

From the ground up

Building health literacy
awareness in North-East
London

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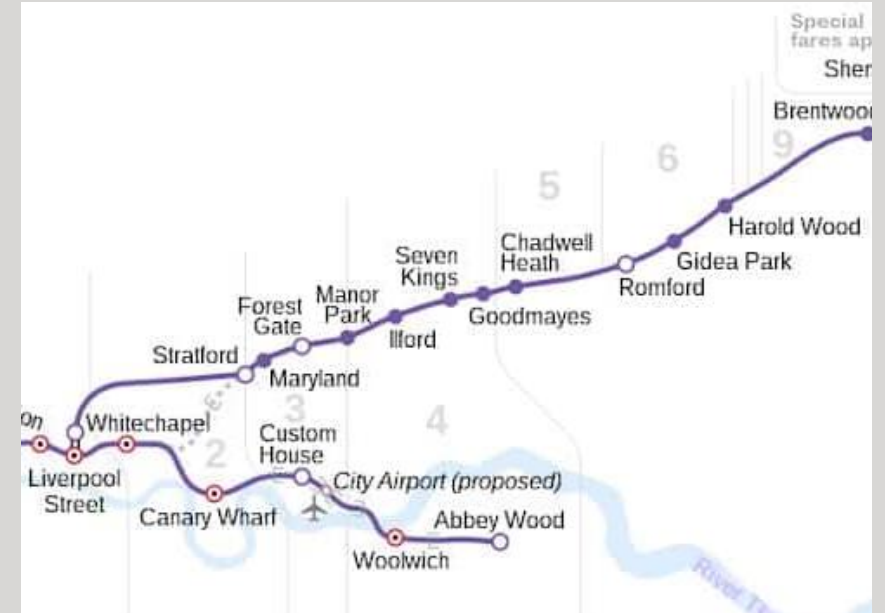


Blueprint

- Foundations
- The System
- Health Literacy Month 2024
- Extension
- Next steps
- What did we build?



The plot



What is health literacy?

“The personal characteristics and social resources needed for individuals and communities to access, understand, appraise and use information and services to make decisions about health”

7.1 million

adults in England read and write at or below the level we would expect of a 9 to 11 year-old.

Even more have problems with numbers.





Foundations

- Patient Information Forum (2013)
- Knowledge for Healthcare vision (2014)
- CHLF training in 2018
- NELFT Health Literacy post
- NEL librarians delivering training locally
- Work in schools and public libraries
- COVID

Back to the drawing board

- Realised that lots was happening across NEL
- We had different training resources
- We were finding opportunities in our own Trusts
- We were collaborating, but very informally



NHS Knowledge & Library Services across NEL

Barts Health knowledge & Library Services, Barts Health NHS Trust

Jackie Blanks Library, Queens Hospital, Barking Havering and Redbridge University Trust

Newcomb Library and Information Service, Homerton Hospital, Homerton Healthcare NHS Trust

Library & Knowledge Services, NELFT

- Primary Care Knowledge Specialist post – ended July 2024
- NEL ICS LKS Study – ended May 2024

https://bartshealth-nhs.libguides.com/NEL_ICS



The North East London Integrated Care System

Co-production and engagement



Patients, residents and local communities



47 primary care networks working together at neighborhood level for a population of 30,000 to 50,000

Seven place-based partnerships



Providers working through vertical integration at place

Local authorities

VCSE partners

Providers working together at scale in cross-NEL collaboratives



Supported by strategic enablers at ICS and place:



Barts Health
BHRUT
Homerton
ELFT
NELFT

PCNs

ICS programmes:
such as...



Integrated Care Board

Integrated Care Partnership

Prioritisation, resource allocation, oversight and assurance

Understanding health and wellbeing needs and setting an overall strategy

Working together for the residents of North East London

NEL Primary Care Knowledge Specialist - ended 31 July 2024

Most NEL LA public health teams have contracts with NELFT LKS

No designated LKS service

Existing LKSs

LKS ICS STUDY - ended May 2024

Delivery and improvement

Collaboration and joint planning

Primary Care Knowledge Specialist post



- Health Literacy Awareness
 - Total Number of Health Literacy sessions: 28
 - Total Number of people attended: 184
- Some of the VCSE sector organisations represented

Beersheba-Living Well, Carers First , Chizuk, Hackney Cypriot Association, JuMP-Jewish Maternity programme, Mental Fight Club, Newham African Caribbean Resource Centre, Roj Women Association, Sister Circle, Social Eyes, United We Rise UK, Volunteer Centre Hackney ...

Health Literacy Month October 2024

- Decided to go big!
- Worked across the whole ICS
- Programme of sessions for the month

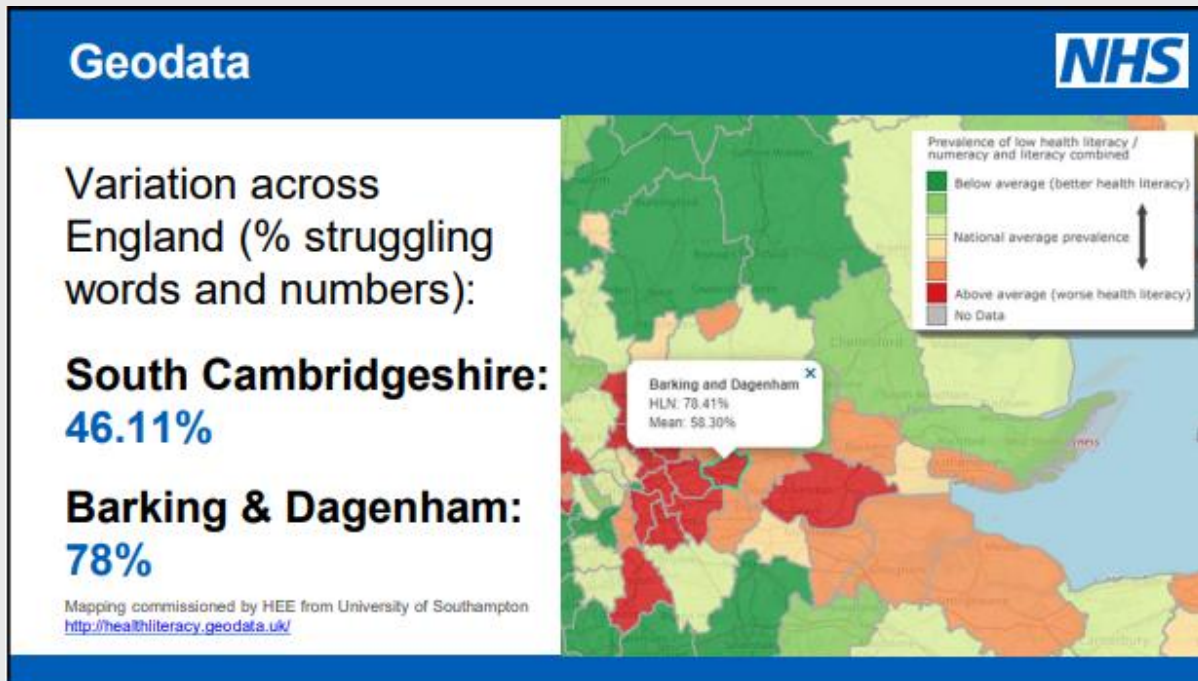


HLM October 2024

- Used the RSPH approved slides
- Added in our local geodata
- Used the chat for discussion
- Used the chat to share extra (non-approved) stuff
- Demonstrated the NHS Readability Tool
- Sent pdfs of the slides, references and extra content
- Followed up with an impact survey





Geodata for NEL




Extras shared in chat



 **Channel 4 News** 
@Channel4News Follow

"I'm a professor, yet the first thing I did was I put 'breast cancer' into Google... because you're frightened."

 **Ronx is voting Labour**
@Dr_Ronx

Had emergency dental work yday.
I cried on the phone 2a mate cos it just bloody hurt
Fell asleep
Woke at 3am in pain
Legit had no idea what 2do for 2 hrs so watched Netflix
Then I had an idea and took x2 paracetamol
NOW I AM FINE

SOMEONE SHOULD CANCEL MY GMC NUMBER

THE USUAL UNUSUAL

AT EVERY VISIT, THE DOCS ALWAYS SAY:

CALL IMMEDIATELY IF YOU NOTICE ANYTHING UNUSUAL.

I HAVE A HEADACHE...

YEAH, DON'T WORRY ABOUT IT.

I HAD A DEEP COUGH...

WHAT?! YOU SHOULD HAVE CALLED AT ONCE!

I FEEL WEIRD STINGERS IN MY HEAD...

THAT'S NORMAL WITH A BRAIN TUMOR.

I HAD A LEG CRAMP...

THAT COULD BE A DEADLY BLOOD CLOT! WHY DIDN'T YOU CALL?!

I CAN'T BREATHE...

SO? YOU HAVE LUNG CANCER! WHAT'D YOU EXPECT?

SHE'S WRONG WHEN SHE COMPLAINS AND WRONG WHEN SHE DOESN'T.

EITHER WAY, SHE FEELS STUPID.

HOW AM I SUPPOSED TO KNOW?

THIS SIMPLE ORDER TURNS OUT TO BE SURPRISINGLY HARD TO FOLLOW.

UH, O.K.

OH.

UH, O.K.


SORRY.

RIGHT.

AFTER A WHILE, SHE STOPS TRYING.

Teach back

- Reduce Readmissions
- Improve Experience
- Validate Understanding



011 / 4:55

NHS Readability tool



NHS MEDICAL DOCUMENT READABILITY TOOL

[MORE INFORMATION](#)

CLEAR TEXT

Addison's disease, also known as primary adrenal insufficiency or hypoadrenalism, is a rare disorder of the adrenal glands.

The adrenal glands are 2 small glands that sit on top of the kidneys. They produce 2 essential hormones: cortisol and aldosterone.

The adrenal gland is damaged in Addison's disease, so it does not produce enough cortisol or aldosterone.

About 9,000 people in the UK have Addison's disease, with over 300 new cases diagnosed each year.

It can affect people of any age, although it's most common between the ages of 30 and 50. It's also more common in women than men.

Readability

?	Estimated UK Reading Age	17
?	Average reading time	24 sec
?	Include medical terms in reading age scores	<input checked="" type="checkbox"/>

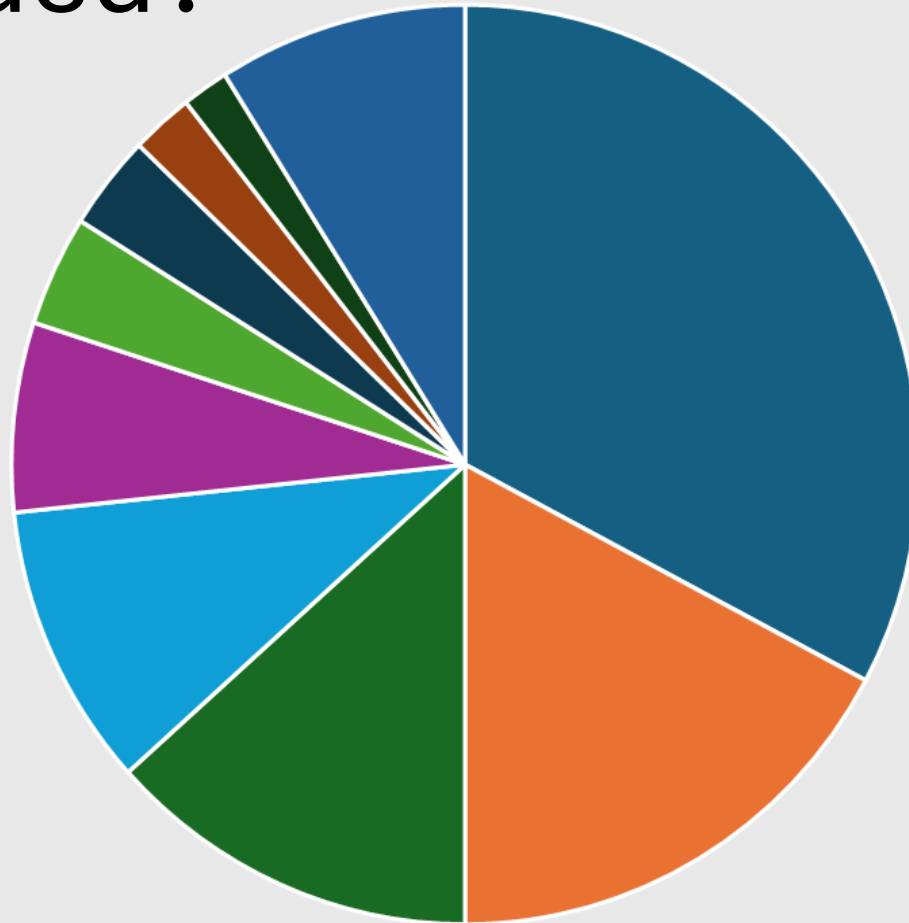
Analysis Options

?	Show complex sentences	<input checked="" type="checkbox"/>
?	Show passive sentences	<input checked="" type="checkbox"/>
?	Highlight complex words	<input checked="" type="checkbox"/>
?	Highlight long words	<input checked="" type="checkbox"/>

Metrics

?	Characters	585
?	Words	100
?	Average words per sentence	14.29
?	Sentences	7
?	Average sentences per paragraph	1.4

Who attended?



- Barts Health
- North East London NHS FT
- Homerton Healthcare NHS FT
- NE London ICB
- Public Health staff in Barking
- Barking Havering & Redbridge University Hospitals
- East London NHS FT
- Primary Care staff in NE London
- Public Health Staff in City, Hackney & Tower Hamlets
- Others / Unknown



Who attended?

- Clinical staff including Drs, nurses, AHPs
- Communications people
- Strategists
- Public Health staff
- Librarians – public library and NHS
- Voluntary sector staff and volunteers



Ideaboardz – What are you going to do differently?

45 responses from attendees

Start using more graphic/drawing/visual type of resources to explain concepts about injuries, ensure I use the teach back tool with patients during

Spend more time ensuring our patients have understood

Check in with service users more frequently to ask their level of literacy/access - to reflect on how to do this in a way that comes across as non-judgemental.

Introduce the NHS readability tool and work as a team simplifying our report writing.

Encourage others in the team to attend this training

Spread the word about Health Literacy in my department - deliver a session at weekly teaching

I've already written up an email with tips to send to my team

Did the Health Literacy Awareness training contribute to any of the following impacts?



Impact & feedback from the NEL sessions

Please provide brief additional details about the impact of the session

The session gave me a deeper understanding of ways in which information given to patients can be sub optimal and not developed with their needs in mind. In future I will consider the reading age of the demographic and use the tools identified in the session to help develop information appropriate to patient understanding

Of particular interest was the NHS Readability Tool, which I've already used to review information provided to the public by one of our commissioned services

Discussed at training and shared the readability tool at team meeting. Revisited conversations about language used and content of all correspondence with families especially assessment reports. Revised report writing within the team.



Impact - Newham



- "50 steps" public health strategy 2024-2027 – a new Health Literacy "step"
- UCL MA student dissertation
- Health and Adult Social Care Scrutiny Commission January 2025
- Health Headline Hacks

Extension: Health Headlines Hacks session



What was “Health Headlines Hacks” ?

- 1 hour session
- 12:00 on Saturday 19 October 2024
- East Ham Library
- Attended by 12 young people
- Facilitated by 2 NHS Librarians
- Based on a session developed for NELFT's Medical Education A level Summer School for aspiring Medics + Step into the NHS careers info





Health Headlines Hacks



Are you interested in health news and social media content? Do you know how to check the health information you find online?

In this interactive “hands on” session we will explore:

- Different types of misleading health information
- How to spot “fake” health news and misinformation
- How to find and use trusted sources of health information including: the NHS website, FullFact, HealthTalks and the Reading Well collections
- Some of the 350 different roles available in the health and care sector

If you have your own mobile device please bring it with you. If you don't have a device we will provide one.

19 October 2024

12:00 PM - 1:00 PM

Location: East Ham Library



For
ages
14+



Session contents

- Misleading headlines video exercise see <https://youtu.be/w1CeRpfByG8>
- IFLA's How to Spot Fake News poster
- Research on TikTok health content & their WHO partnership
- Small group exercises – exploring trusted resources
 - NHS APP / site, FullFact, HealthTalk, Reading Well for Teens
- Health & care careers - slides from Step into the NHS deck
 - Whole group quiz on knowledge of NHS
- Solo or pairs task
 - Using <https://www.stepintothens.nhs.uk/careers> to find a job you didn't know existed
 - OR
 - Doing the Find Your Career quiz
 - <https://www.healthcareers.nhs.uk/FindYourCareer>



I found the careers and the different ones available interesting. I've learnt there are many jobs.

- The interesting part was finding out how to spot fake news.
- It was informative



I found the misinformation video with Ted-Ed great
The false headlines surprised me most
I'm going to check the description on health-related videos from now on

Feedback:

- The information was useful and gave me a new way of observing ~~the~~ healthcare articles that may seem far fetched at first
- What surprised me was the lack of observations done on people

Amazing session - very educated

Friendly staff.

would recommend to others.

10/10

I found out new things.
I was surprised most by the range of jobs and opportunities.

- I learnt where to get work experience
↳ was fun.

Great session, very informative



Everyone is friendly.

I would attend again in the future



I found out that there are many misconceptions about fake news which are ~~not~~ mostly tested on trial.
I ~~is~~ am surprised that there are many jobs and work experience in the NHS you could apply.



What happened next? What is happening?

- City & Hackney - Did their own programme for HL month 2024
- B&D - Requested "B&D only" sessions for January 2025
- Kaye did sessions for
 - sexual health team at Homerton
 - MDT paediatrics session
- Barts Health LKS Team – delivering sessions across the trust
- Newham Young Changemakers - coming Summer 2025
- HL Month 2025...



Our learning about collaborating across the system

- It is hard but valuable
- You have to go where people are receptive
- Linking up with people with related ideas
- Academic / Academy partners
- LKS staff development opportunity
- Collecting the right data at the time of registration!





What did we build?

Thank you
Any questions?

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