



HEALTH LITERACY AND QUALITY OF CONVERSATION „SAY - ASK - UNDERSTAND“

1. THE PROJECT

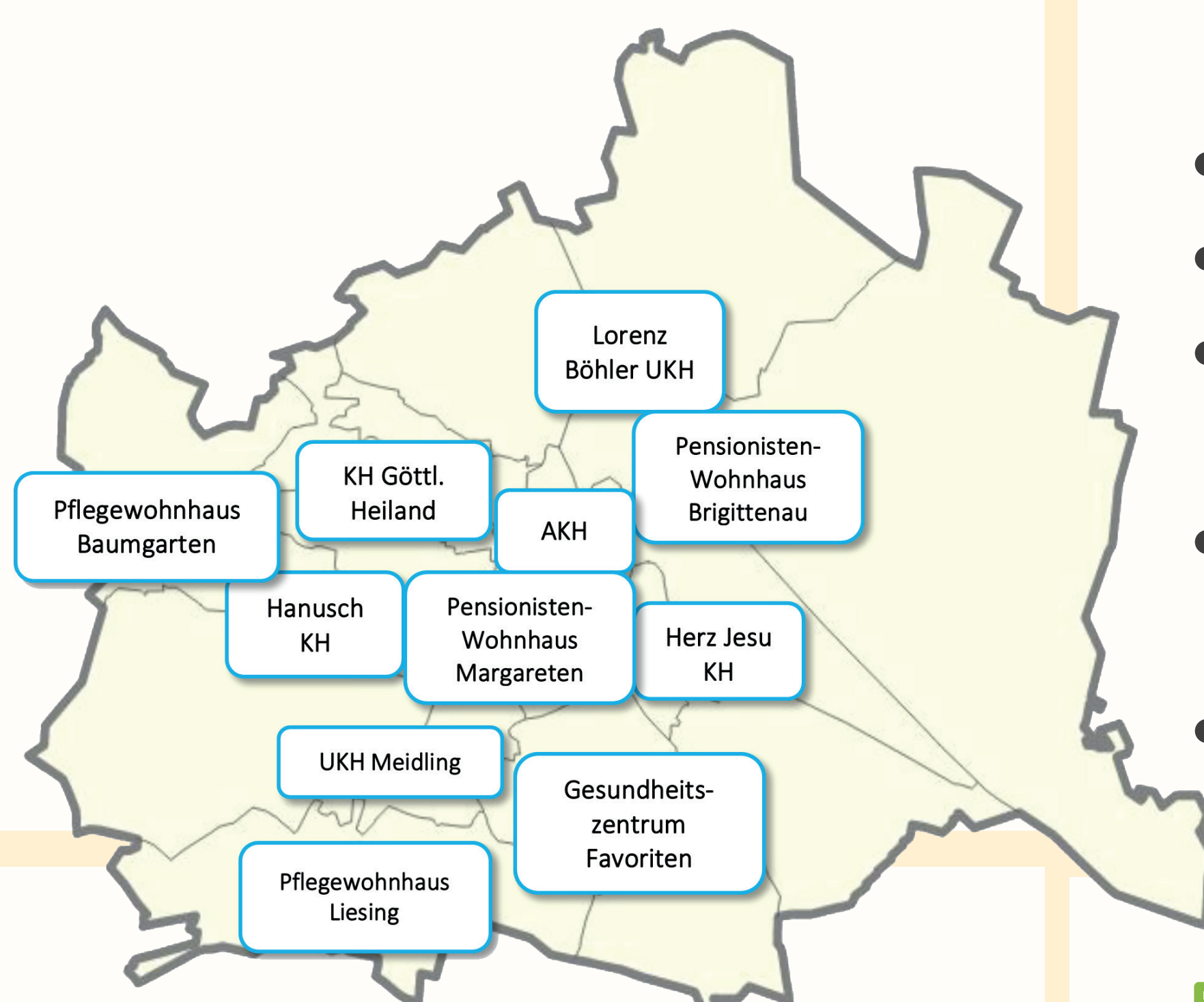
INTER-AGENCY project within the framework of the Vienna Alliance for Health Promotion in Health Care

Key data

- Duration: 09/2018 to 03/2021
- Project agency: Vienna Health Promotion (“Wiener Gesundheitsförderung – WiG”)

Target groups

- Staff of the pilot departments involved
- Patients / residents and relatives, especially vulnerable groups
 - Migrants
 - People with intellectual and multiple disabilities
 - Hearing-impaired persons
- Senior management teams of the institutions involved
- Specialised public



2. PROJECT OBJECTIVES

- Improve the quality of conversations for patients / residents / relatives
- Improve organisational health literacy
- Optimise organisational processes
- Empower patients / residents and relatives
- Transfer know-how and deliver sustainable implementation

3. ALLIANCE PARTNERS

- Vienna Health Association (“Wiener Gesundheitsverbund”)
 - Vienna General Hospital
 - Medical University Campus
- Vinzenz Group
- Austrian Health Insurance Fund (ÖGK)
- Vienna Health Association - Geriatric Centres and Nursing Homes of the City of Vienna with Socio-Medical Care
- General Accident Insurance Association - Vienna Regional Office (AUVA)
- Vienna Board of Trustees for Nursing Homes (KWP)

4. PROJECT MODULES

a. Staff empowerment

- Communication training for staff of the pilot departments
- Improving the communication skills of all professional groups with direct patient contact
- Aligning with the requirements of the pilot departments

b. Local organisational development

- Sustainable anchoring of optimal communication processes in routine operations
- Providing support for the pilot departments through regular advisory workshops

c. Patient, resident and family empowerment

- Awareness-raising events for staff
- Materials that support patients / residents / relatives to prepare for conversations in the medical / care setting



5. PROJECT EVALUATION

a. Process evaluation

- Are the target groups being reached?
Obstacles / facilitating factors in the context of implementation?
- Decision-making basis for transfer?
Lessons learned for rollout?

b. Evaluation of outcomes

- Interviews based on a standard short questionnaire (tablet support provided)
- Staff survey
- Self-assessment using a tool for health literacy in health facilities
- Guided interviews with project leaders in pilot departments and leaders of the pilot departments



For more information about the project „Health literacy and quality of conversation: SAY - ASK - UNDERSTAND“, please visit: www.wig.or.at

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