



# Maßnahmen zur Förderung der Gesundheitskompetenz in Irland und den Niederlanden

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## Herausragende Projekte im Bereich Gesundheitskompetenz im Gesundheitswesen

Kategorie A: Die besten Projekte in der hausärztlichen Praxis

Kategorie B: Die besten Projekte im Krankenhaus

Kategorie C: Die besten Projekte in der Gemeinde oder im sozialen Setting

Kategorie D: Die besten Gesundheitsförderungsprojekte

Kategorie E: Die beste Gesundheitskommunikation im Journalismus



Erstellung von Broschüren zum besseren Verständnis grundlegender Gesundheitsinformationen und zur Unterstützung bei Arztbesuchen:

- Was ist Gesundheitskompetenz?
- Mach' das beste aus deinem Arztbesuch
- Bau eine gute Beziehung mit dem behandelnden Arzt auf
- Erklärungen in einfacher Sprache zu chronischen Erkrankungen wie Arthritis und Asthma



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http://www.nala.ie/

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**NALA** Providing leadership on literacy  
National Adult Literacy Agency  
Áisíneacht Náisiúnta Litearthachta do Aosáigh

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About us Literacy in Ireland What we do Campaigns Publications

**Health literacy - the best remedy**  
Free plain English training for people working in the health sector.  
[Read more...](#)

**News and events**  
**National Forum for Adult Literacy Tutors 2012**  
The 2012 National Forum for Adult Literacy Tutors takes place on Saturday 28 January 2012 in All Hallows...  
**4 out of 10 people have difficulty understanding health information.**  
Irish findings of first ever EU Health Literacy Survey announced at launch of Health Literacy Awards today.  
**Free plain english training for the health sector**  
On 28 November, MSD and NALA will once again join forces to advise and promote the benefits of removing...  
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National Adult Literacy Agency - Sandford Lodge, Sandford Close, Ranelagh, Dublin 6 T.01 4127900 F.01 4976038 E.info@nala.ie [Accessibility](#) | [Site Map](#) | [Links](#)

Fertig

Internet | Geschützter Modus: Aktiv

100%

Start Posteingang - Micros... Microsoft PowerPoint ... teach Back - Deutsch... Health Sector Worker... Home | NALA - Win...

DE 08:54 31.01.2012



## **Die „National Adult Literacy Agency“ (NALA) hat die folgenden „Top Tipps“ zur besseren Kommunikation mit Patientinnen und Patienten für Beschäftigte im Gesundheitswesen entwickelt:**

- Vermeiden Sie medizinischen Jargon / medizinische Fachausdrücke – gebrauchen Sie stattdessen leicht verständliches Englisch.
- Gebrauchen Sie, wenn möglich, Bilder oder visuelle Hilfsmittel.
- Wenden Sie die ‘teach back’-Methode an – bitten Sie die Patientinnen und Patienten mit eigenen Worten zu wiederholen, was Sie ihnen gerade mitgeteilt haben, um sicher zu gehen ob alles verstanden wurde.



The screenshot shows a Windows Internet Explorer browser window displaying the NALA website. The address bar shows the URL: <http://www.nala.ie/news/national-forum-adult-literacy-tutors-2012>. The website header includes the NALA logo and the tagline "Providing leadership on literacy". Navigation links include "Contact us", "FAQs", "Research", "Press releases", and "Follow us" with social media icons. A search bar is also present. The main content area features a navigation menu with "About us", "Literacy in Ireland", "What we do", "Campaigns", and "Publications". The main heading is "National Forum for Adult Literacy Tutors 2012". Below this, the date is listed as "Saturday, 28 January, 2012". A photograph shows a woman smiling next to a computer monitor. The text describes the event as free for adult literacy tutors and provides details about the location (All Hallows College in Dublin) and the theme (keeping adult literacy students actively involved). A "Programme" section lists the following activities:

- 10.30 Registration: Tea and Coffee
- 11.00 Welcome address  
Chair: Gretta Vaughan, Chairperson of NALA
- 11.10 NALA update  
Inez Bailey, Director, NALA
- 11.20 Transformative learning theory and the importance of story in adult literacy  
Margaret O'Brien, Lecturer in Adult Literacy Studies, Literacy Development Centre, Waterford Institute of Technology

The browser's taskbar at the bottom shows several open applications: Start, Posteingang - Micros..., Microsoft PowerPoint..., teach Back - Deutsch..., Health Sector Worker..., and National Forum for... The system tray shows the date as 31.01.2012 and the time as 08:57.





## Irish National Advisory Panel (1)

Dept. of Health & Children

Health Service Executive (HSE) (4 VertreterInnen)

Health Information and Quality Authority (HIQA)

Age Action Ireland

Children's University Hospital

Irish Cancer Society (2 VertreterInnen)

Irish College General Practitioners

Irish Heart Foundation

Irish Hospice Foundation

Irish Patients Association

Irish Pharmaceutical Healthcare Association

Irish Times



## **Irish National Advisory Panel (2)**

Merck Sharp & Dohme Ireland (MSD)

National Adult Literacy Agency (NALA)

National Cancer Screening Services

Heart Check Ireland

University College Cork (UCC)

Voluntary Health Insurance Board

University College Dublin (UCD) (6 VertreterInnen)



## Dutch Health Literacy Alliance

Jaap Koot  
Netherlands Institute for Health Promotion



## Ziele der Allianz



Create an inclusive society by improving literacy competencies for health and self management

- Empowerment affected groups
- Sensitising professionals in health care
- Adjusting Systems





## Alliance Partners



60 organisations in health sector

Broad range of organisations:

- Patients, professionals, service providers
- Umbrella organisations, institutions for research, public health, health promotion, primary care
- Insurance companies, health industries

Collaboration with National Literacy Campaign (headed by Princess Laurentien of Orange)

Working groups on research, communication, patient participation, primary health care, etc.



## Conditions for participation

- Integrate health literacy in activities own organisation
- Share knowledge and experience with other organisations
- Advocate for spreading health literacy activities
- Contribute with finances and/or work to Alliance



## Activities in Alliance

### Networking

- Partners find each other in activities, working groups, conferences, meetings

### Information sharing

- Newsletter, websites, internet community

### Lobby

- National Umbrella Organisations, Ministries, Parliament, etc.
- Short information video



## Examples of Activities

### Empowering people

- Adult education also on health
- Internet training health
- Health literacy ambassadors







## Examples of Activities Members



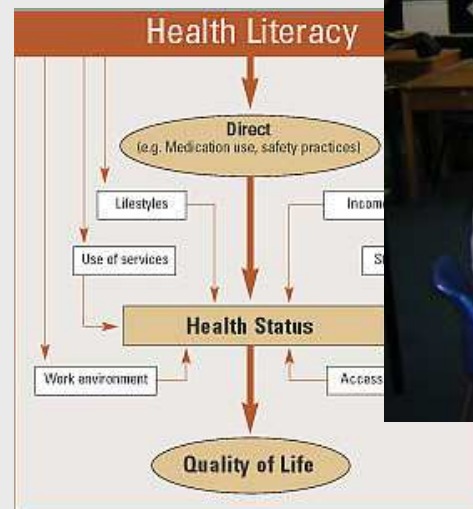
### Research activities

Health literacy prevalence surveys

Health literacy diagnostic tools

Self management chronic diseases  
(diabetes, COPD)

Health literacy friendly hospitals (walking  
interviews)





## Examples of Activities Members



### Capacity building health workers

Patient-provider interaction

- Hospital staff
- Primary Health Care
- Public Health
- Mental Health

Communication materials

- Rewriting communication materials





## Examples of Activities Members



### Organisational interventions

- Hospital information systems
- Patient information materials
- Audiovisual presentations
- Patient appointment systems





## What we learned

- Make health literacy tangible
- Limit your objectives
- Mobilise people on their area of interest
- Use ongoing activities of organisations to integrate HL
- Keep costs of secretariat low



## Information

- Netherlands Institute for Health Promotion (NIGZ)
- P.O. Box 500,  
3440 AM Woerden,  
the Netherlands
- [jbakx@nigz.nl](mailto:jbakx@nigz.nl)



Vorwort:

Lesen und schreiben, das scheint ganz selbstverständlich zu sein.

Und da fragt man sich, warum Patienten sich nicht an die Dosierung der verschriebenen Medikamente halten.



# Vielen Dank für Ihre Aufmerksamkeit

## Kontakt

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