

SERVIZIO SANITARIO REGIONALE
EMILIA-ROMAGNA
Azienda Unità Sanitaria Locale di Reggio Emilia
IRCCS Istituto in tecnologie avanzate e modelli assistenziali in oncologia



International Network of
HHealth
PPromoting
HHospitals & Health Services

26TH International Conference on Health Promoting
Hospitals and Health Services

Bologna, Italy | June, 6-8, 2018

Text editing and provision of healthcare information according to Health Literacy

Federica Gazzotti

Communication Staff, Reggio Emilia Local Health Authority, Italy

The Health Literacy Project in Emilia-Romagna



Regione Emilia-Romagna

Regione Emilia-Romagna

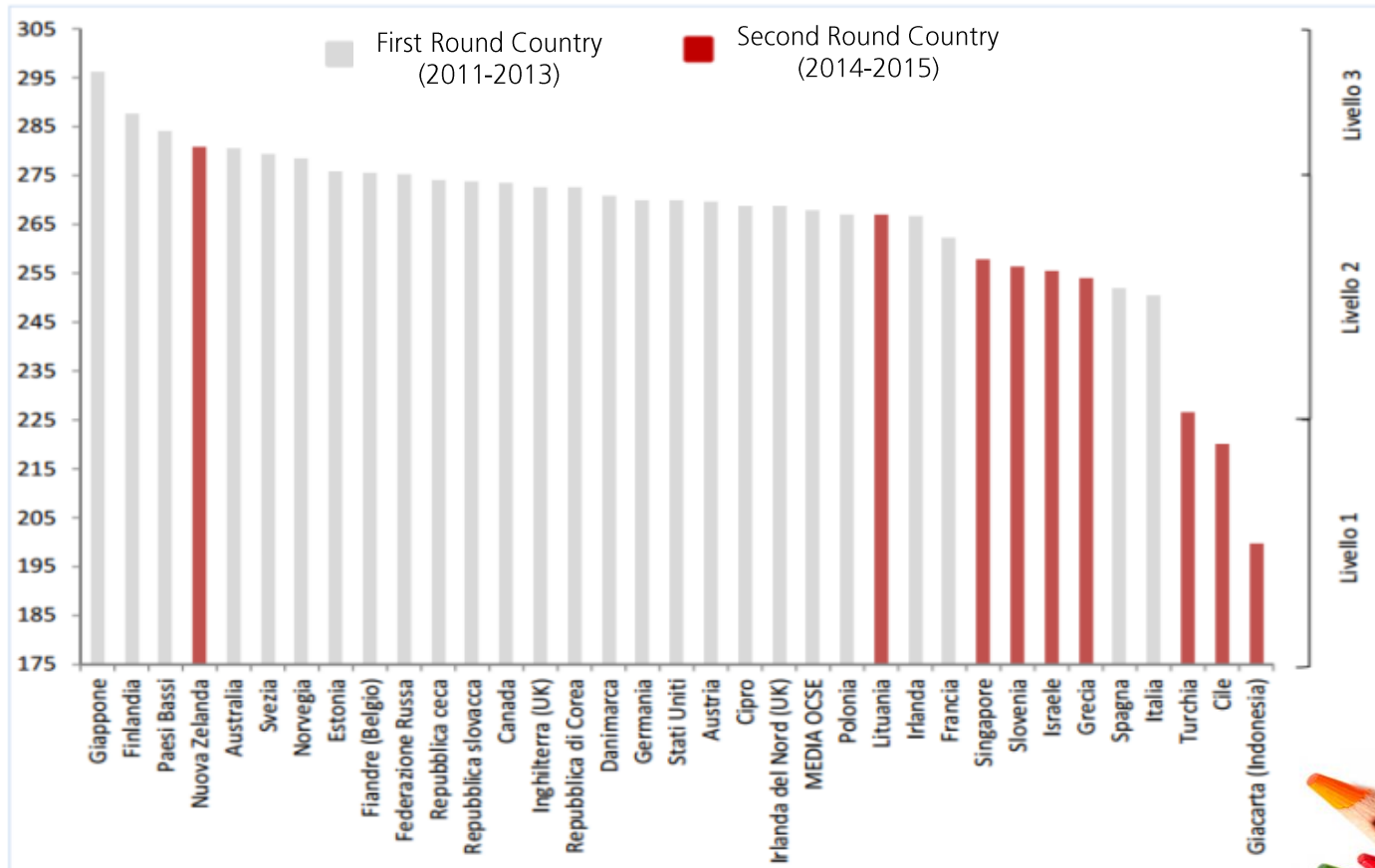
In **2011**, the Emilia-Romagna Regional Healthcare Policy Department **set up a working group to promote HL practices** within our Healthcare Authorities.

At the end of the course, 35 out of the 70 participants expressed a wish to **become educators in their turn** and start training their colleagues.



Literacy skills in adult population

PIAAC survey (2015): average result for "literacy" in involved countries



PIAAC survey: Italian results



- ✓ **Italy had the third lowest score for literacy skills** and the fourth lowest for numeracy skills, just before Spain
- ✓ **70%** pop. **below sufficiency level** (PIACC Level 3)
- ✓ **45.2%** pop. has **Middle school** diploma
- ✓ **22.5%** pop. has a **Primary school** leaving certificate
- ✓ **64.5% of over-65 Y/O** only completed Primary school



Participated review (info material)

Reggio Emilia Local Health Authority is systematically editing the previously published information leaflets.

The texts, presented by professionals, were submitted to the **Communication Staff**.



Then the text is revised in a participatory manner **with patients and family members**.



Participated review:

The participants, who have been selected among patients/family members in order to get the richest sample (by sex, age, nationality, educational attainment) in every Unit, are asked to **highlight too difficult or too technical words, too long sentences** which lead to redundant or missing information.



In light of their observations, the material is **rewritten** before being sent to the printers.



Participated review: what we learn

We write **TOO MUCH** and we often miss what **really interests** the patient.

«...This leaflet was drafted in collaboration with a multidisciplinary project working group...» doesn't add **VALUE** to the information we need to give.



Participated review (info material)

More than **30 materials** were revised.

In addition to the professionals involved, **each revision** exercise was attended by **4 to 8 patients/family members** (not necessary by citizens associations).



Simplification of administrative language: HOW?

The same work can be done also for administrative language:

- ✓ Vocabulary close to the **spoken language** of citizens
- ✓ Texts designed and written in order to be **comprehensible**
- ✓ **Transparency** of administrative action
- ✓ Elimination of **barriers** to access
- ✓ Before writing, I **think accessible**



Health Literacy and simplification of administrative language

In Reggio Emilia Local Health Authority:

- ✓ Classroom training to **over 350 healthcare professionals** to improve their communication skills with **HL techniques (Teach-Back)**
- ✓ Repeated courses for **administration staff** with a view to **simplifying the administrative language** used in our forms and info material (over 70 professionals trained)



Conclusions

Participated review is easy to organize and doesn't request many resources

Patients and family members taking part in the editing process welcomed such training activity

Re-edited leaflets are in great demand and often consulted by users of healthcare services.



Conclusions

An increasing number of Healthcare services (Territory and Hospital) address Communication Office asking for leaflets written according to Health Literacy principles which have been validated by the joint reading attended by patients and family.

A simpler administrative language is very appreciated also by healthcare professionals





SERVIZIO SANITARIO REGIONALE
EMILIA-ROMAGNA
Azienda Unità Sanitaria Locale di Reggio Emilia
IRCCS Istituto in tecnologie avanzate e modelli assistenziali in oncologia

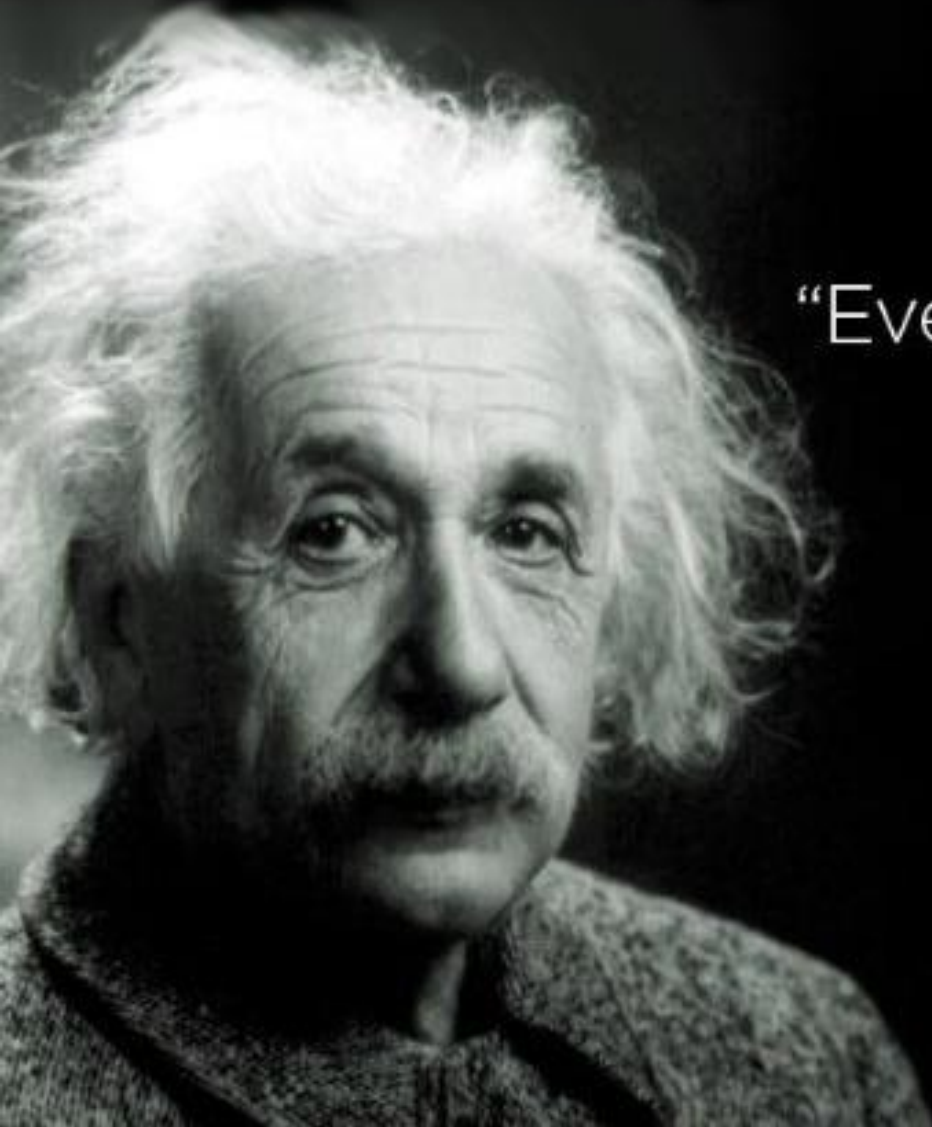


25TH International conference on Health
Promoting Hospitals and Health Services

Vienna, Austria | April, 12-14 2017



International Network of
Health
Promoting
Hospitals & Health Services



“Everything should be made
as simple as possible.
But not simpler.”

Albert Einstein