

# **Welcome to the Symposium on Health Literacy**

IUHPE European Region Conference for Health Promotion  
Trondheim, Norway –September 25, 2018

Conveners:

**Prof. Diane Levin-Zamir Prof. Stephan van den Broucke Prof. Helle Terkildsen Maindal**  
**IUHPE Global Working Group on Health Literacy**



# Global Working Group – Health Literacy

- Initiated in 2007 – Vancouver
- Officially established by resolution of the IUHPE in 2010 – Geneva
- Active members from all continents around the globe
- **Mission** -

To initiate and support research, policy and action on health literacy as a means to assist in reducing disparities in the promotion of health, wellbeing, and sustainable development, and to the pursuit of equity within and between countries, in the global context.

Webpage: <https://www.iuhpe.org/index.php/en/global-working-groups-gwgs/gwg-on-health-literacy>



# Objectives of the session

- **Explore successes and challenges in promoting health literacy** throughout the life course, in health promotion practice, policy and research.
- **Share experiences in developing and implementing interventions** for primary, secondary and tertiary prevention of NCDs, applying the health literacy concept in health promotion practice



# Methods – Session Format

**10:30** Health Literacy – Brief overview of the concept **Stephan Van den Broucke**

**10:45**

World Café with small discussion groups - interventions and implementation regarding health literacy and health behaviors relevant to NCDs on all levels of prevention, in the life course

- Children: **Orkan Okan**
- Adolescents: **Janine Border & Velardo**
- Young adults: **Kristine Sørensen**
- Older adults (including the elderly): **Luis Saboga Nunes**
- **11:50**

Presentation from groups, discussion and conclusion **Helle Terkildsen Maindal**, moderator

**12:30** Closing and Lunch

After lunch transition to Interactive Poster Exhibition



# Discussion Format & Questions

- How do the participants view the importance of health literacy, focusing on empowerment in the specific stage of the life course ?
- What experience can be shared by the participants in promoting health literacy either in practice, research and/or policy? (Successes and challenges)
- How can health literacy be applied to the issue of **NCDs** from the individual level to the organizational and policy levels?
  - For primary prevention? (lifestyles and other health behaviours etc)
  - For secondary prevention? (Early detection)
  - For tertiary prevention? (self-care)

# LEVELS OF PREVENTION

Whole population  
through public health  
policy

**PRIMORDIAL  
PREVENTION**  
establish or maintain  
conditions to minimise  
hazards to health

Advocacy for social  
change to make physical  
activity easier

Whole population  
selected groups and  
healthy individuals

**PRIMARY  
PREVENTION**  
prevent disease well  
before it develops  
Reduce risk factors

Primary care advice  
as part of routine  
consultation

Selected individuals  
with high risk patients

**SECONDARY  
PREVENTION**  
early detection of disease  
(e.g. Screening &  
Intervention for  
Pre diabetes)

e.g. primary care risk  
factor reduction for  
those at risk of chronic  
disease, falls, injury

Patients

**TERTIARY  
PREVENTION**  
treat established  
disease to prevent  
deterioration

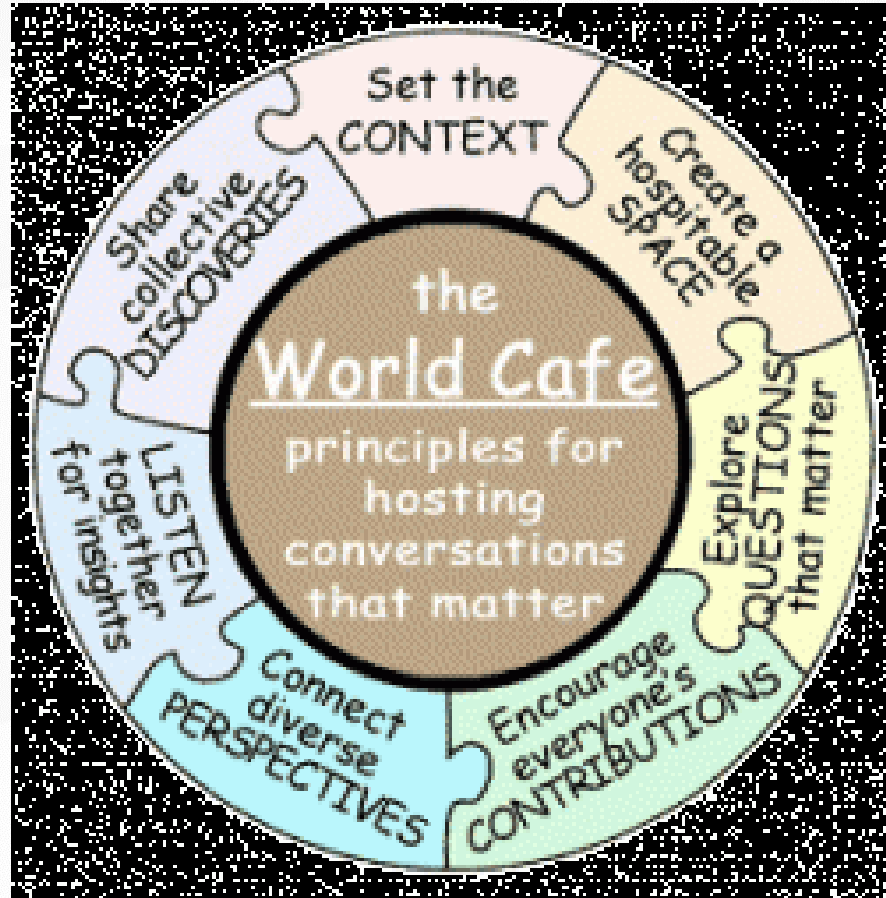
e.g. exercise advice  
as part of cardiac  
rehabilitation



# IUHPE Position Statement on Health Literacy

- Provides a basis for **discussion and advocacy**, by and with IUHPE, both within the health promotion community, and among stakeholders and partners in health promotion.
- Identifies **7 main action** areas for promoting health literacy in policy, practice and research
- To be published in the Special Issue on Health Literacy – Global Health Promotion Journal, 2018

# World Café Principles







# Enjoy!

