



Health Literacy Iowa : Creating A Shared Vision for Health Literacy in Iowa

Mary Ann Abrams, MD, MPH
Iowa Health System
Health Literacy Iowa

November 30, 2010

In the beginning...

Various HL initiatives throughout Iowa

Iowa Health System - Health Literacy Collaborative

Drake College of Pharmacy – *Ask Me 3* research

Mercy Clinics Inc. – Health coaches

???

New Readers of Iowa – Adult Learner Conferences

University of Northern Iowa - Iowa Center for Health Disparities ???

Iowa Healthcare Collaborative – Health Literacy Toolkit

Iowa Chapter, American Academy of Pediatrics – *Reach Out and Read Iowa*

University of Iowa Geriatric Education Center – Health Literacy Faculty Training

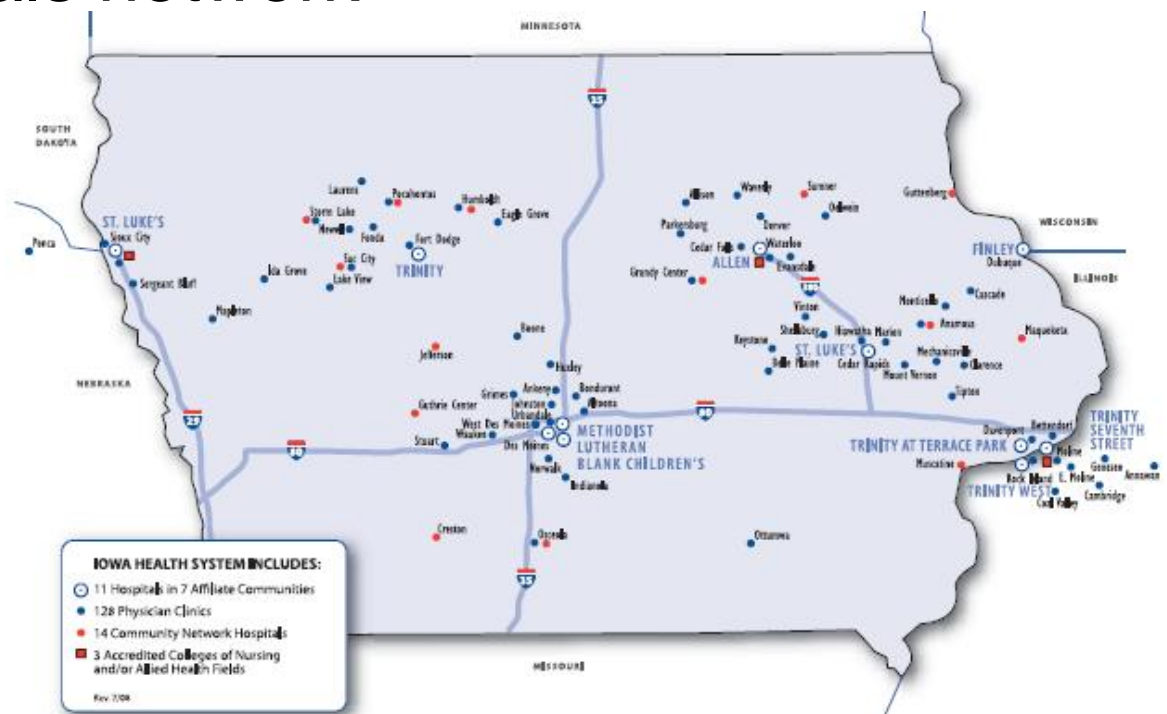
???

IHS Health Literacy Collaborative

- n 2003 – present
- n Improve quality & safety by fostering effective communication that enables all patients to read, understand, & act on health information...
- n HL teams (hospitals, clinics, home health)
- n Patient & adult learner involvement
- n Multi-faceted approaches
- n Model for Improvement/PDSAs
- n Collaborative partnerships

Iowa Health System: Convener & Coordinator

- n Statewide integrated health system
 - .. 11 senior hospital affiliates in 7 population centers
 - .. 15 rural hospitals network
 - .. 140 clinics



Creating A Shared Vision for Health Literacy in Iowa

- n October - December 2008
 - Strategic Planning Day
 - n 100+ participants; 40+ organizations
 - White Paper
- n May 2009 - December 2010
 - Steering Work Group
 - n Mission/Functions
 - n Infrastructure
 - n Sustainability
 - n Early activities

Steering Work Group

- n Des Moines University
- n DeskActive
- n Governor's office
- n Iowa Department of Education
- n Iowa Department of Public Health
- n Iowa Health System
- n Iowa Healthcare Collaborative
- n Iowa Hospital Association
- n Iowa Medical Society
- n Iowa/Nebraska Primary Care Association (CHCs)

Steering Work Group

- n Iowa Nurses Association
- n Iowa Pharmacy Association
- n Mercy Clinics, Inc.
- n New Readers of Iowa
- n Principal Financial Group
- n University of Iowa
 - Geriatric Education Center
 - Center for Disabilities & Development
- n University of Northern Iowa Centers on Health Disparities and Immigration Leadership
- n Wellmark Foundation

Health Literacy Iowa - Principles

- n Universal issue
- n All aspects of health—individual & population-based
- n Cross-cutting
- n Fundamental to:
 - .. Quality
 - .. Health reform
 - .. Reducing costs
- n Patient, family, adult learner involvement
- n Collaborative partnerships
- n Results-oriented sustained improvement
- n Response to National Plan to Improve Health Literacy



Health Literacy Iowa

Mission

Promote and facilitate the ability of all Iowans to use effective communication to optimize their health.



Health Literacy Iowa

Functions:

- n Make the policy and business case, raise awareness, & advocate
- n Assist health care providers & organizations in using health literacy-related interventions & creating system change
- n Education and training



Health Literacy Iowa



Functions:

- n** Empower patients, families, and consumers
- n** Share resources
- n** Participate in research
- n** Collaborate with state and regional partners

Phase 1: July 2009 – December 2010

Informal Initiative

n Accomplishments:

- .. Iowa-specific economic analysis
- .. Awareness/Branding
 - n 1-pager(s)
 - n Website
 - n e-newsletter
 - n Presentations
- .. Additional partners
- .. Business development committee

Phase 1: July 2009 – December 2010

Informal Initiative

n Accomplishments (cont'd):

- .. Services

- n Clients:

- .. Document review session
 - .. Health literacy review and evaluation

- .. Grants

- n HRSA – Iowa Geriatric Education Center

- n AHRQ – Adapt grant

- n National Library of Medicine

- n Des Moines University

- .. Appropriation request

Phase 2: January – December 2011

Transition to Independent Entity

n Launch – January

n Goals

- .. Governance
- .. Build capacity
- .. Develop clients & services
- .. Increase collaborative opportunities
- .. Regional partnership
 - n HL Midwest - prototype regional health literacy cooperative

Phase 2: January – December 2011

Transition to Independent Entity

n Goals

- Establish HLI as the:
 - n Hub for health literacy in Iowa
 - n Go-to source for health literacy information, resources, and connections
- Menu of education & training options for:
 - n Health care providers
 - n Employers
 - n Payers
 - n Agencies

Phase 2: January – December 2011

Transition to Independent Entity

n Goals (cont'd)

- .. Formalize network of adult learners to support health literacy education, training, & services
- .. Plain Language materials
- .. HLI community resource centers
- .. Iowa-specific health literacy story bank
- .. Regional research agenda

Phase 3: 2012 & Thereafter

n Advocate

- .. Communicate the HL business case
- .. Promote the HL policy case
- .. Articulate & integrate health literacy into health promotion & disease prevention efforts
- .. Support integration of health literacy into early child development efforts
- .. Collaborate with educators at multiple levels: early learning; K-12; adult education; ESL

Phase 3: 2012 & Thereafter

- n Participate in health system transformation
 - .. Training
 - .. Technical assistance, consulting, coaching
 - .. Plain Language materials
 - .. Cultural & linguistic training and interpretation services
 - .. Health professions education & training
 - .. Condition-specific initiatives

Phase 3: 2012 & Thereafter

n Community (Population-based) Support

- Population-based projects, e.g., early childhood (prevention); accessible materials
- Information dissemination
- Resource for public, employers
- Public health literacy
- Communication to public & target audiences (e.g., state agencies, legislators)
- Research
- Convener
- Partnerships (state, regional, national)

Observations & Insights

- n A learning organization
 - Adapt and be flexible
- n Big tent
- n Those yet to be engaged
- n Start-up funding

Observations & Insights

- n Quality, safety, reducing health disparities, patient-centered care, costs resonate
- n Remarkable engagement & buy-in
 - .. “Why aren’t we on the Steering Work Group?”
 - .. New voices bring new perspectives
- n Connect the dots for new partners
 - .. Be ready to ask & answer: What can you **do**?
- n Carts & Horses and Chickens & Eggs