



Health Sciences North
Horizon Santé-Nord

Health Literacy & Communication Skills

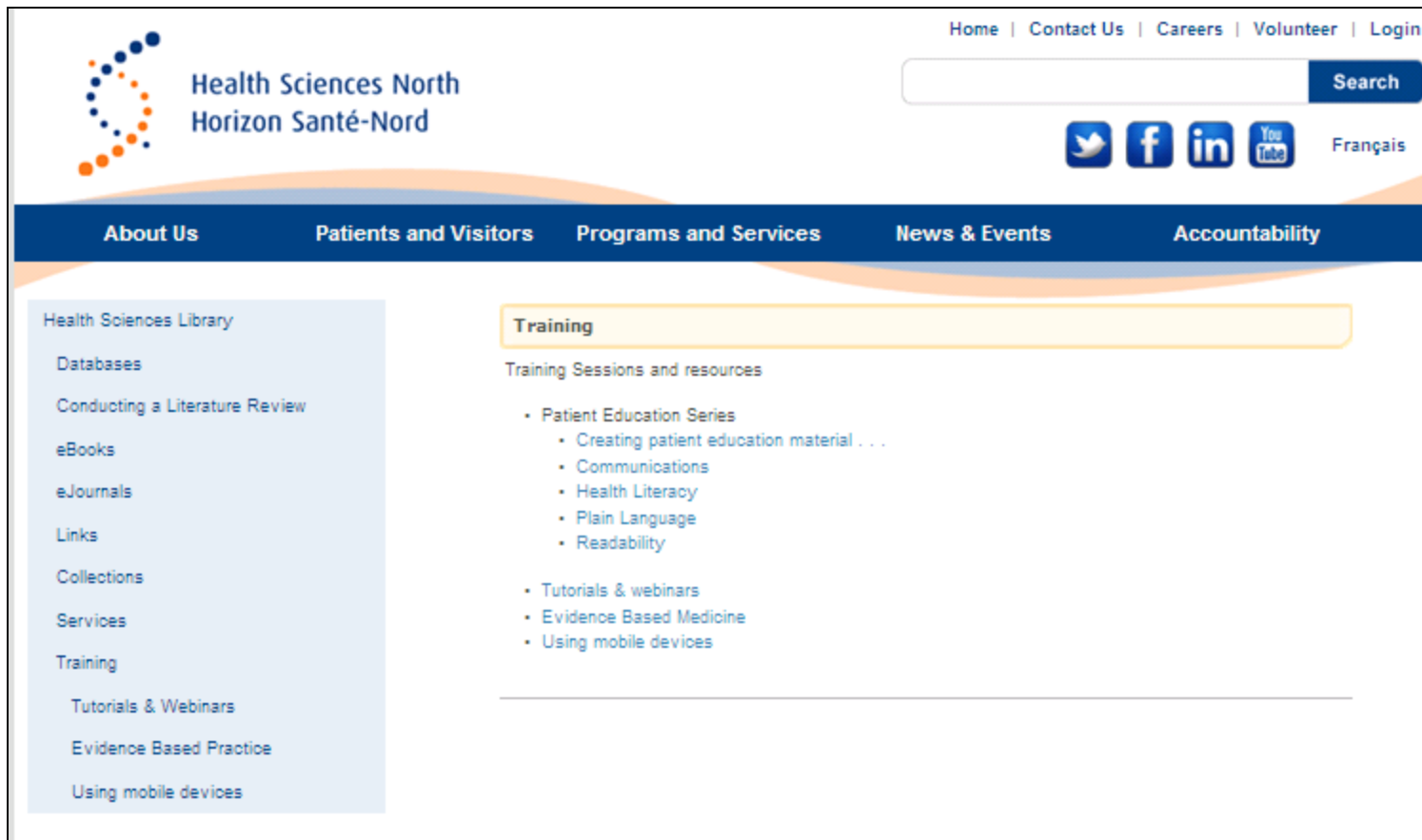
Jami van Haaften, Librarian
September 2013

Health Literacy & Communication Skills

At the end of this session, the Learner will be able to:

- Describe how Health Literacy impacts our health status
- Recognize barriers and challenges that affect communicating your message
- Improve your patient education skills

Health Literacy & Communication Skills



The screenshot shows the Health Sciences North website. The header includes the logo, navigation links (Home, Contact Us, Careers, Volunteer, Login), a search bar, and social media icons (Twitter, Facebook, LinkedIn, YouTube). The main navigation bar has links for About Us, Patients and Visitors, Programs and Services, News & Events, and Accountability. The left sidebar lists various resources under the heading 'Health Sciences Library', including Databases, Conducting a Literature Review, eBooks, eJournals, Links, Collections, Services, Training, Tutorials & Webinars, Evidence Based Practice, and Using mobile devices. The main content area is titled 'Training' and lists 'Training Sessions and resources' with a bulleted list: Patient Education Series (Creating patient education material, Communications, Health Literacy, Plain Language, Readability), Tutorials & webinars, Evidence Based Medicine, and Using mobile devices.

<http://www.hsnsudbury.ca/portalen/library/>

Communication Skills



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Certificate of Completion
Issued to
Employee Name
*In recognition of completion
of the following workshops in the
Patient Education Series:*
**Health Literacy and Communication Skills
Plain Language and Readability**

Date Signed

Health Sciences Library

Defining Health Literacy

What is literacy?

What is health literacy?



Elements of Health Literacy

General Literacy

- Reading ability
- Numeracy
- Listening and speaking skills
- Comprehension ability
- Critical thinking and judgment

Elements of Literacy

Concept of Functional Literacy

Prose literacy

- Books
- Newspapers
- Magazines

Document literacy

- Forms
- Applications
- Schedules
- Maps
- Graphs/tables

Quantitative literacy

- Bank forms/cheques
- Purchase orders
- Bills/receipts



Health Literacy defined

Health Literacy

- Ability to find, understand and communicate health information
- Ability to assess health information

Health Literacy defined

The concept of poor health literacy has been coined to describe patients with an inability to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

(Williams 2002 p. 383)

Factors Influencing Health Literacy

Age
Socio-economic status
Education level
Gender
Culture
Disability

Factors Influencing Communication



Factors Influencing Literacy

- In addition to a diagnosis of heart disease, diabetes, or cancer, the patient may suffer from depression or other mental health issues
- 8% of adult Canadians will suffer from depression
- 20% will experience a mental health illness

The Report on Mental Illness in Canada, October 2002.

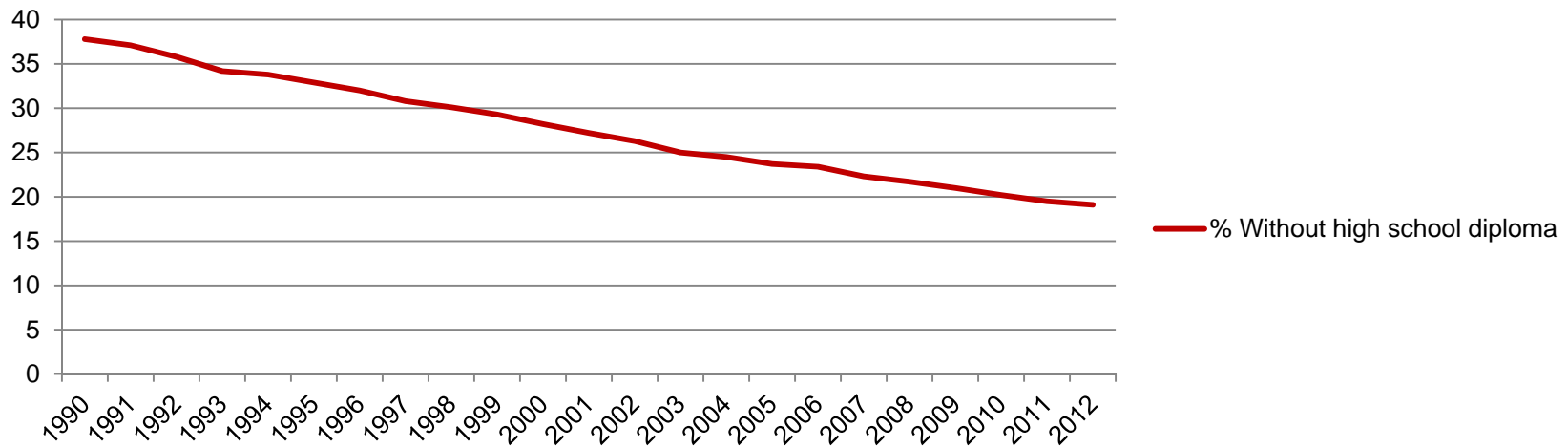
EBIC 1998 (Health Canada 2002), Stephens et al., 2001

http://www.cmha.ca/bins/content_page.asp?cid=6-20-23-43



Factors Influencing Literacy

Level of education, Canadians 15 years of age and over



Indicators of Well-being in Canada
Human Resources and Skills Development Canada
<http://www4.hrsdc.gc.ca/.3ndic.1t.4r@-eng.jsp?iid=29>

Factors Influencing Literacy

Census data - mother tongue

	Ontario	Sault	Sudbury	Timmins
English	68%	86%	64%	56%
French	4%	3%	27%	37%
Other	25%	9%	6.5%	5%

(Statistics Canada: 2011 Census)

Factors Influencing Literacy

Census data - mother tongue:

Sudbury	Italian 26%	Finnish 13%	German 7%
Sault	Italian 53%	Finnish 9%	German 7%
Timmins	Italian 23%	Cree 15%	Finnish 10%

(Statistics Canada: 2011 Census)

Health Literacy, Status and Outcomes

How does literacy impact patient education?

How does it relate to health status?

Does it affect health outcomes?



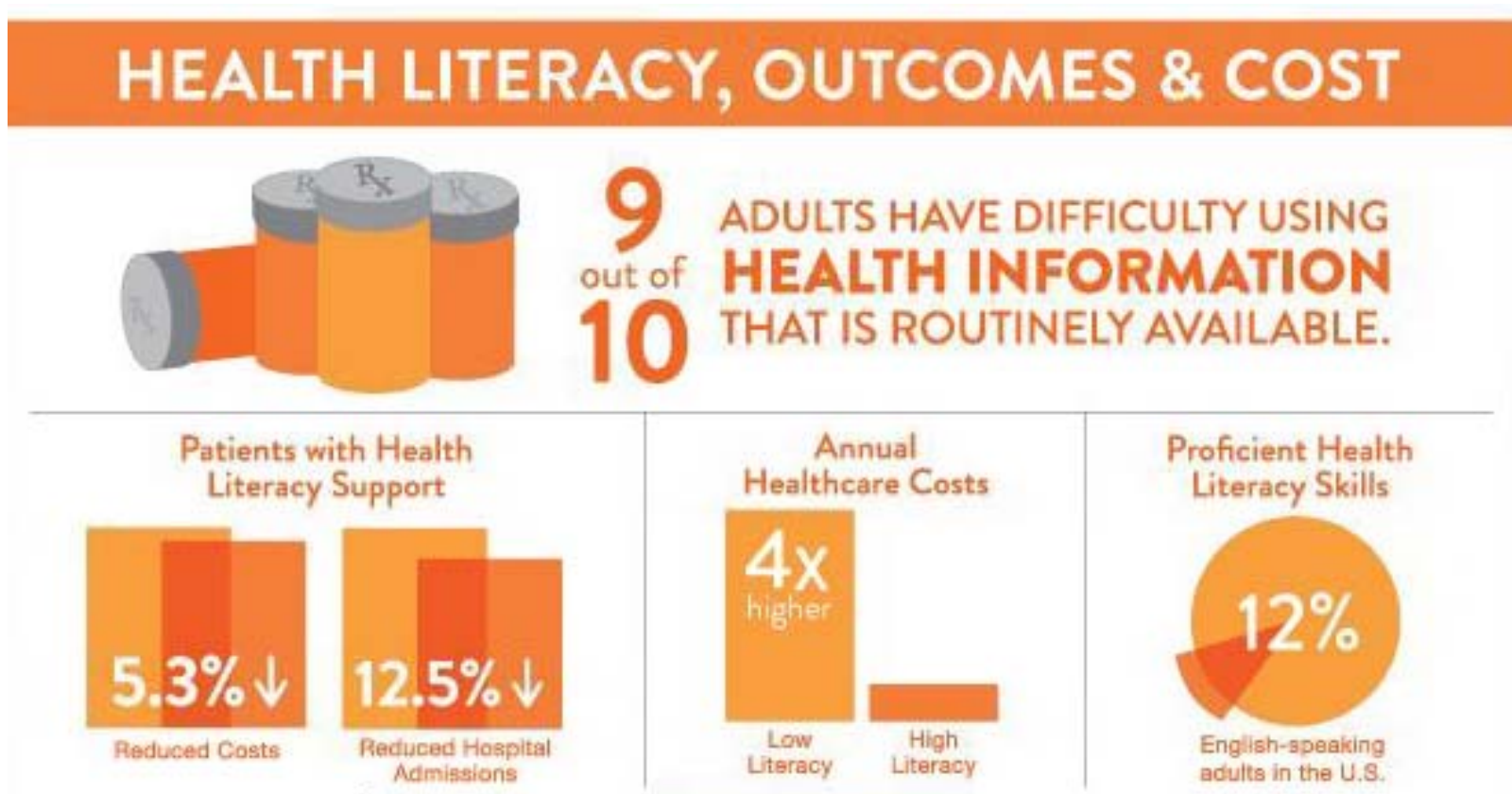
Health Literacy and Health Status

American Medical Association

Health literacy and patient safety: Help patients understand - YouTube

Or http://www.youtube.com/watch?v=cGtTZ_vxjyA

Health Literacy and Health Status



Infographic: Are your patients health literate? Make it easier for patients to understand health information. <http://www.healthcarecommunication.com/Main/Articles/11712.aspx>



Health Status

Health literacy is the biggest predictor of health status, ahead of education or economic status.

- 42% of Canadian adults between the ages of 16 and 65 have low literacy skills.
- 55% of working age adults in Canada are estimated to have less than adequate health literacy skills.
- 88% of adults over the age of 65 appear to be in this situation
- All About Literacy in Canada
Canadian Literacy and Learning Network
<http://www.literacy.ca/literacy/literacy-sub/>

Health Literacy and Communication

Confusion and miscommunication due to patient's difficulty in understanding:

- Physician's vocabulary
- Patient education pamphlets
- Online information
- Instruction from clinicians

(Williams 2002 p.384-5:)

Health Status and Communication

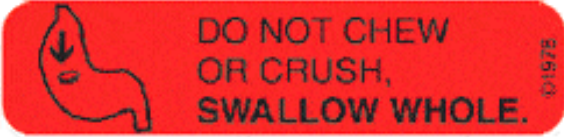


Confusion and miscommunication due to a patient's difficulty in understanding:

- Prescription label
- Follow-up appointment slip
- Self-care instructions
- Informed consent forms

Health Status and Communication

Reading Confusion Into Drug Warnings

When researchers asked consumers to interpret prescription warning stickers, these are among the responses they gave:

	<p>"Chew pill and crush before swallowing." "Chew it up so it will dissolve, don't swallow whole or you might choke."</p>
	<p>"Use extreme caution in how you take it." "Medicine will make you feel dizzy." "Take only if you need it."</p>
	<p>"Don't take medicine if you've been in the sunlight too long." "Don't leave medicine in the sun."</p>

A Picture is Worth 1,000 Words

<http://intouchlabels.com/blog/a-picture-is-worth-1000-words/>

Health Literacy and Health Status

“Individuals with low literacy are more likely to be hospitalized and less likely to seek early medical advice or treatment, to follow up with medical care, or to engage in preventive health behaviors.” (Freidman 2004)

Health Literacy and Health Status

- Poor compliance with recommended treatments
- Adverse effects in treatment or follow-up plans
- Validity of medical history
- Validity of medical tests
- Poorer health outcomes and health status
- Higher health care costs

(Williams 2002 p.385)

Health Literacy and Health Outcomes

- ER patients with low literacy skills are twice as likely to be hospitalized than those with better skills
- Patients with low literacy skills are five times more likely to misinterpret their prescriptions than those with better skills
- Low literacy skills have four times greater annual health costs than those with better skills

Health Literacy and Health Outcomes

“Low-literate patients may receive ineffective care because they do not understand providers’ directions for their care. Thus, they could actually need more visits to achieve the same therapeutic goal.” (Baker et al., 1997)

Health Literacy Preconceptions

How can you identify patients at risk?

Health Literacy Preconceptions

- Low literacy is a hidden problem: most adults have developed coping skills that let them function well in most situations
- Low literacy does not relate to low intelligence
- Not related to appearance

Red Flags for Low Literacy

- Eyes wander over a page of text
- Shows a lack of interest in written materials
- Expresses frustration or impatience
- Takes a long time or doesn't complete forms

Red Flags for Low Literacy

- Looks at the pills instead of reading the label
- Says “I forgot my glasses” or “Can you read it to me?”
- Says “I’ll take this home and read it later” or “I’ll discuss it with my family.”

Communication Skills

- Problems in doctor-patient communication
- Learning styles & Communication style
- Effective listening techniques
- Communication protocols
- Communication strategies for patients
- New developments
- Tutorial

Communication Skills

Problems in doctor-patient communication

- 45% of patients' concerns are not elicited
- 50% of psychosocial and psychiatric problems are missed
- In 50% of visits, patient and physician do not agree on the main presenting problem
- Patients' most common complaint is the lack of information provided by physicians
- Majority of malpractice suits arise from communication errors, not incompetence

The Science of Doctor-Patient Communication:

<http://videos.bravewell.org/files/Introductory%20Lecture%20PowerPoint.pdf>



Communication Skills

Problems in doctor-patient communication

Doing it wrong

[Link to Video](#) - with Dr. Robert Buckman and actor, John Cleese

http://www3.mdanderson.org/streams/FullVideoPlayer.cfm?xml=FacDev/config/Comm_HowNotToDolt_Cleese_cfg

Communication Skills

Learning styles

There are four primary learning styles:

Visual

Auditory

Kinesthetic





Thinkers

Most adults will have a preference for one or two of these styles. Some people will be comfortable using all four learning modes.

Maximizing Your Patient Education Skills Part 1: Learning and Communication Styles, University Health Network.



Communication Skills

Visual Key words: See it	Auditory Key words: Hear it	Kinesthetic Key words: Do it	Thinkers Key words: Think about it
			
Visuals see colour, size and shape.	Auditories prefer details, clear vocal presentations and audiotapes.	Kinesthetics prefer to put their hands on and touch something.	Thinkers want to analyze, categorize, review, reflect and ask questions.
They create diagrams of what they hear. They like pictures, illustrations & visual cues (i.e., note takers-refer to it later).	They pay attention to the speaker's voice - the tone, energy, pitch, enthusiasm and modulation.	They like participating in groups and moving about doing several different activities at the same time.	They like to have time to process information and make decisions.
They run movies in their minds and like to read.	They play a tape recorder in their minds. They like written text so they can hear what they are reading	They relive the sensation or the feeling they experienced.	They want the facts with a credible source of data. They like models, logic, data, information, and knowledge.

(Adapted from Langevin Learning Services, 2002)

Maximizing Your Patient Education Skills – Learning and Communication Styles

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Communication Skills

Communication styles

There are four primary communication styles:

Driver

Expressive

Amiable

Analytical

Maximizing Your Patient Education Skills Part 1: Learning and Communication Styles, University Health Network.

Communication Skills

Communication Style Strengths

<p>Direct and Efficient Candid Independent Decisive Pragmatic</p> <p style="text-align: center;">DRIVER</p>	<p>Influential and motivating Persuasive Enthusiastic and outgoing Good storyteller Prefers the big picture</p> <p style="text-align: center;">EXPRESSIVE</p>
<p style="text-align: center;">ANALYTICAL</p> <p>Persistent Precise/Exacting Logical Serious demeanour Systematic/Orderly</p>	<p style="text-align: center;">AMIABLE</p> <p>Effective listener Cooperative Supportive Diplomatic Patient.</p>

Communication Skills

Your communication style affects:

- What you talk about
- The way you talk
- Your tone
- Pace of your speech
- Your body language
- Your responsiveness
- Your listening pattern

Maximizing Your Patient Education Skills Part 1: Learning and Communication Styles, University Health Network.



Communication Skills

Effective listening techniques

- Furthering responses
- Questioning
- Clarifying
- Paraphrasing
- Empathy
- Summarization

Maximizing Your Patient Education Skills Part 1: Learning and Communication Styles, University Health Network



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Health Literacy & Communication Skills

Communication Skills

Communication protocols

Communication protocols, models and strategies:

- L.E.A.R.N.S. model (RNAO)
- S-P-I-K-E-S communication protocol (Dr. Buckman)
- Macy Model / PEARLS Statements (NOSM)
- Teach-back techniques

Communication Skills

Communication protocols

L.E.A.R.N.S. Model

- Listen
- Establish
- Adopt
- Reinforce
- Name
- Strengthen

Macy Model

Use PEARLS Statements

Partnership
Empathy
Apology
Respect
Legitimization
Support

Teach-back Technique

- Asking a patient to explain **in their own words** what they need to know or do
- Check for understanding
- If needed, re-explain and check again.

Communication Skills

Communication protocols

S.P.I.K.E.S.

- **S**etting up
- **P**erception
- **I**nvitation
- **K**nowledge & information
- **E**motions
- **S**trategy and summary

Communication Strategies

CLASS is the fundamental protocol for all clinical interviews.

EVE is a special strategy to use inside of other protocols when responding to emotions within any type of interaction.

SPIKES is a protocol to use when you must break bad news.

CONES is a variation of the SPIKES protocol that is useful for error disclosure.

Videos:

<http://www.mdanderson.org/education-and-research/resources-for-professionals/professional-educational-resources/i-care/complete-library-of-communication-videos/basic-principles.html>



Communication Skills

Communication protocols

L.E.A.R.N.S. Model

Listen to client needs

Establish relationships

Adopt intentional approach

Reinforce health literacy

Name new knowledge via teach-back

Strengthen self-management

Developed by the RNAO Expert Panel for the Best Practice Guideline
“Facilitating Client Centred Learning”.

Communication Skills

Communication protocols

Macy Model

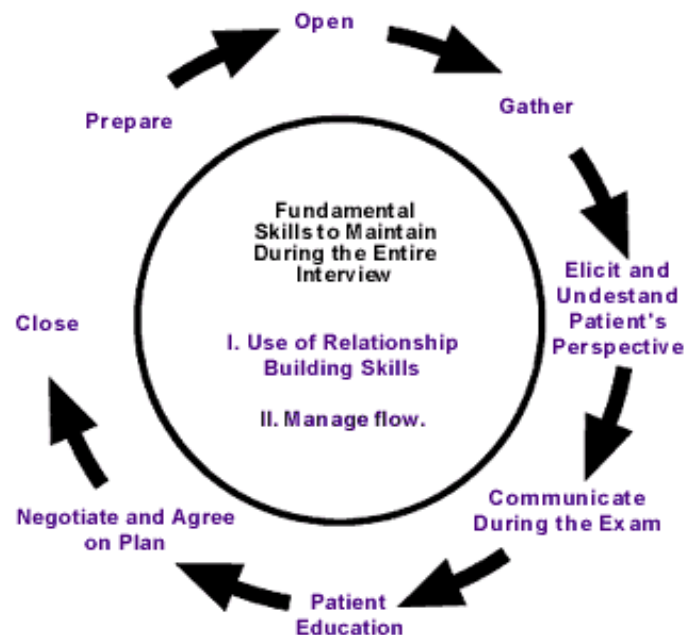
Provides a framework for the medical interview and uses the PEARLS statements for communication

Partnership
Empathy
Apology
Respect
Legitimization
Support

Communication Skills

Communication protocols

Overview of the Structure and Sequence of Effective Doctor Patient Communication



Website - <http://nyumacy.med.nyu.edu/curriculum/model/m04.html>



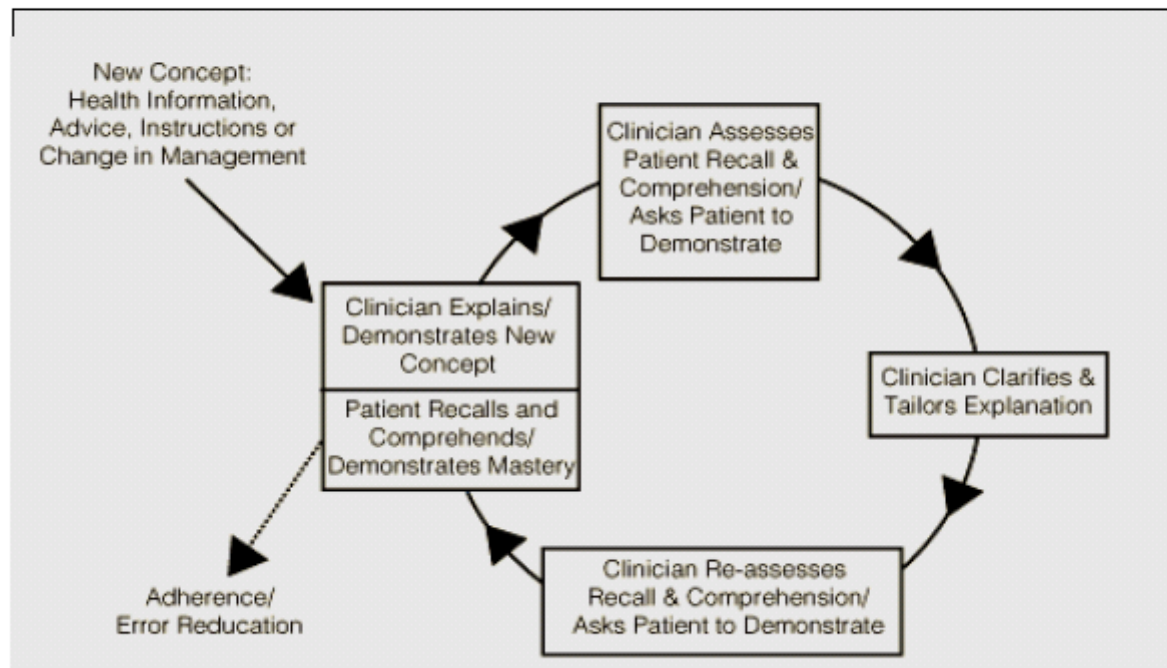
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Health Literacy & Communication Skills

Communication Skills

Communication protocols

Teach-Back



Communication strategies . . . patients



What is my main problem?

What do I need to do?

Why is it important for me to do this?

www.npsf.org/for-healthcare-professionals/programs/ask-me-3/



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Health Literacy & Communication Skills

Communication strategies . . . patients

Ask. Listen. Talk.

Before you meet your doctor or health care provider, prepare a list of questions you want to ask:

- What is this test for?
- When will I get the results?
- Why do I need this treatment?
- Are there any alternatives?
- What are the possible complications?
- How do I spell the name of that drug?
- Are there any side effects?
- Will this interact with medicines I am already taking?

Visit asklistentalk.ca for more information

 cpsl icsp Canadian Patient Safety Institute
Institut canadien pour la sécurité des patients



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Communication Skills

New developments

Communication Climate Assessment Toolkit (C•CAT)

- Developed by the American Medical Association in 2010
- Meets U.S. Joint Commission's new patient-centered communication standards

C.CAT provides a 360-degree organizational assessment to demonstrate whether an organization's policies, practices and culture promote effective, patient-centered communication.

Reference: The Joint Commission (2009) *Patient-Centered Communication Standards for Hospitals*. Effective July 2012. –

<http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/the-ethical-force-program/patient-centered-communication/patient-centered-communication-framework.page>



Communication Skills

New developments

Beyond words

Beyond Words will produce

- a pictogram-based toolkit to improve wayfinding on hospital campuses
- a simplified discharge summary to improve the comprehension of medication and care instructions

Video . <http://www.thecicc.com/>

Communication Skills Tutorial

Teach-back communication technique

- Asking a patient to explain **in their own words** what they need to know or do
- Check for understanding
- If needed, re-explain and check again.

45 minute tutorial -

<http://www.teachbacktraining.com/interactive-teach-back-learning-module>