

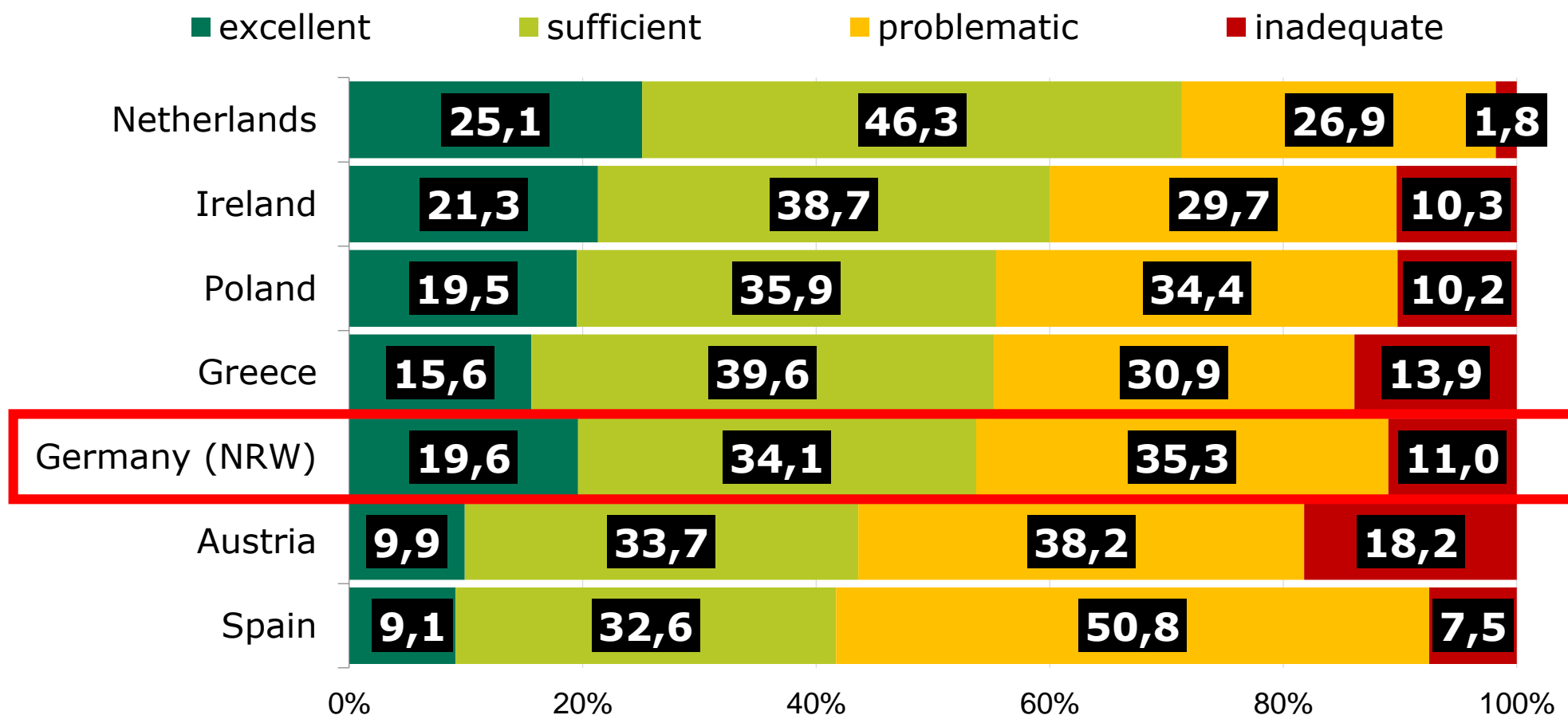
The German National Action Plan on Health Literacy – empirical base, development and implementation

Dominique Vogt, Doris Schaeffer, Ullrich Bauer, Kai Kolpatzik, Klaus Hurrelmann

Health Literacy in Germany

- Late uptake of health literacy debates
- This changed with the HLS-EU...
 - ... benchmarking generates political interest
 - ... poor results sparked academic attention

Health literacy Levels for Countries

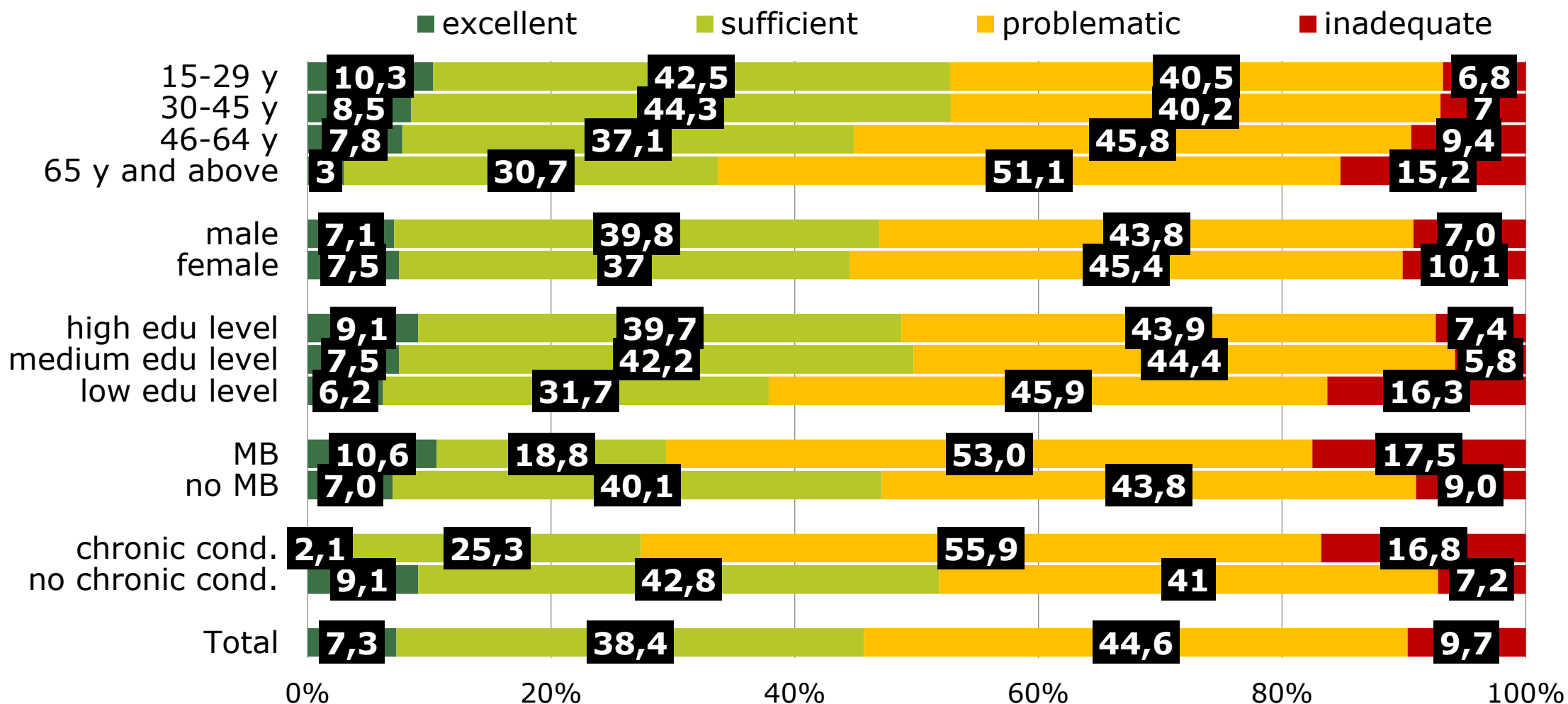


Sørensen K, Pelikan JM, Rothlin F, Ganahl K, Slonska Z, Doyle G, Fullam J, Kondilis B, Agrafiotis D, Uiters E, Falcon M, Mensing M, Tchamov K, van den Broucke S, Brand H. Health literacy in Europe: comparative results of the European health literacy survey (HLS-EU). European journal of public health. 2015;25(6):1053-8.

Health Literacy Survey Germany (HLS-GER)

Project duration:	2013-2016
Study design:	Representative, cross-sectional survey among German population (n=2.000), Respondents aged 15-years+
Data collection:	computer-assisted personal interviews (2014)
Health literacy:	HLS-EU-Q47

Health literacy in the German population



Project: National Action Plan Health Literacy

- Lead:** Prof. Dr. Doris Schaeffer, University of Bielefeld (Head)
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Prof. Dr. Ullrich Bauer, University of Bielefeld
Dr. med. Kai Kolpatzik, AOK-Bundesverband
- Project office:** Dr. Dominique Vogt, Hertie School of Governance (from 2017)
Dr. Annett Horn, University of Bielefeld
- Funders:** Robert Bosch Stiftung (Foundation)
AOK-Bundesverband (Statutory Health Insurance)
- Patron:** Minister of Health Hermann Gröhe

Publication of HLS-GER
2016

Process of Developing

NATIONALER
AKTIONSPLAN
GESUNDHEITSKOMPETENZ

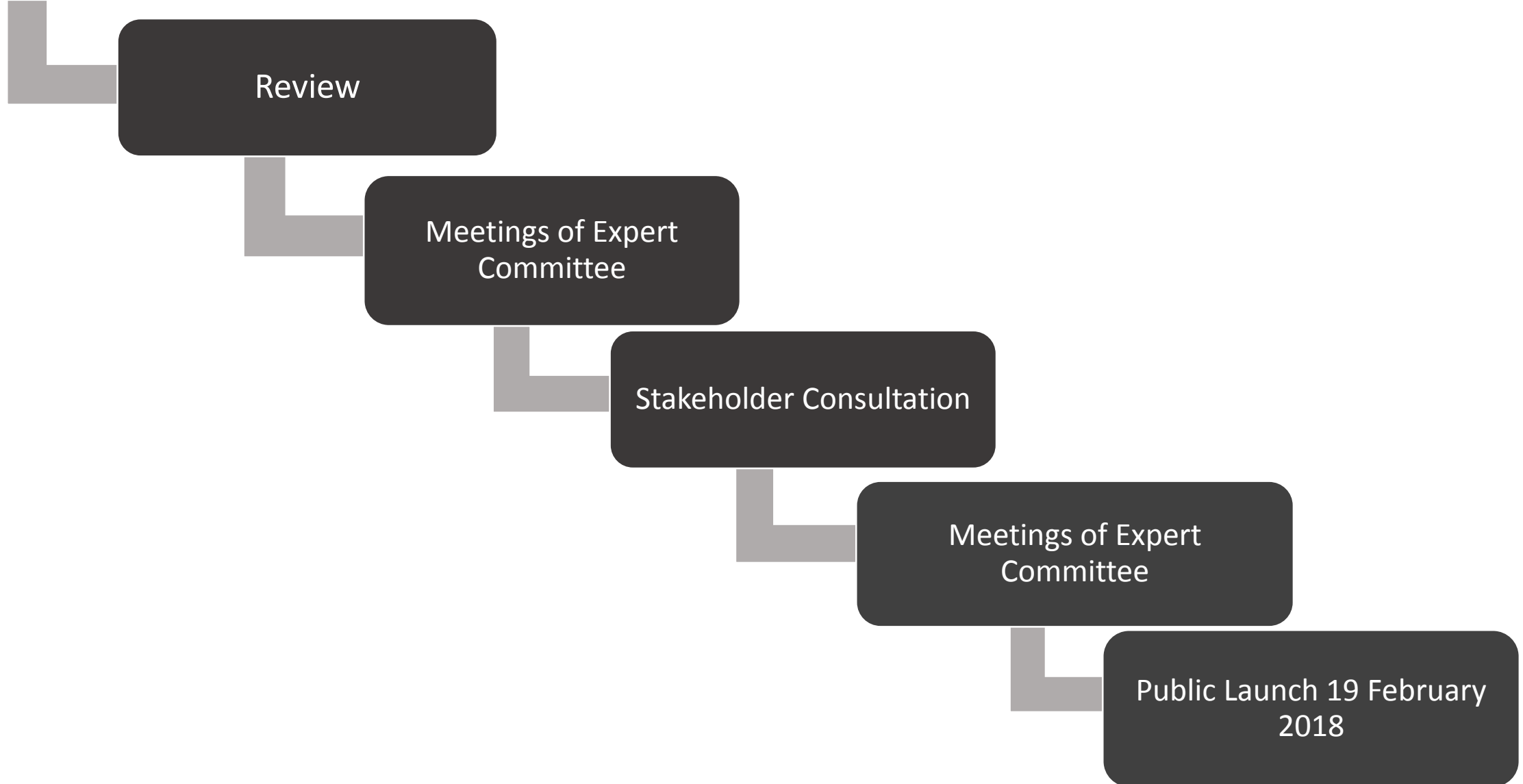
Review

Meetings of Expert
Committee

Stakeholder Consultation

Meetings of Expert
Committee

Public Launch 19 February
2018





English version available:

www.nap-gesundheitskompetenz.de

Schaeffer, D., Hurrelmann, K., Bauer, U. and Kolpatzik, K. (eds.): National Action Plan Health Literacy. Promoting Health Literacy in Germany. Berlin: KomPart 2018

Content of the National Action Plan Health Literacy in Germany

- Why do we need a National Action Plan on Health Literacy?
- What is Health Literacy?
- Why does Health Literacy gain in importance?
- How good is Health Literacy in Germany?
- How can Health Literacy be improved?
- What are the underlying principles when improving Health Literacy?

In Brief

National Action Plan – Strengthening Health Literacy in Germany

In Germany, approximately every second individual has limited health literacy. People with limited health literacy find it difficult to find, understand, appraise and apply health-related information. Therefore, an expert committee has developed this national action plan to strengthen health literacy. The plan focuses on four areas of action and presents 15 specific recommendations to improve and strengthen health literacy in Germany.

PROBLEM

What is the problem?



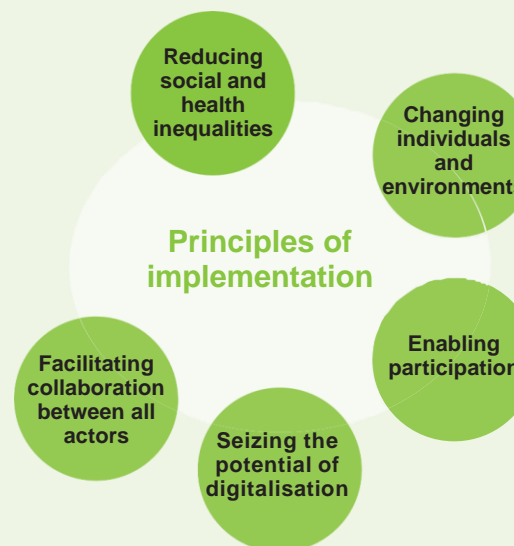
RECOMMENDATIONS

What has to be done?



PRINCIPLES

What is important?



National Action Plan

Strengthening Health Literacy in Germany

An overview of the recommendations

Recommendations 1–5

Fostering health literacy in daily life

1. Enabling the education system to strengthen health literacy early in life
2. Promoting health literacy in the workplace
3. Strengthening health literacy in relation to consumption- and nutrition-related decisions
4. Facilitating dealing with health information in the media
5. Empowering communities to strengthen health literacy locally

Recommendations 6–10

Making the health system more user-friendly

6. Establishing health literacy as a standard on all levels of the health system
7. Facilitating navigation of the health system, increasing transparency, reducing administrative hurdles
8. Improving communication between health professionals and the health system users
9. Making health information more user-friendly
10. Facilitating and strengthening patient participation

Recommendations 11–14

Health literacy and chronic illness

11. Integrating health literacy into the care of the chronically ill
12. Facilitating and supporting adequate coping with chronic illness and their implications
13. Strengthening self-management
14. Fostering health literacy in coping with activities of daily life

Recommendation 15

Expanding health literacy research

15. Expanding research into health literacy

Principles

Principles for implementing the recommendations into good practice

1. Reducing social and health inequalities
2. Changing both individual and structural conditions
3. Enabling participation
4. Seizing the potential of digitalisation
5. Facilitating collaboration between actors from all sectors of society

Plans for implementation (1)

Four expert workshops to discuss the national action plan

Workshop 1

Enabling the **education system** to strengthen health literacy early in life

Workshop 2

Integrating health literacy into the **care of the chronically ill**

Workshop 3

Facilitating dealing with health information in the **media**

Workshop 4

Making the **health system** more user-friendly



Policy Paper

Plans for implementation (2)

2nd International Symposium

HEALTH LITERACY

Research – Practice – Policy

May 2-3, 2019

Bielefeld

Key Note Speaker:

Stephan van den Broucke, Ilona Kickbusch, Diane Levin-Zamir, Don Nutbeam, Jürgen Pelikan, Kristine Sørensen

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Thank you for your attention!

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