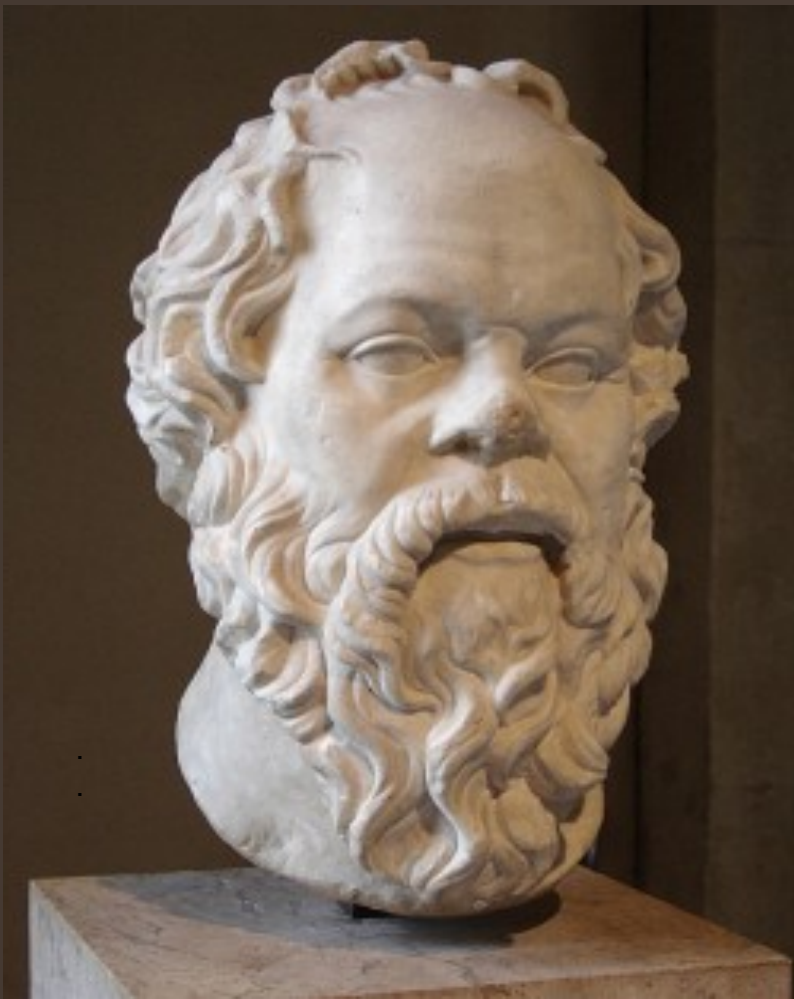


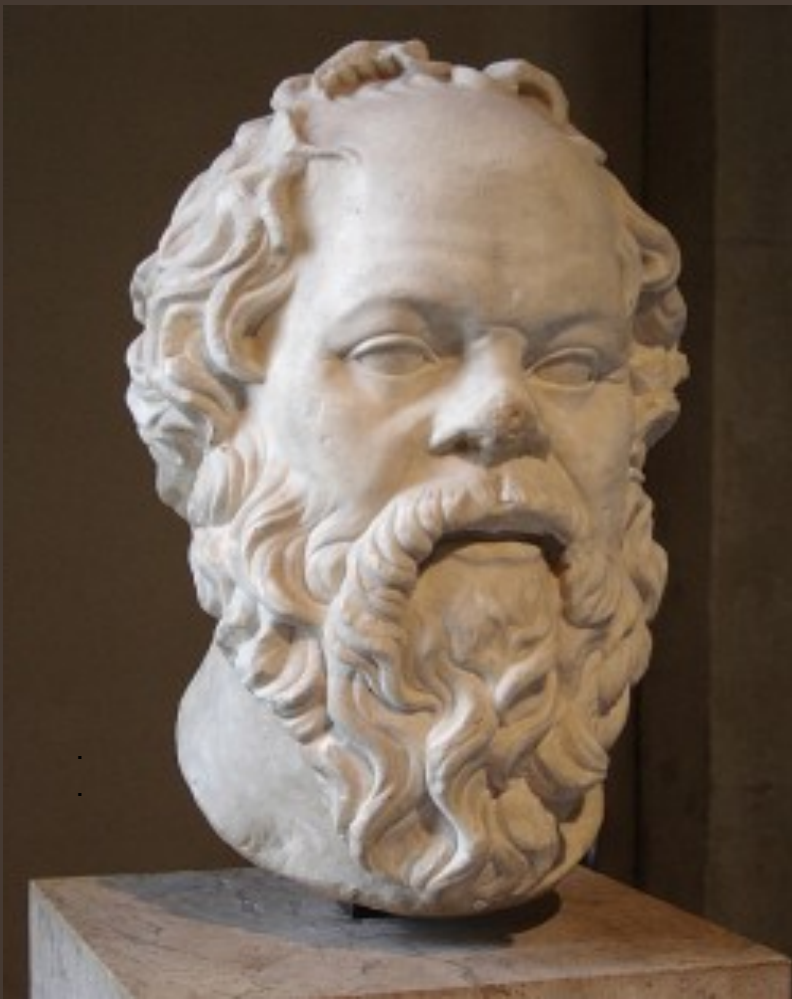
ZAMYŠLENÍ NAD ZDRAVOTNÍ GRAMOTNOSTÍ A ZDRAVOTNÍ POLITIKOU

THINKING ABOUT HEALTH LITERACY AND HEALTH POLICY

Prof. MUDr. Jan Holčík, DrSc.



Sokrates (469-399 b.c.)



**Nemohu nikoho nic naučit
mohu je jen přimět, aby
začali uvažovat vlastní
hlavou.**

**I cannot teach anybody
anything, I can only make
them think.**

Socrates (469-399 b.c.)

SOME PREREQUISITES (1)

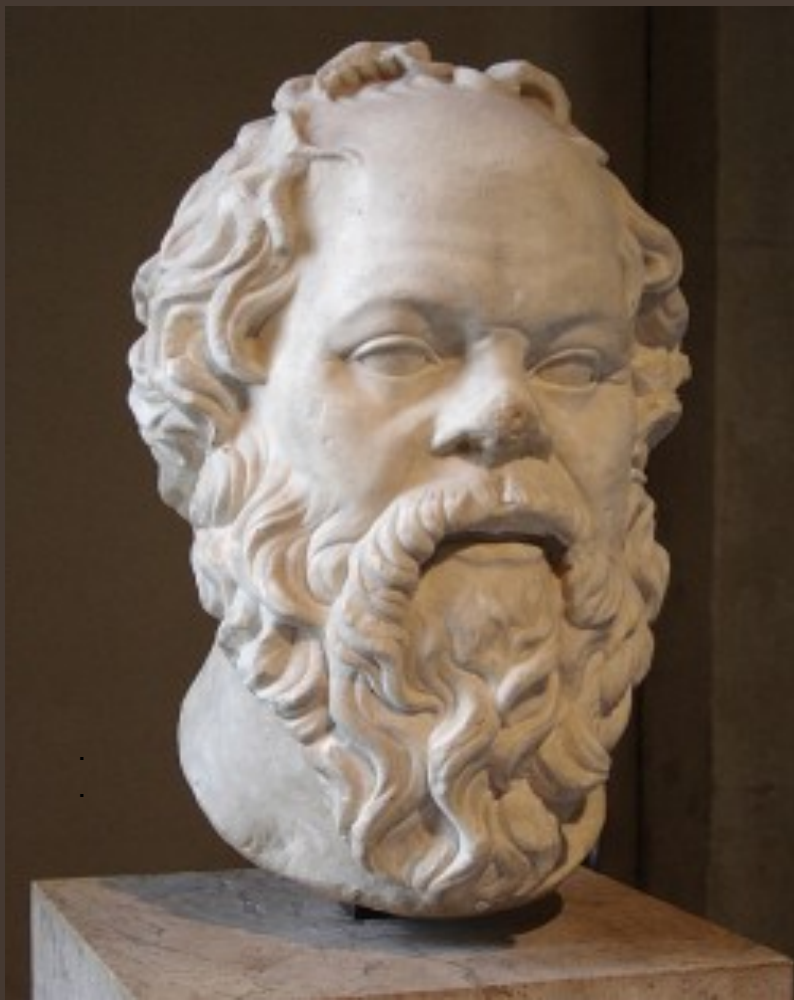
1. INFORMATION

Creating and disseminating health information, accurate, accessible, and actionable.

Health information remains essentially unregulated.

E-health literacy – a foundational skill set that underpins the use of informational and communication technologies for health.

The public are vulnerable to acting on inaccurate or incomplete health information and making ill-informed health decisions.



Sokrates (469-399 b.c.)

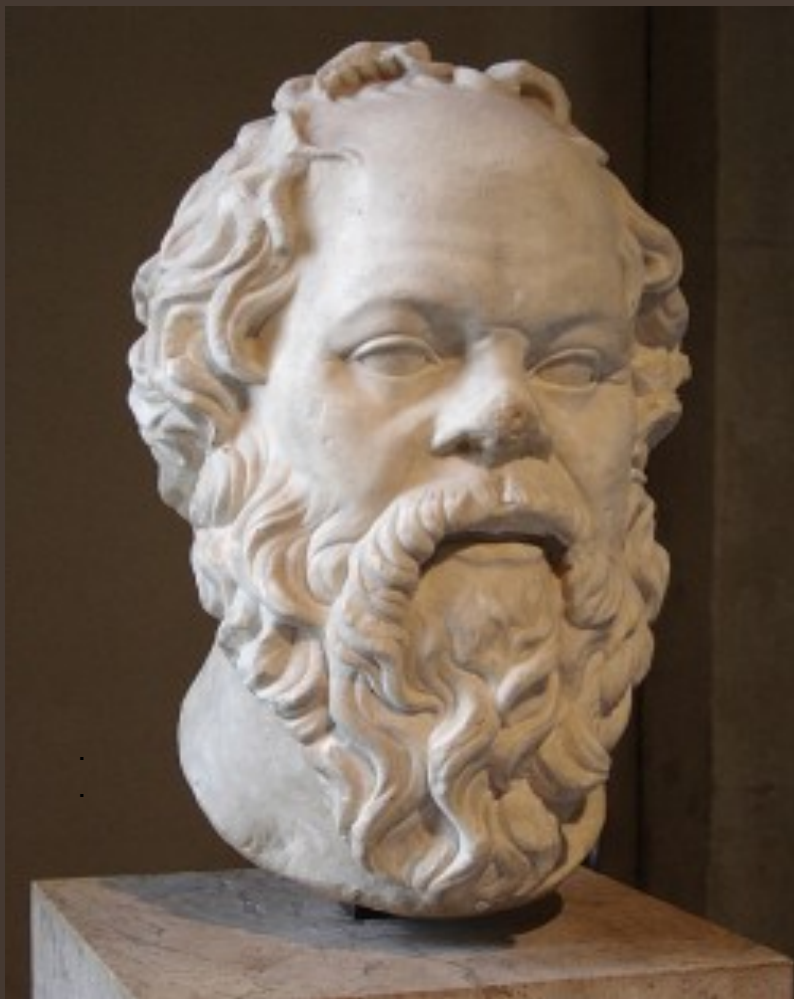
**Je jenom jediné dobro,
poznání, a jediné zlo,
ignorance.**

**“There is only one good,
knowledge, and one evil,
ignorance.”**

SOME PREREQUISITES (2)

2. EDUCATION

- Educational interventions plays a central role in promoting and strengthening health literacy and health.
- Health education is an indispensable part of new lifelong learning.
- **Health education** is any combination of learning experiences designed to help individuals and communities improve their health, by increasing their knowledge or influencing their attitudes.



Sokrates (469-399 b.c.)



**Výchova a vzdělávání
je vykřesávání ohně
ne naplňování nádoby.**

**Education
is the kindling of a flame
not the filling of a vessel.**

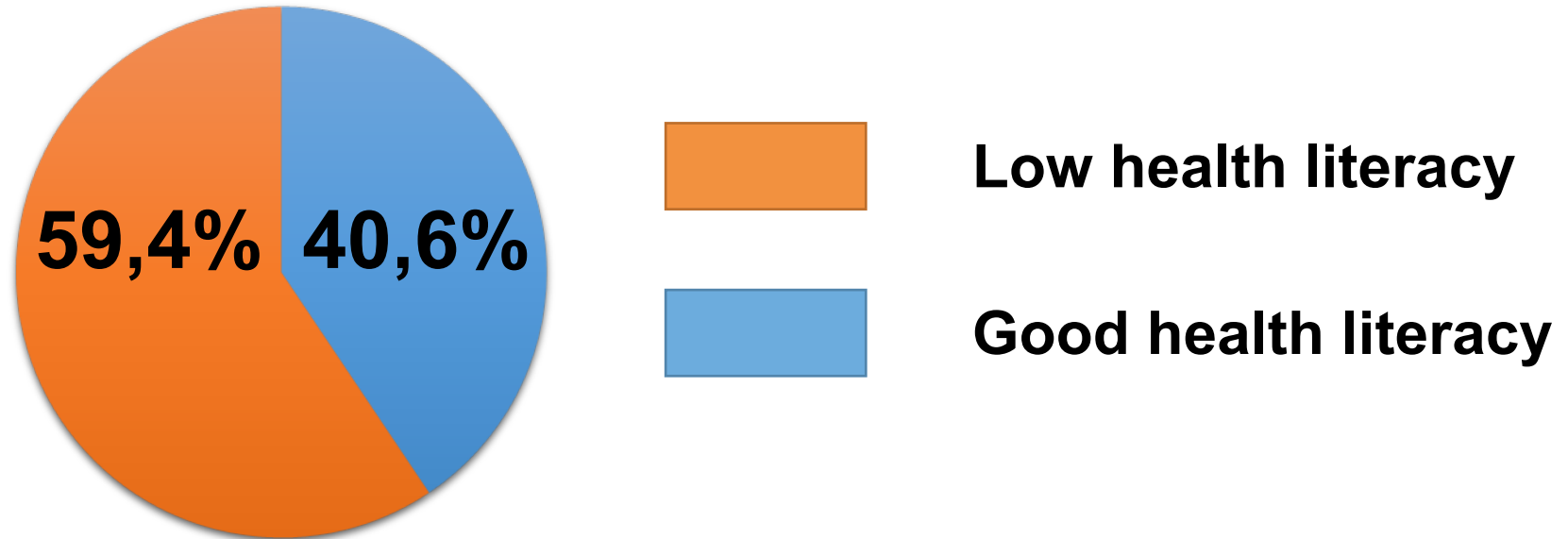
SOME PREREQUISITES (3)

3. RESEARCH AND EVALUATION OF HEALTH LITERACY

- Assessment of health literacy of individuals and groups is the foundation on which health programs should be build.
- Level of health literacy, distribution, determinants, and areas of action.
- Putting resources into research of health literacy, health policy and health programs is not expenditure. **It is investment.**

HEALTH LITERACY IN THE CZECH REPUBLIC

source: Kučera Z., Pelikan J., Šteflová A.: Zdravotní gramotnost obyvatel ČR – výsledky komparativního reprezentativního šetření. Čas. Lék. čes. 2016; 155: 233-241.



Low health literacy should be increased.

How do people actually use health literacy?

What is the health impact of people with good health literacy?

SOME PREREQUISITES (4)

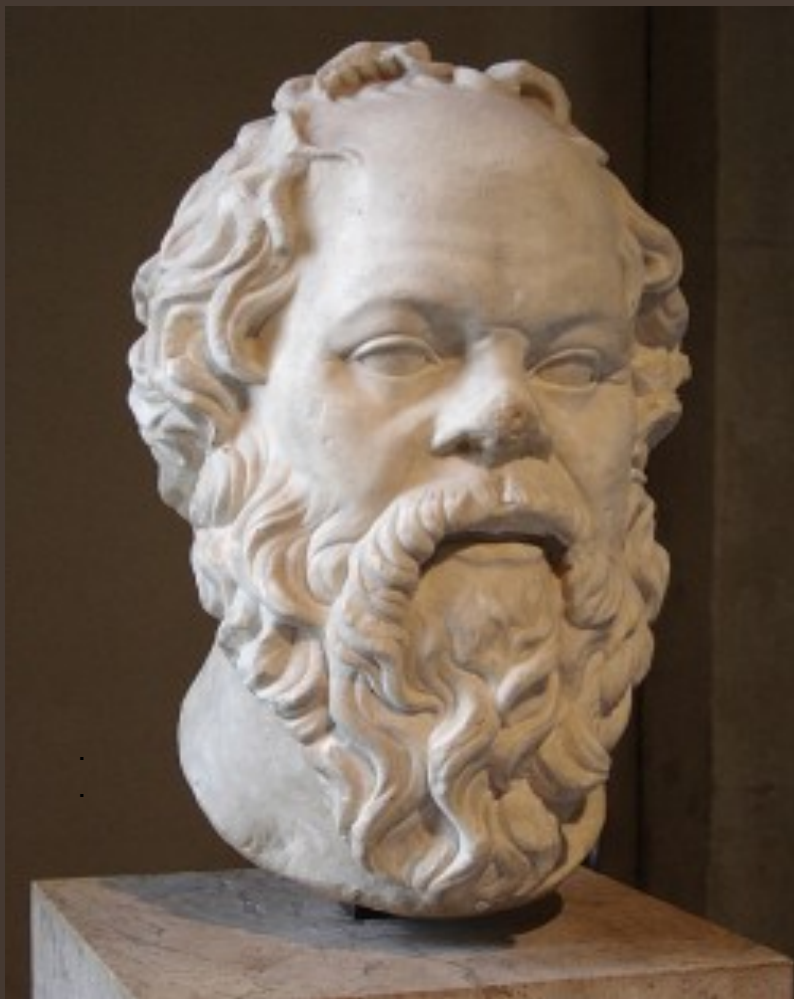
4. HEALTH COMMUNICATION

- Doctor-patient relationship**
- Media**
- Social media and mobile health**
- Communication and education**
- Family, friends, co-workers**
- Culture of communication in society**

SOME PREREQUISITES (5)

5. ACTION FOR HEALTH

- Good health literacy should be transform in good health policy and action.
- **The improvement of health literacy is a powerful tool for the making of a new type of health policy and the development of relationship between individuals and the health system as well as between society and health.**



Každá činnost, která za něco stojí, taky něco stojí.

Every action has its value and its price.

Socrates (469-399 b.c.)

SOME PREREQUISITES (6)

6. ACTION FOR CREATION AND STRENGTHENING OF HEALTH LITERACY-FRIENDLY SETTINGS

Healthy cities

Health literacy-friendly organizations

Educational settings

Work place settings

Health care settings

SOME PREREQUISITES (7)

7. WORKING TOGETHER FOR HEALTH LITERACY, HEALTH POLICY AND HEALTH

International collaboration

Help of World Health Organization

Czech health literacy institute

Alliance of health literacy

Healthy Cities of the Czech Republic Network

The National Institute of Public Health

Activities of all with good health literacy

CONCLUSION

To be a health literate society, we need a health literate public, teachers, librarians, media workers, health literate health professionals, and health literate politicians and policy-makers.



**Máme-li pohnout
světem,
musíme se
pohnout sami.**

**To move
the world we
must move
ourselves.”**