

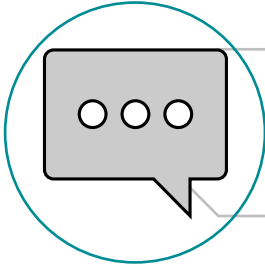


Atrium Health

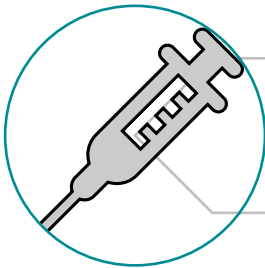
Health Literacy Strategies & Vaccinations

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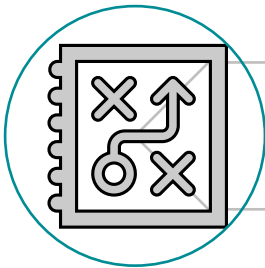
What we will talk about today



Health Literacy at Atrium Health



COVID-19



Challenges



**Health Literacy at
Atrium Health**

Health Literacy =



+



Find information (how to):

- schedule an appointment
- access test results
- contact your doctor

Understand information:

- lab tests/notes
- billing statements
- building signage
- policies
- consent forms
- what care team says
- care instructions

Use information to make health-related decisions:

- which treatment plan to choose
- how to take medicine
- how to prepare for a test/procedure
- which end of life plan to choose

Do we make it easy to find this information?

Do we present this in a way that is easy to understand?

































Do we give patients the information they need to make well informed decisions?
Do our processes and policies support this?

Health Literacy Guiding Principles

- It is everyone's responsibility to ensure patients understand
- Patients should have easy access to health information when and how they need it
- Messaging should be consistent in all interactions in the language patients understand
- Simple and clear messages are better for patients
- Patient choices should be honored without judgment
- We must engage and empower patients so they can understand and decide
- Patients should be involved in the work



Where does Health Literacy fit in?

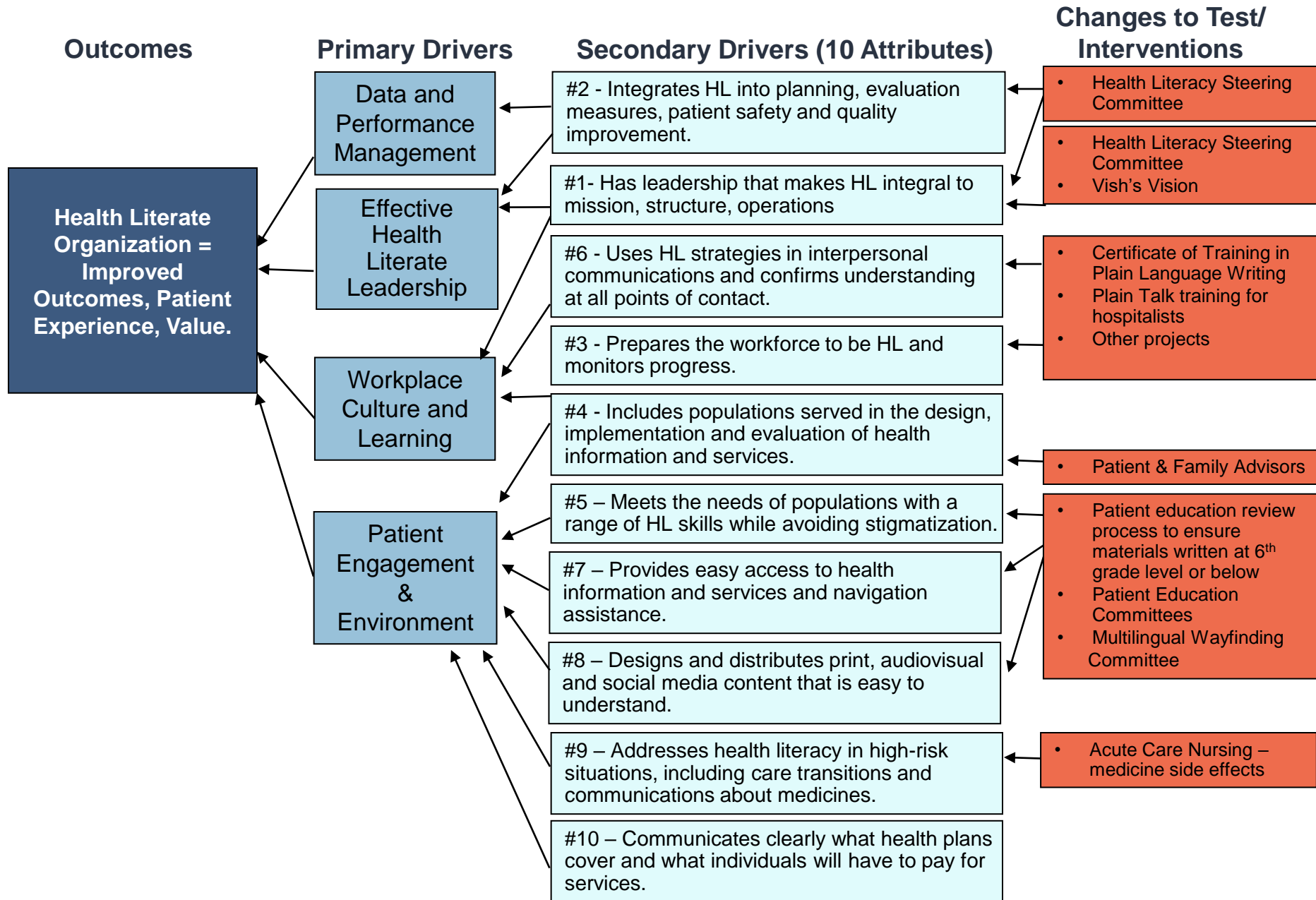
 Pharmacy	 Revenue Cycle Management	 Legal	 Facilities	 Lab	 Human Resources	 Government Relations	 Education
 Compliance	 Research	 Quality	 Finance	 Data and Analytics	 WFSM-Charlotte MD Program	 Strategy and Planning	 Innovation
 Virtual Care	 Information Systems	 Population Health	 Risk Management	 Supply Chain	 Marketing	 Business Development	 Rural Care
 New Partner Development	 Integration	 Internal Audit	 Privacy	 Imaging	 Communications	 Philanthropy	 Rehab

10 Attributes of a Health Literate Healthcare Organization

1. Has leadership that makes health literacy integral to its mission, structure, and operations.
2. Integrates health literacy into planning, evaluation measures, **patient safety, and quality improvement.**
3. Prepares the workforce to be health literate and monitor progress.
4. **Includes populations served in the design,** implementation, and evaluation of health information and services
5. Meets the needs of populations with a range of health literacy skills while avoiding **stigmatization.** *(Be culturally sensitive with material, language and communication)*
6. Uses health literacy strategies in interpersonal communications and confirms understanding at all points of contact. *(Bigger story and holistic approach to care/communication)*
7. Provides easy access to health information and services and navigation assistance.
8. Designs and distributes print, audiovisual, and social media content that is easy to understand and act on.
9. Addresses health literacy in high-risk situations, including care transitions (hand offs) and communications about medicines
10. Communicates clearly what health plans cover and what individuals will have to pay for services. Meaningful Transparency

Health Literacy Key Driver Diagram

(Based on 10 Attributes of Health Literate Health Care Organization)



Health Literacy Steering Committee

Determines and oversees system-wide initiatives at Atrium Health to become a Health Literate Organization.



Patient Education Governance Council

Leaders of Patient Education Committees that function as a liaison between committees and Steering Committee



Patient Education Committees

Review and approve content submitted by Subject Matter Experts



Cardiac

Pediatrics

Behavioral
Health

Infection
Prevention

Neuro

Rehab

Diabetes –
Inpatient

Med/Surg

Oncology

Multidisciplinary

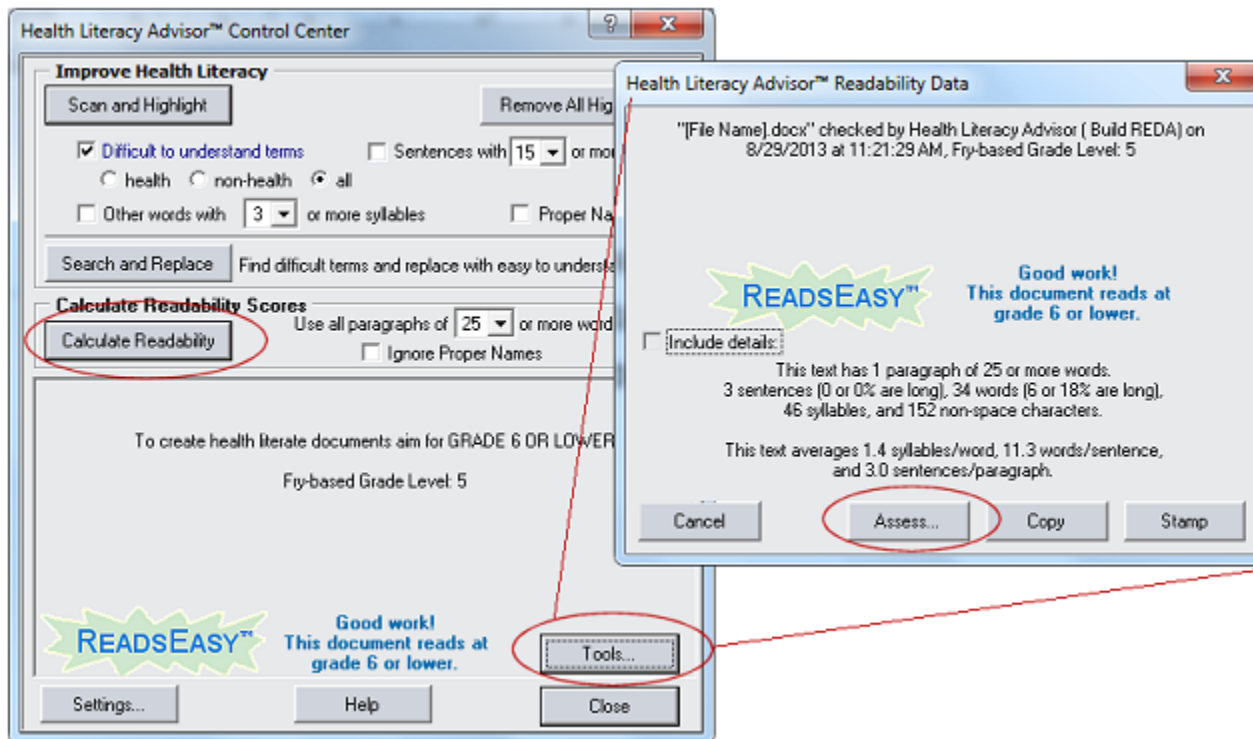
Diabetes –
Outpatient

OB



Readability software

- System-wide license for teammates
- Helps edit written material
- Our goal is 6th grade



Strategy



Train our staff



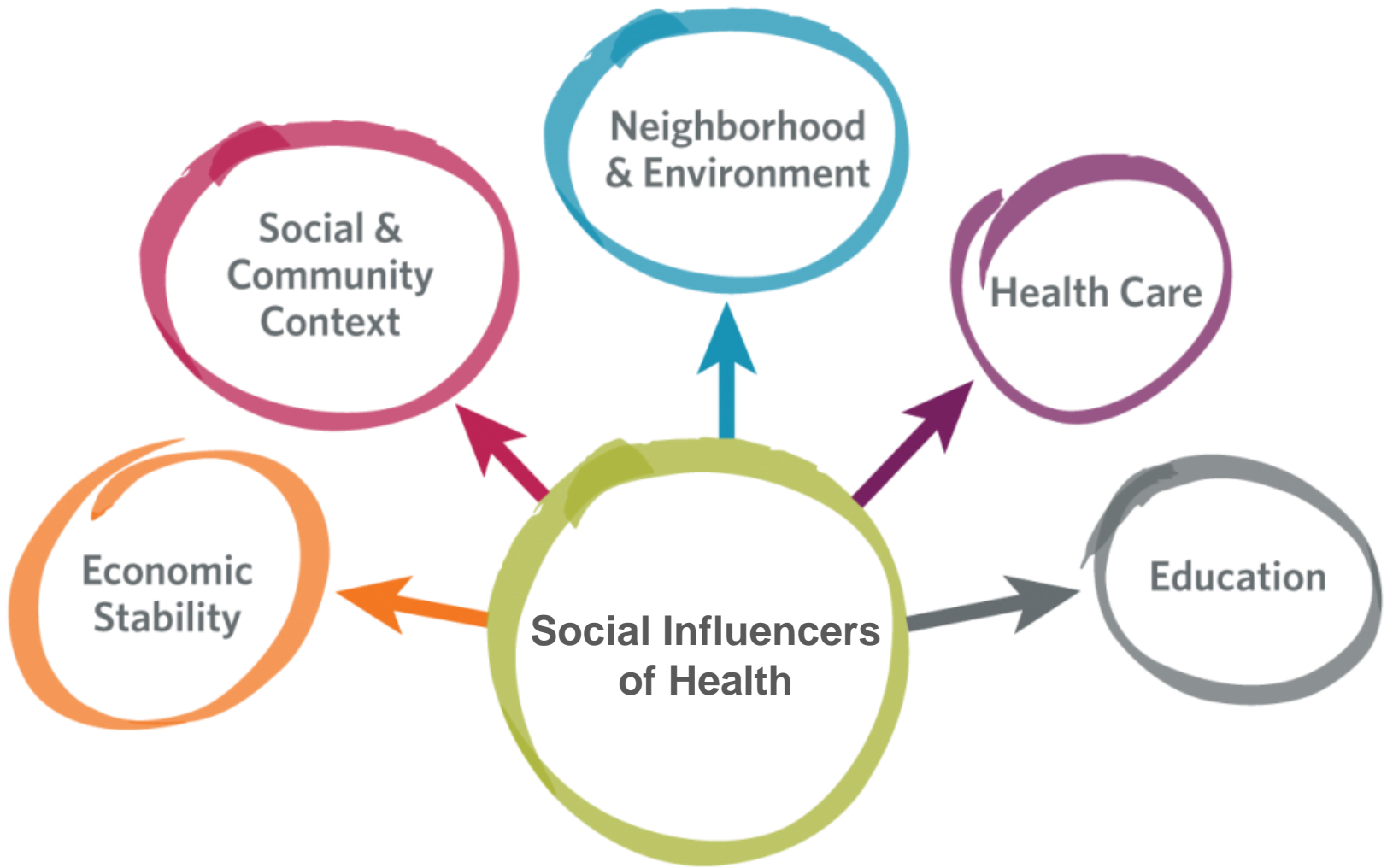
Clear Communication in all interactions



Trust with our teammates and with our community



**COVID-19 and
Para Tu Salud**





Economic Stability

Having enough money to meet your needs



Social & Community Context

Having family, friends, and a community that supports you



Education access

Having opportunities to get a good education



Neighborhood & environment

Having a place to live that is safe and healthy



Healthcare access

Having access to quality healthcare services



What else does this look like?

- Housing instability & homelessness
- Community violence
- Parent who is unemployed or underemployed
- Food insecurity
- Trauma and adverse childhood experience
- Poor access to services and support
- Living space that is unsafe or doesn't meet your needs

What happens in the mind of a person needing care?

- Do I know about it?
- Does it come up in my mind?
- Do I know people who can tell me how to get it or encourage me to get it?
- Will I be allowed by people in my life (work or personal) to get it?
- Am I afraid to get it?
- Do I have money to pay for it?
- Can I get I get off of work to get it?
- Do I have a ride to get it?
- Will the risks of getting care outweigh the benefits?



Why is this important?

Every day lived experiences affect the 'health' of our health, wellbeing, and quality of life.



Why is this important to us?

Case Study: COVID-19 and Para Tu Salud

What worked?

- Straight to Spanish patient education and marketing material
- Co-creation
- Hispanic/Latinx Influencers
- Resources
- Vaccination events at non-Atrium locations
- Culturally relevant communication:
 - Videos shared through influencers
 - Vaccine ambassadors embedded in the community
 - Radionovelas (Spanish soap operas)

Disparity Trends: Ethnicity

Vaccine disparity =

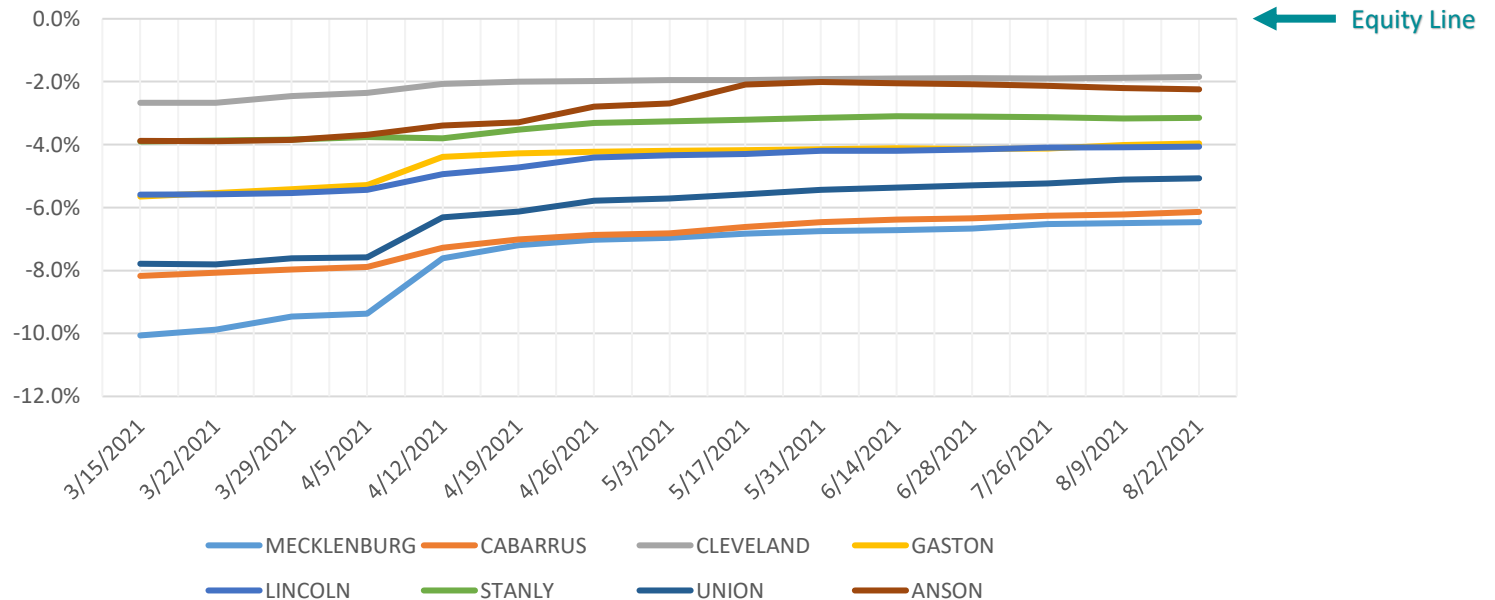
% ethnicity among
total vaccinated

— % ethnicity among
total county
population

Vaccine disparity % is be 0 (zero) if there is equitable distribution.

Data updated 8/22/2021

Latinx Vaccine Disparity: Atrium Health Data



Building Trust with Our Community



Community brokers

- Trusted individuals (influencers, leaders, community heroes) in the community
- Often are from the same culture/language group



Information is king

- Share reliable and trustworthy information
- Data is fundamental



Speak on ethics

- Speak directly about the issues at hand
- Be open and transparent about the challenges and failures



Challenges

Challenges



Trust

- Consistent messaging
- Addressing misinformation



Cross-cultural communication

- Cultural humility
- Culturally relevant



Clear Communication

- Words have power
- Ex. “social distancing”



Data

- Reliable information
- Internal and external

Questions?