

Health literacy

A driver for systemic change towards improved health and well-being.

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www.eu-skladi.si



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Health literacy development



ECONOMIST
IMPACT



McKinsey&Company



Gesundheit Österreich
GmbH

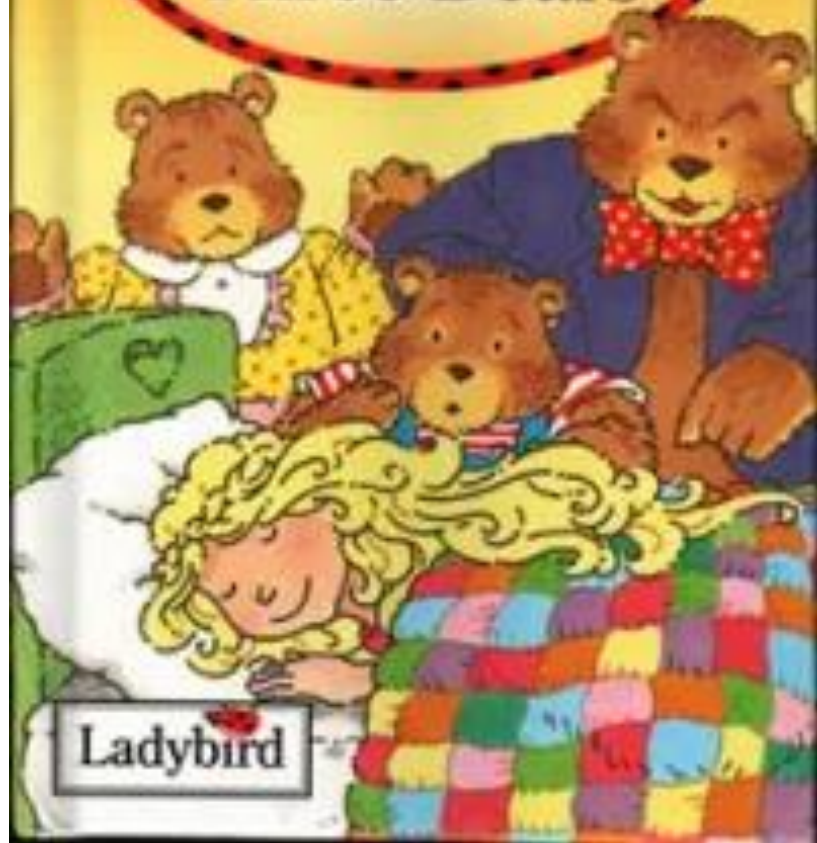


HALEON



REGION
SJÆLLAND
-vi er til for dig

FAVOURITE TALES
Goldilocks
and the
Three Bears



Ladybird

Keeping people safe and healthy



Seeking support when lost



There is no one size that fits all



Attitudes matters



Building trust



Health literacy concerns the knowledge, motivation and competencies to access, understand, appraise and apply information in everyday life to form judgement and make decisions regarding healthcare, disease prevention and health promotion to maintain and promote quality of life during the life course.

- Sørensen et al., 2012

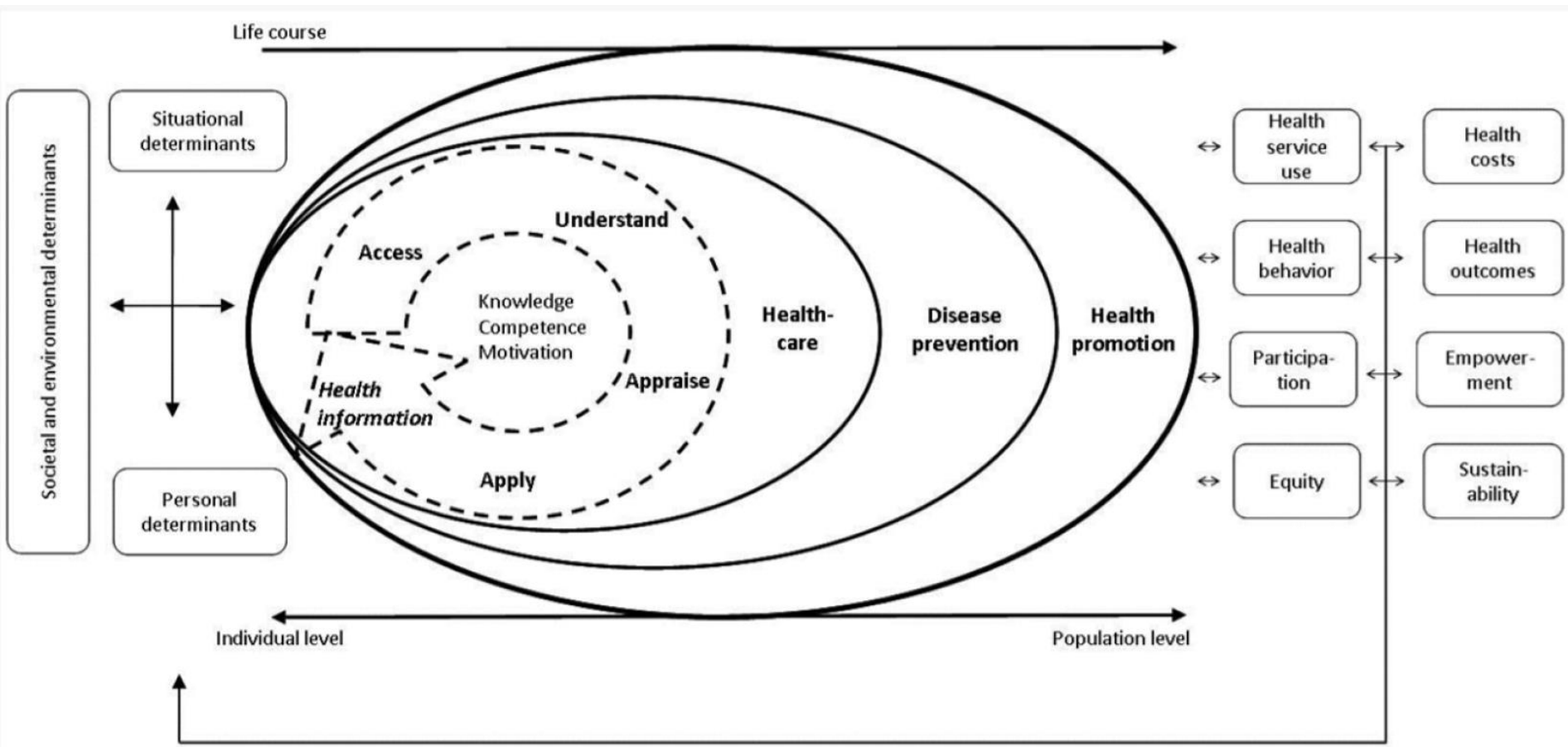
HEALTH LITERACY DEFINED

Health and well-being of people where they live, love, dream, work, vote and play...



**Health systems that support people's health
and wellbeing for them to live, love, dream,
work, vote and play**





Conceptual model of health literacy

Sørensen et al., 2012

- An average of one in two face difficulties
- It is a silent epidemic
- It costs time, money and lives
- It impacts individual as well as public health

THE HEALTH LITERACY CHALLENGE

Bridging the health literacy gap



Health literacy is big business



Health literacy is a political choice

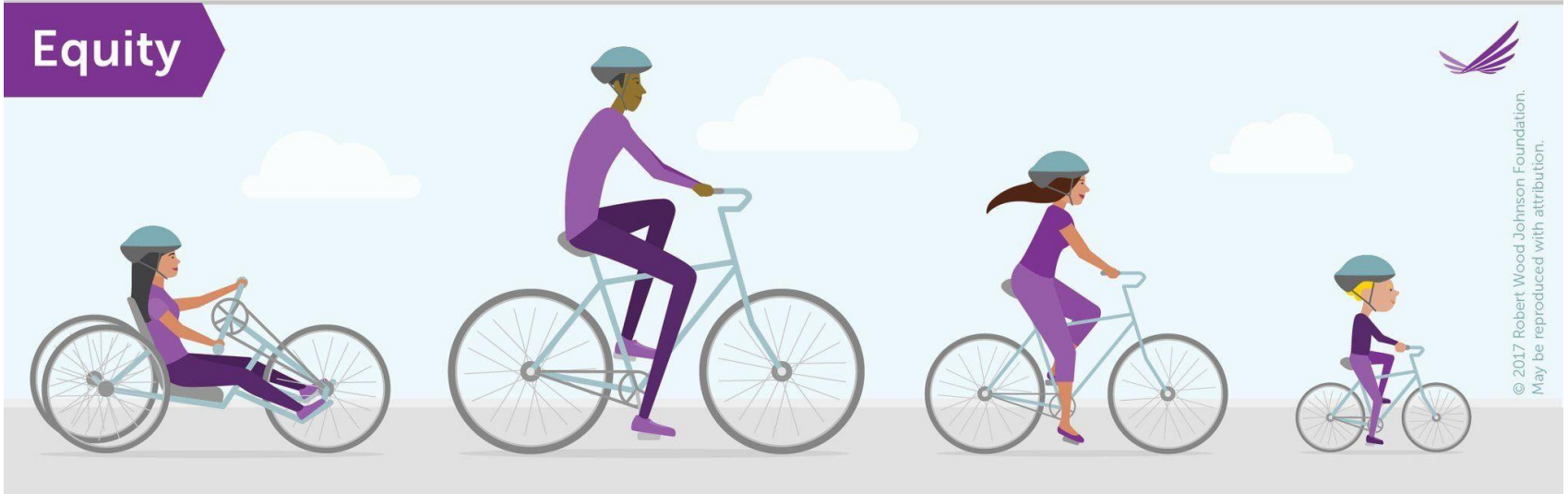


Rethinking resources

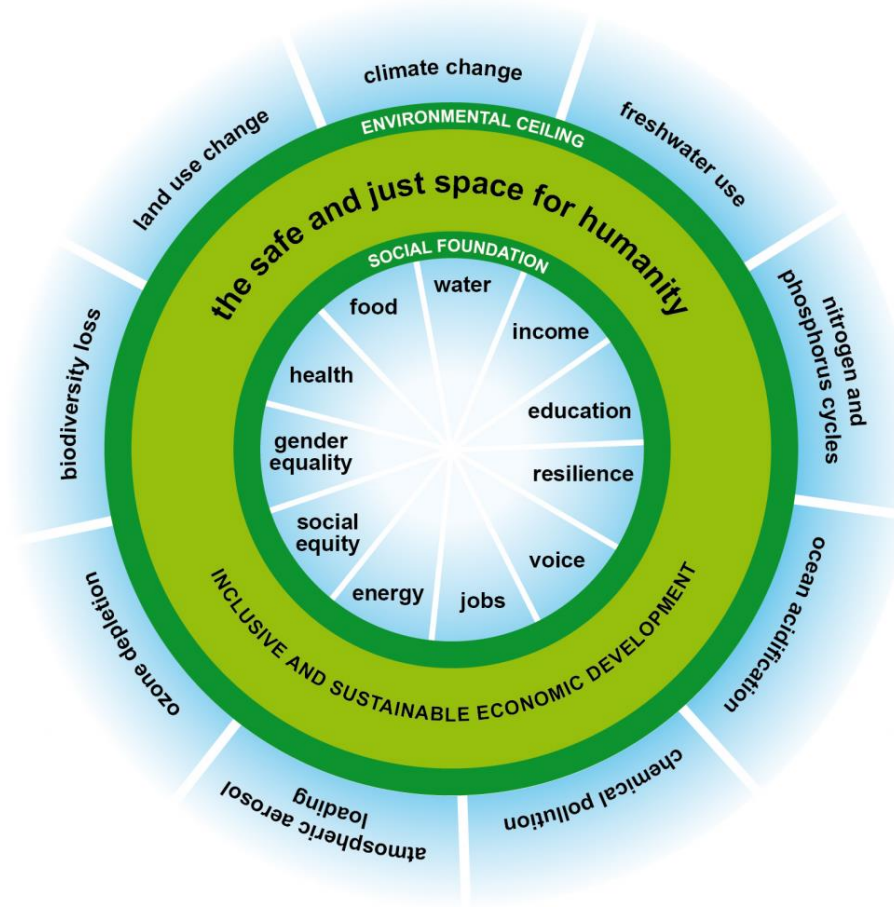
Equality



Equity



Health literate people and planet



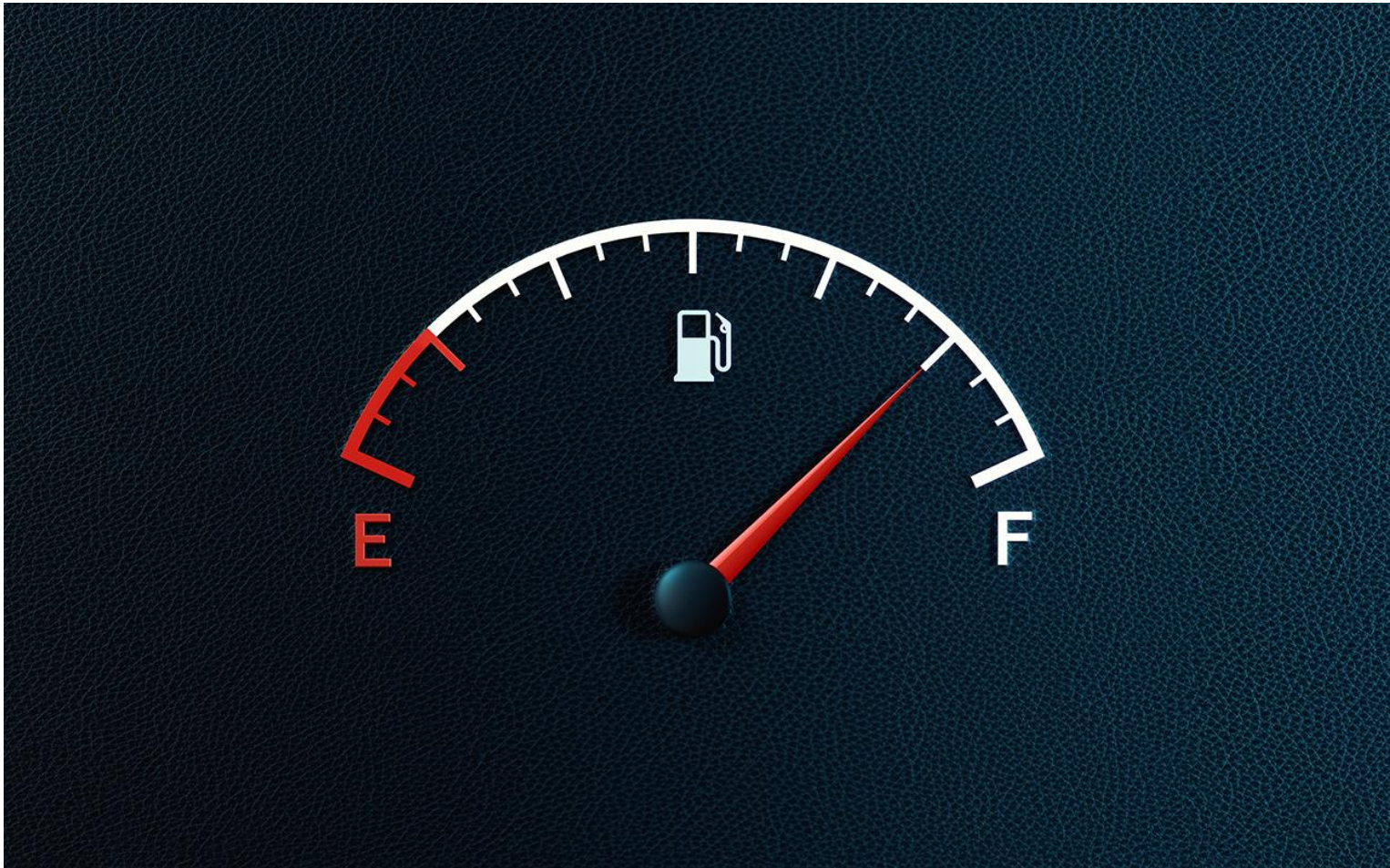
The future is health literate



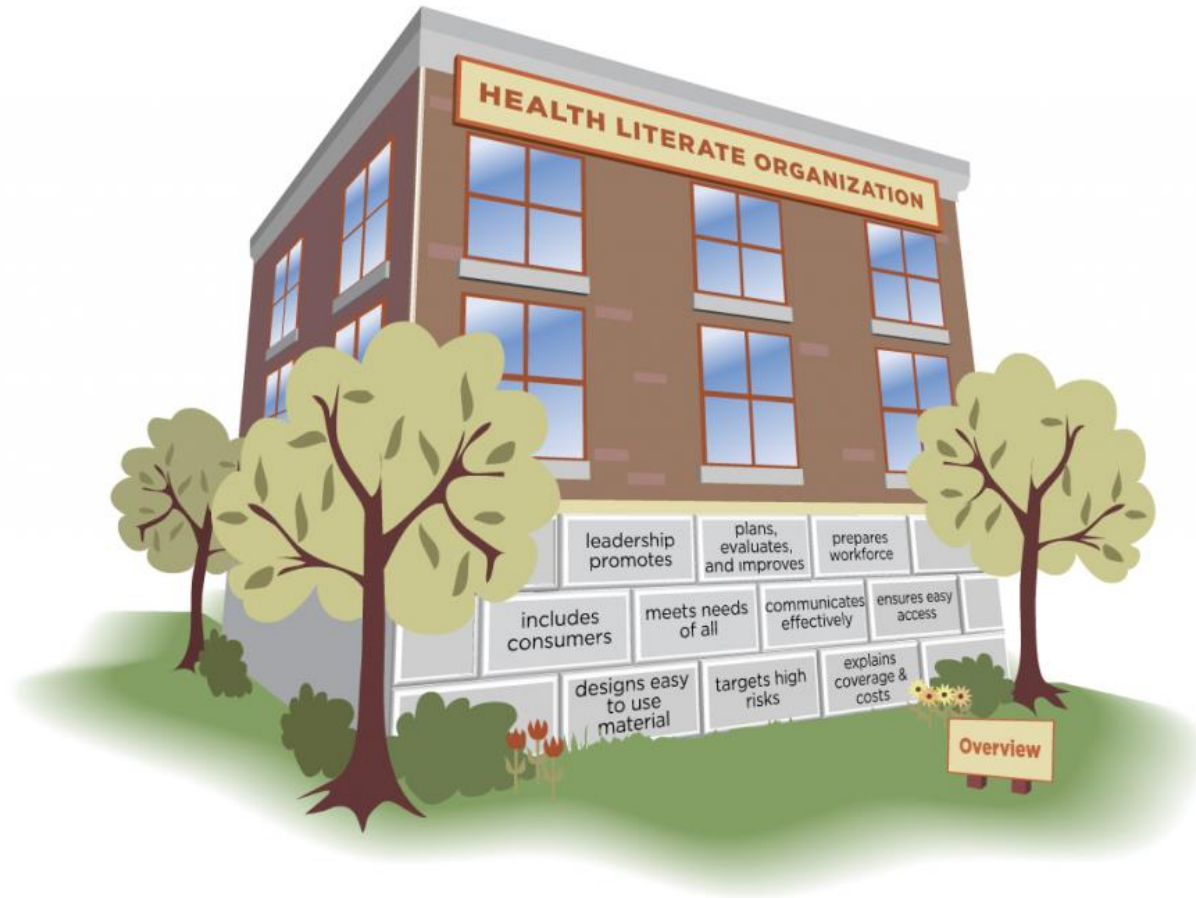
Because we shape it!



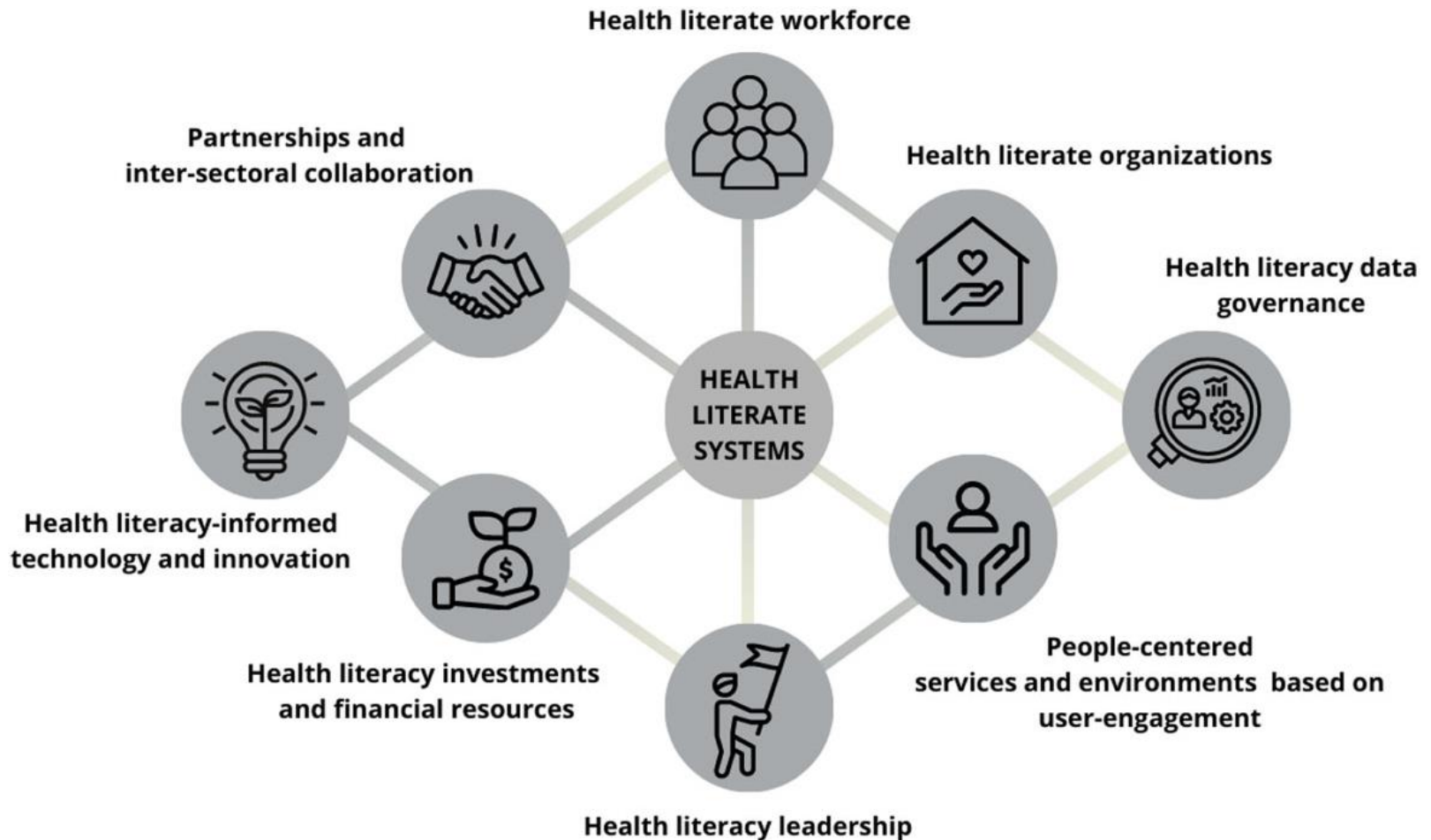
Health literacy dashboard



Health literate organizations



Health literate systems



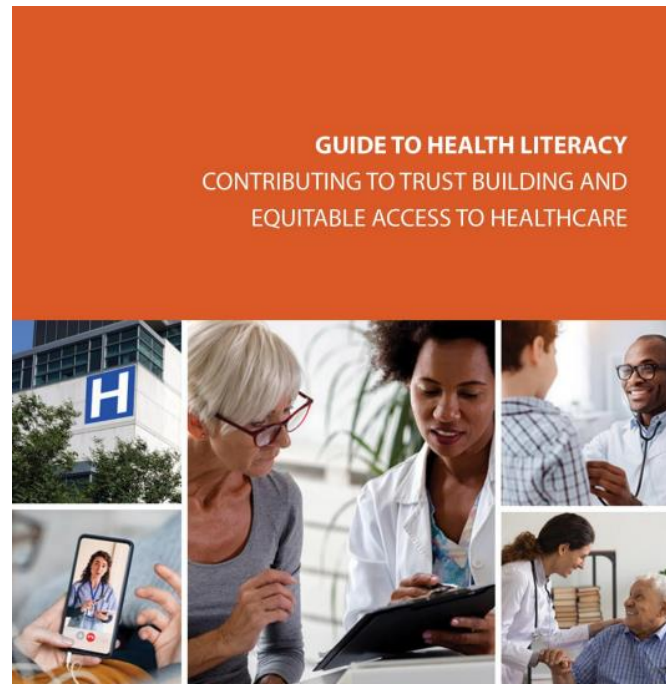
Health literacy

- a political investment



Health literacy

– a professional competency



Steering Committee for Human Rights
in the fields of Biomedicine
and Health (CDBIO)





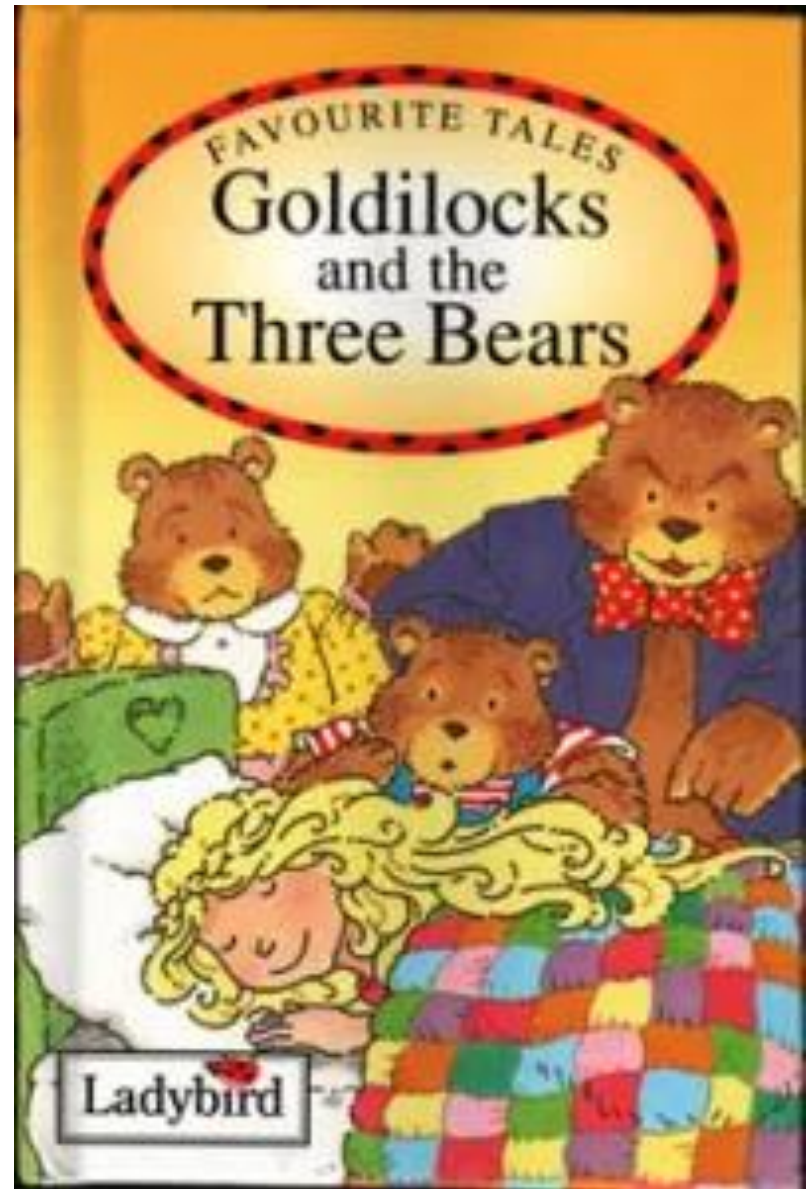
**FACE THE CHALLENGE -
BE THE CHANGE!**

Health literacy champions



What health literacy has got to do with Goldilocks and the Three Bears

- Keeping people safe and healthy
- Seeking support when lost
- There is no one size that fits all
- Attitudes matter
- Building trust



Thank you!
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