Each Health Literacy Level by **Educational Attainment**



Percentage of Adults in Each Health Literacy Level by **Age**

Source: Kutner M, Greenberg E, Jin Y, Paulsen C. *The Health Literacy of America's Adults: Results from the 2003 National Assessment of Adult Literacy.* National Center for Education Statistics. U.S. Department of Education. 2006. NCES Publication No. 2006-483.

Who is at Risk?



Percentage of Adults in Each Health Literacy Level by **Race / Ethnic Group**

Source: U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. *Health Communication Activities. America's Health Literacy: Why We Need Accessible Health Information.* 2008. Available at: www.health.gov/communication/literacy/issuebrief. Accessed: September 18, 2013.

Culturally and Linguistically Appropriate Services (CLAS)

- ▶ Principle Standard (Standard 1)
- ▶ Governance, Leadership and Workforce (Standards 2-4)
- ▶ Communication and Language Assistance (Standards 5-8)
- ▶ Engagement, Continuous Improvement and Accountability (Standards 9-15)



Source: U.S. Department of Health and Human Services Office of Minority Health, *National Standards for Culturally and Linguistically Appropriate Services in Health and Health Care: A Blueprint for Advancing and Sustaining CLAS Policy and Practice*. U.S. DHHS. Washington, DC: 2013.

Ten Attributes of Health Literate Organizations

- ▶ 1. Leadership makes health literacy a priority
- ▶ 2. Integrated into planning, evaluation, safety and quality efforts
- ▶ 3. Prepare the workforce
- ▶ 4. Consumers included in design, implementation and evaluation
- ▶ 5. Shame-free environments meet wide range of client needs

Source: Brach C, Keller D, Hernandez LM, et al. *Ten Attributes of Health Literate Health Care Organizations*. Washington, DC: National Academy of Sciences; 2012.

Ten Attributes of Health Literate Organizations

- ▶ 6. Health literacy strategies used in interpersonal communication
- ▶ 7. Easy access, navigation support
- ▶ 8. Materials are easy to read, understand and act on
- ▶ 9. Health literacy is addressed at high risk points
- ▶ 10. Communicate health insurance and health costs clearly

Source: Brach C, Keller D, Hernandez LM, et al. *Ten Attributes of Health Literate Health Care Organizations*. Washington, DC: National Academy of Sciences; 2012.

Research-based Health Literacy Interventions



- ▶ Health literacy training
- ▶ Plain language
- ▶ Teach-back technique

Source: Berkman N, Sheridan S, Donahue K, et al. Health Literacy Interventions and Outcomes: An Updated Systematic Review. Evidence Report/Technical Assessment No. 199. Prepared by RTI International-University of North Carolina Evidence-based Practice Center under contract No. 290-2007-10056-1. AHRQ Publication Number 11-E006. Rockville, MD: Agency for Healthcare Research and Quality; 2011.

Research-based Cultural Competency Interventions



- ▶ Cultural competency training
- ▶ Language access services
- ▶ Use of community health workers

Source: Fortier, JP, Bishop D. Setting the Agenda for Research on Cultural Competence in Health Care. Brach C, editor. OMH and AHRQ. (Publication No. 474). 2004.

Language Access Services

- ▶ Interpreting
- ▶ Translating



Birth control methods brochures in five languages. Action for Boston Community Development (ABCD)




Communicating Effectively Through an Interpreter Kaiser Permanente


Source: Andriulis DP, Brach C. Integrating Literacy, Culture, and Language to Improve Health Care Quality for Diverse Populations. Am J Health Behav. 2007;31(Suppl 1):S122-133.

Avoid Medical Jargon	Use Living Room Language
Diagnosis.....	Cause of your illness
Anti-inflammatory.....	Lowers fever and swelling
Nasal congestion.....	Stuffy nose
Lesion.....	Cut, wound, sore
Risk factor.....	Will increase your chance of getting...

Teach-back

► Checking for understanding





Source: American Medical Association Foundation and American Medical Association. Health Literacy and Patient Safety: Help Patients Understand. Chicago, IL: American Medical Association; 2007.

Tips for Working with Interpreters

- Work with a trained interpreter
- Clarify interpreter's role
- Note mode of interpretation
- Use triadic interview process
- Maintain transparency
- Use appropriate positioning
- Use first-person speech

Video Demonstration



Video Clip:
Working Effectively
With an Interpreter

Source: *Communicating Effectively Through an Interpreter*. Kaiser Permanente.

Downloaded From: HRSA (2007). *Unified Health Communication 101: Addressing Health Literacy, Cultural Competency, and Limited English Proficiency*. <http://www.hrsa.gov/healthliteracytraining.htm>

Health Professional Training



<http://www.hrsa.gov/publichealth/healthliteracy>

- Module 1: Intro to Health Communication
- Module 2: Health Literacy
- Module 3: Cultural Competency
- Module 4: Limited English Proficiency

Tips for Translating

- Methods
 - Single Translation
 - Parallel Translation
 - Trans-creation
- Ensuring Quality
 - Back Translation
 - Field Testing

Birth control methods
brochures in five languages,
Action for Boston Community
Development (ABCD)



Source: Andriulis DP, Brach C. Integrating Literacy, Culture, and Language to Improve Health Care Quality for Diverse Populations. *Am J Health Behav*. 2007; 31(Suppl 1):S122-133.

RECOMMENDED REGARDING WRITING IN TERMS OF ITS RECEPTION

IT IS NOT INAPPROPRIATE , WHEN USING PRINT MEDIA TO IMPART MATERIAL OF A FACTUAL OR INTERPRETIVE NATURE WHICH HOLDS THE INTENTION OF CONVEYING CRITICAL INFORMATION TO AND/OR INCLUDING A CRITICAL ACTION BY ITS PROSPECTIVE RECIPIENTS, TO EMPLOY RELATIVELY NONCOMPLEX VERBIAGE SO AS TO MAXIMIZE COMPREHENSION IN THE AFOREMENTIONED POPULATION.

Source: Lessons in Plain Language 1992, PLAN, Inc.

Plain Language

- ▶ Lots of white space
- ▶ **Avoid italics, script, fancy fonts**
- ▶ SERIF font for text
- ▶ **Bold**, concise headers
- ▶ **NON SERIF** for headers
- ▶ Ragged right edge
- ▶ Large type (12 pt or larger)
- ▶ Appealing colors, **High contrast**
- ▶ **UPPER AND LOWER CASE—NOT ALL CAPS**
- ▶ Include images

Source: Osborn H. Health Literacy From A-Z: Practical Ways to Communication Your Health Message. Burlington, MA: Jones & Bartlett Learning, 2013.

Plain Language

- ▶ Short words, short sentences
- ▶ Everyday language
- ▶ Need to know information
- ▶ Make it actionable
- ▶ Define unfamiliar words and include *Pro-nun-see-AY-shun*

Source: Osborn H. Health Literacy From A-Z: Practical Ways to Communication Your Health Message. Burlington, MA: Jones & Bartlett Learning, 2013.

Key Points

- ▶ Health literacy, culture and language are interrelated and affect health communication
- ▶ Health literacy and cultural competency interventions used together improve access
- ▶ Apply plain language principles to improve your messages and materials

Resources

- ▶ Culturally Sensitive Health Communication, April 30th
www.une.edu/ahec
- ▶ Health Literacy Leadership Institute, June 13th
www.go.tufts.edu/summerinstitute
- ▶ National Center for Cultural Competence
<http://nccc.georgetown.edu/>
- ▶ CDC Health Literacy – www.cdc.gov/healthliteracy
- ▶ Teach-back Toolkit – www.teachbacktraining.org
- ▶ CLAS – www.thinkculturehealth.hhs.gov.org
