



A Statewide Approach to Improving Health Communication

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THE HEALTH CARE IMPROVEMENT FOUNDATION

Presentation Overview

- About Health Care Improvement Foundation
- About Pennsylvania
- Program Overview and Evolution
- Challenges and Successes
- Aspirations and Key Takeaways



Pennsylvania

HEALTH LITERACY COALITION

UNITE. EMPOWER. IMPACT.

About Health Care Improvement Foundation (HCIF)

About HCIF

- Philadelphia-based nonprofit organization working collaboratively with multi-sector stakeholders to achieve solutions to clinical and population health issues



★ Designed by TownMapsUSA.com

About HCIF

VISION

Healthier communities through equitable, accessible, and quality health care.

MISSION

Driving superior health care through collaboration and shared learning.

STRATEGIC PRIORITIES

- Health equity
- Patient, family, and community engagement
- Bridging population health and clinical improvement



THE HEALTH CARE
IMPROVEMENT FOUNDATION

About HCIF

Guiding Frameworks



Fostering collaborations among health care providers to improve quality and safety.



Strengthening connections between health care and communities to promote health, well-being, and equity.

POPULATION HEALTH



Health Communication

Health Literacy
Initiatives

Pennsylvania
New Jersey Surgical
Opioid Stewardship



Community Health Improvement

Collaborative
Opportunities to
Advance Community
Health (COACH)

Collaborative Regional
Community Health
Needs Assessment



Chronic Disease Prevention & Management

CDC 1817: Heart
Disease Prevention

Cities Changing
Diabetes - Philadelphia

Colorectal Cancer
Alliance

Health Literacy Team



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COSGROVE,
MPA, CPHQ
Senior Director,
Community
Impact



KELSEY
SALAZAR, MPH
Director



Sehrish Rashid,
MA, MPH
Project Manager



CASSIDY
TARULLO, MPP
Project
Coordinator

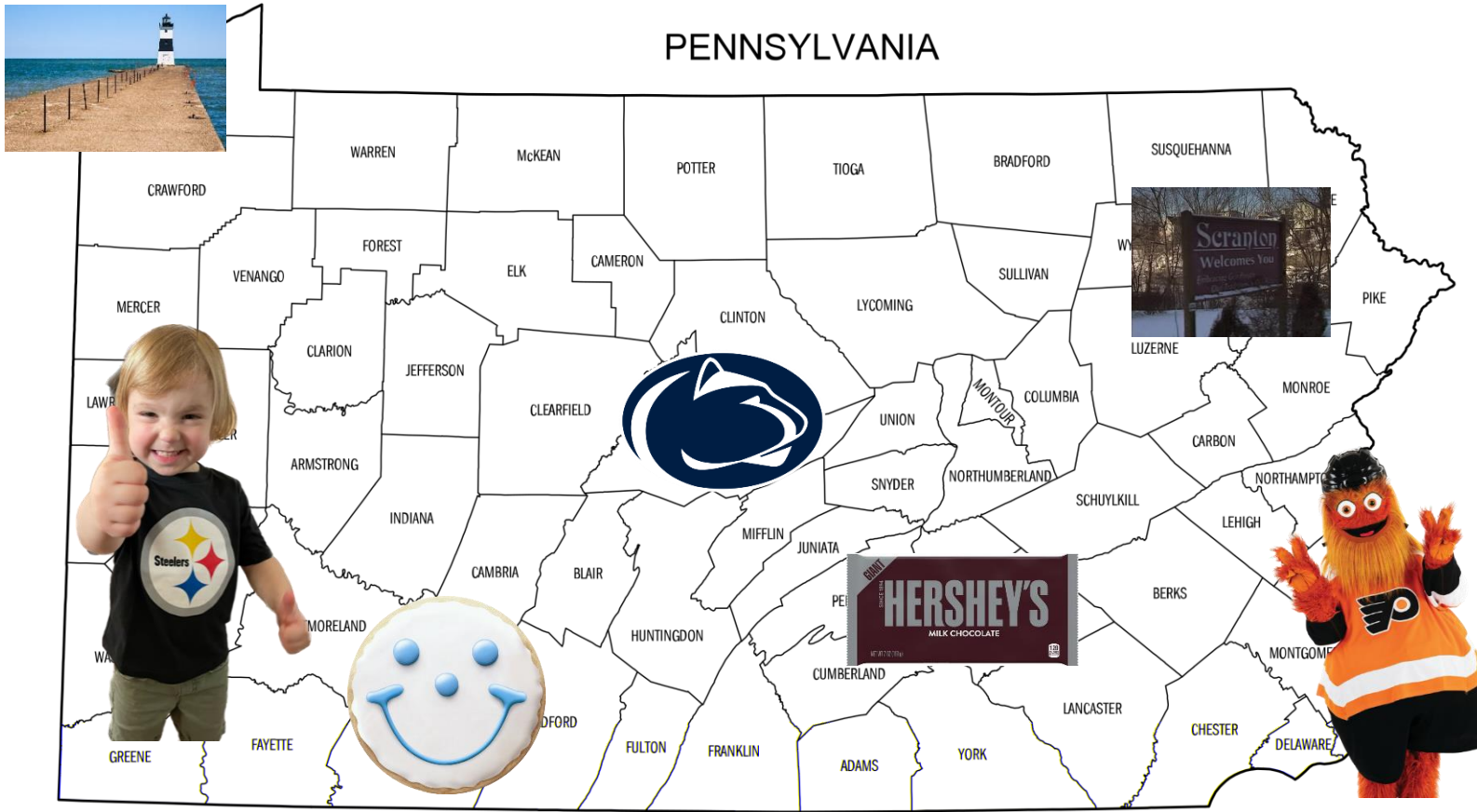


Lauren Eckel,
MPH
Project
Coordinator



About Pennsylvania

About Pennsylvania



Rural and Urban Pennsylvania Counties

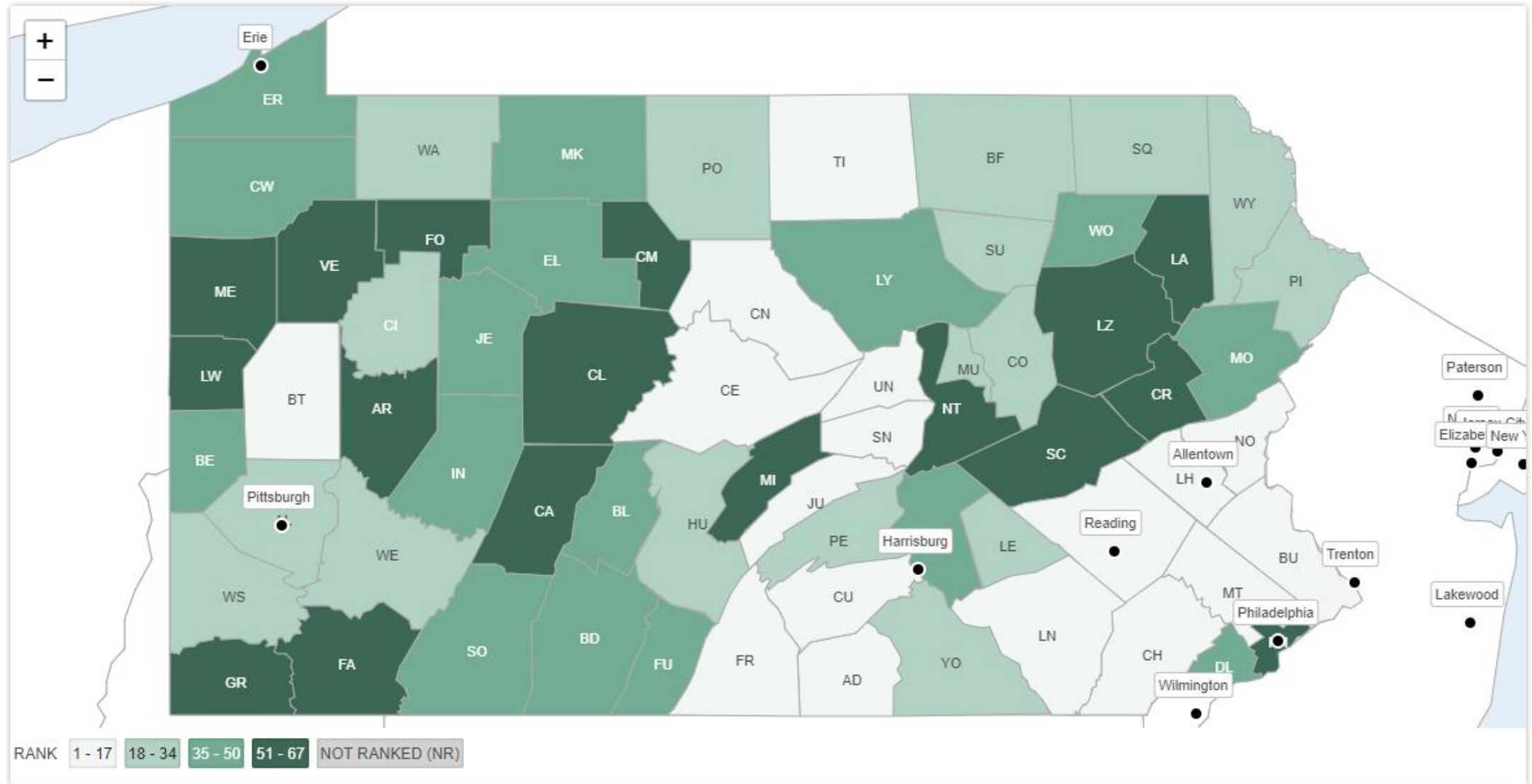
The map displays the 67 counties of Pennsylvania, categorized into two groups based on population density:

- Rural Counties (Green):** Erie, Warren, McKean, Potter, Tioga, Bradford, Susquehanna, Crawford, Forest, Elk, Cameron, Wayne, Mercer, Venango, Lycoming, Sullivan, Pike, Clarion, Jefferson, Clinton, Monroe, Armstrong, Clearfield, Centre, Union, Montour, Columbia, Luzerne, Carbon, Northumberland, Snyder, Schuylkill, Northampton, Beaver, Butler, Lawrence, Mifflin, Juniata, Perry, Dauphin, Lebanon, Berks, Bucks, Allegheny, Cambria, Blair, Huntingdon, Cumberland, York, Lancaster, Montgomery, Chester, Delaware, Washington, Fayette, Somerset, Bedford, Fulton, Franklin, Adams, Greene.
- Urban Counties (Blue):** Luzerne, Lehigh, Berks, Bucks, Montgomery, Chester, Delaware, Philadelphia.

Data source: U.S. Census Bureau, 2020 Census.

Source: Center for Rural Pennsylvania
<https://www.rural.pa.gov/data/rural-urban-definitions>

County Health Rankings - Pennsylvania



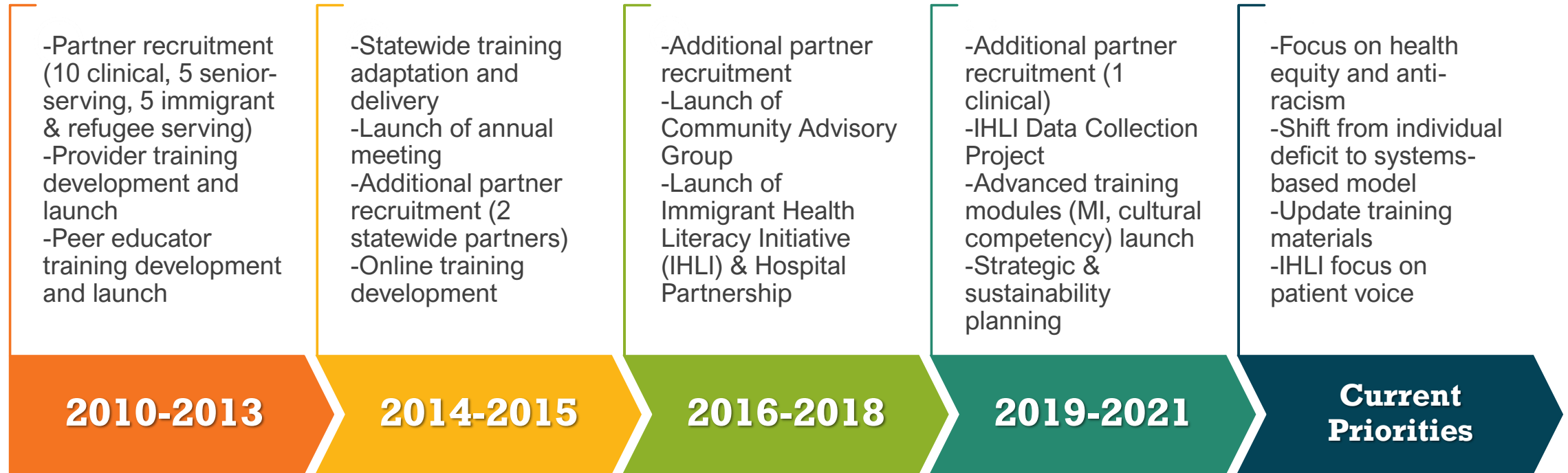
Source: County Health Rankings

<https://www.countyhealthrankings.org/explore-health-rankings/pennsylvania?year=2023>



Program Overview and Evolution

Program Highlights



Program Components



Coalition Building

Technical Assistance

Collaborative Learning

Training and Education

Program Evaluation

Reach

of participants in trainings and events, mailing list

Satisfaction

Quality of events and training sessions

Behavior Change

Intent to change practice, anticipated changes to practice

Knowledge Gain

Pre/post tests

Organizational Change

Reported interventions and policies adopted

In over a decade of health literacy initiatives in Pennsylvania, what has remained constant and what has changed?

Leadership and Management



Funder

Preventive Health and
Health Services Block Grant



THE HEALTH CARE IMPROVEMENT FOUNDATION

Grantee

Grant management
and leadership

Leadership and Management



Academic Partner

Subject matter expertise,
evaluation, grant leadership

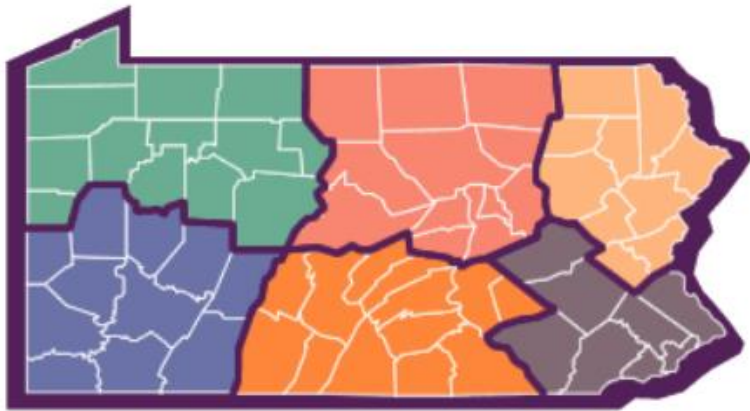


Statewide Coalition Partner

Special projects, statewide
activities management

Leadership and Management

Exploration of leadership models for Pennsylvania Health Literacy Coalition



Regional hub

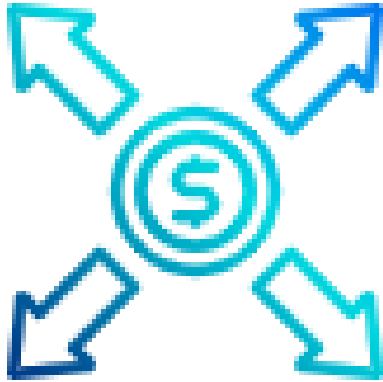


Committee

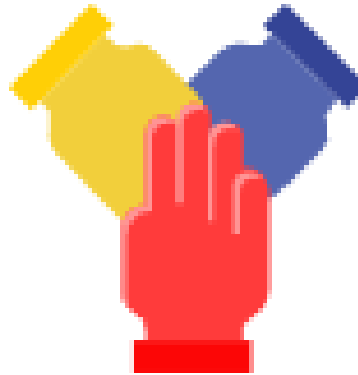


Organizational
partnerships

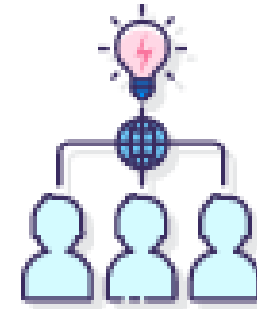
Partners and Funding



Partner
funding

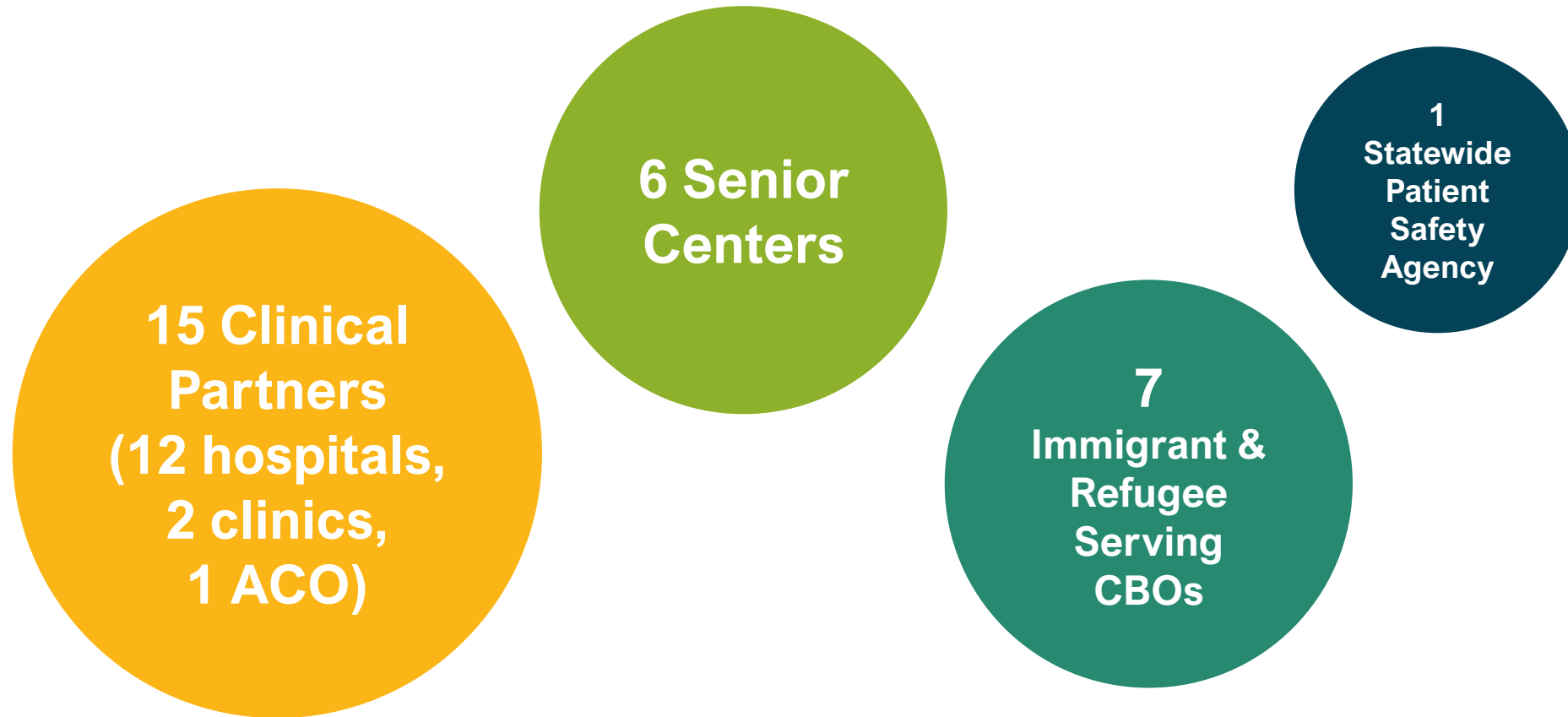


Collaborative
model

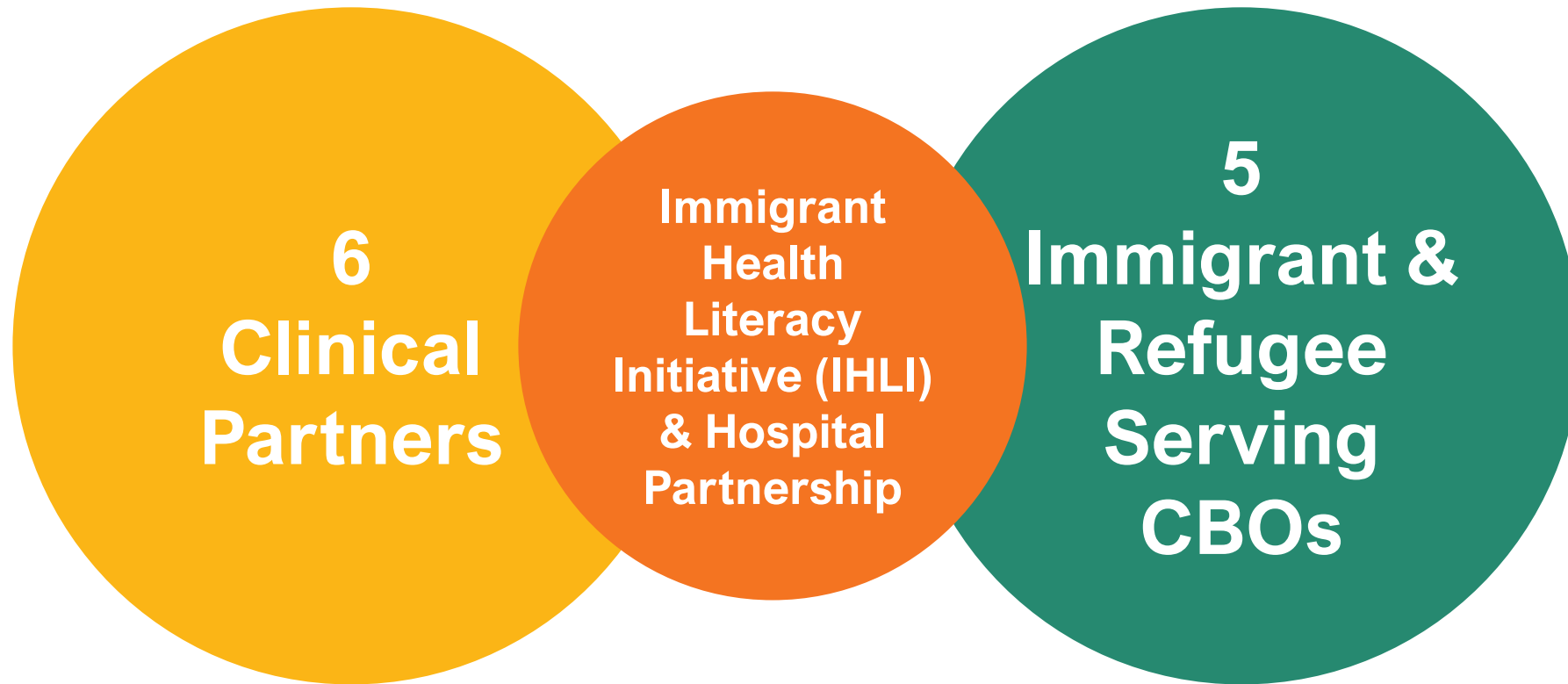


Shared
learning

Partners and Funding



Partners and Funding



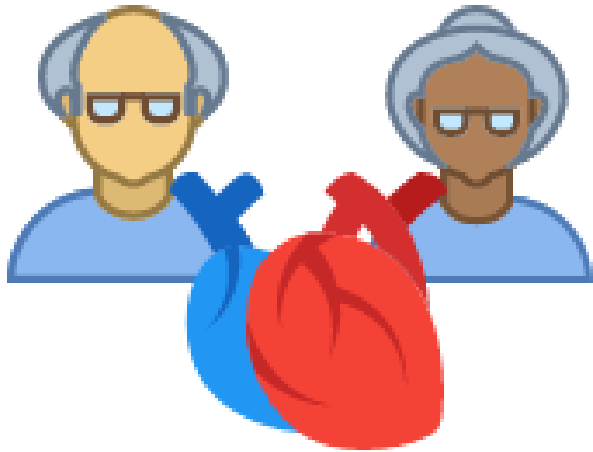
Areas of Focus

Grant objectives:

- Enhance the capacity of health care systems and health professionals to address health literacy needs
- Improve the ability of patients and consumers to communicate with health care providers

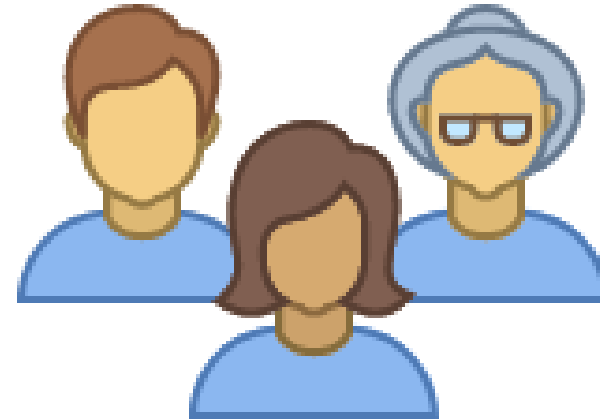


Areas of Focus



Initial Focus

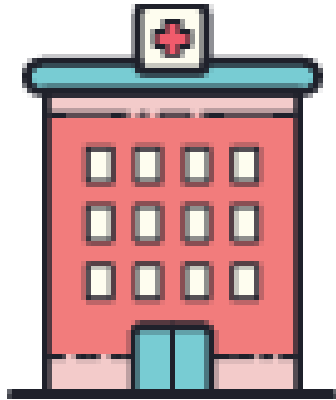
Heart health in older adults



Current Focus

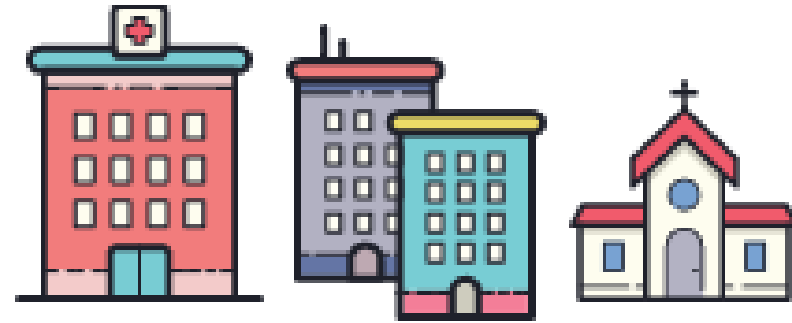
Health promotion for all

Areas of Focus



Initial Focus

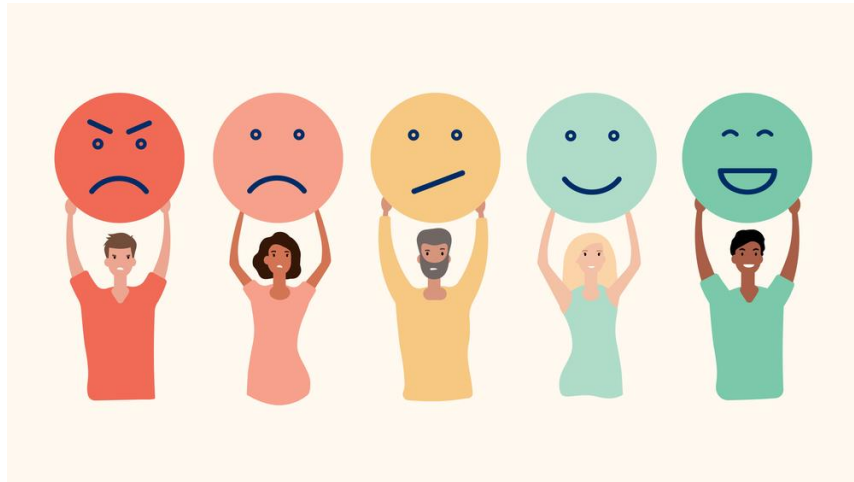
Hospitals, specifically
inpatient settings



Current Focus

Anywhere health happens

Areas of Focus



Initial Focus
Patient experience



Current Focus
Equity, diversity, and inclusion

Training and Education



Train-the-trainer
for health professionals



Peer education
for community members

Training and Education

Provider training delivery



In-person

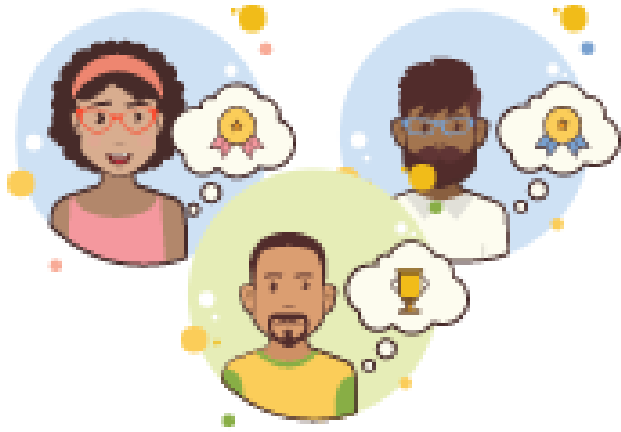


Live virtual



Self-directed
online

Organizational Change



Empowering
champions

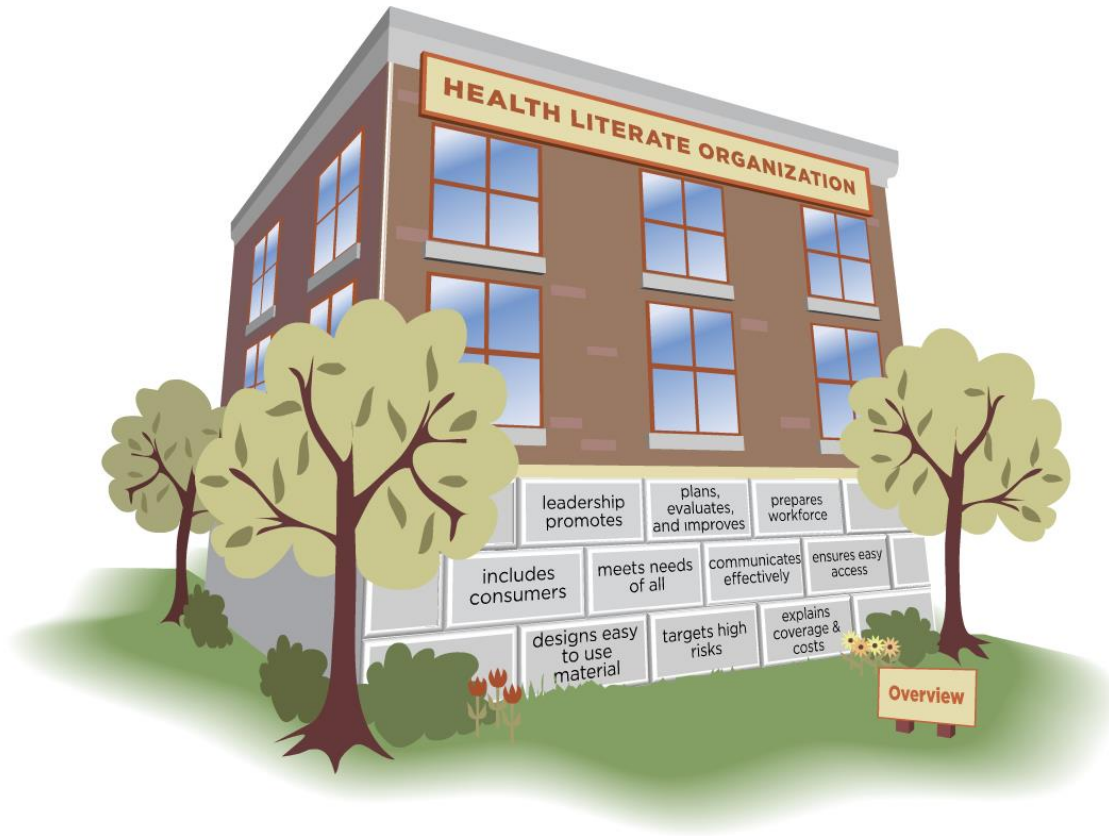


Enacting
change



Tracking
progress

Organizational Change

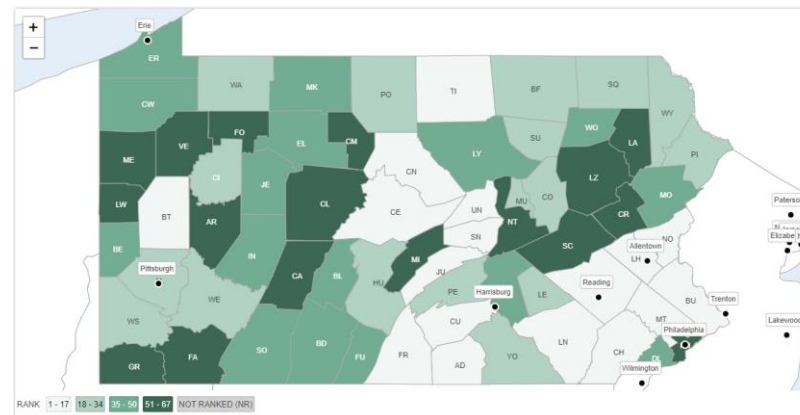
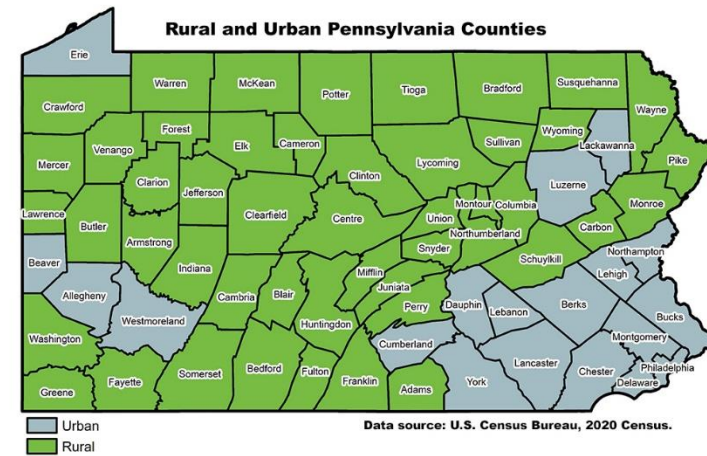


Ten Attributes of Health Literate Health Care Organizations

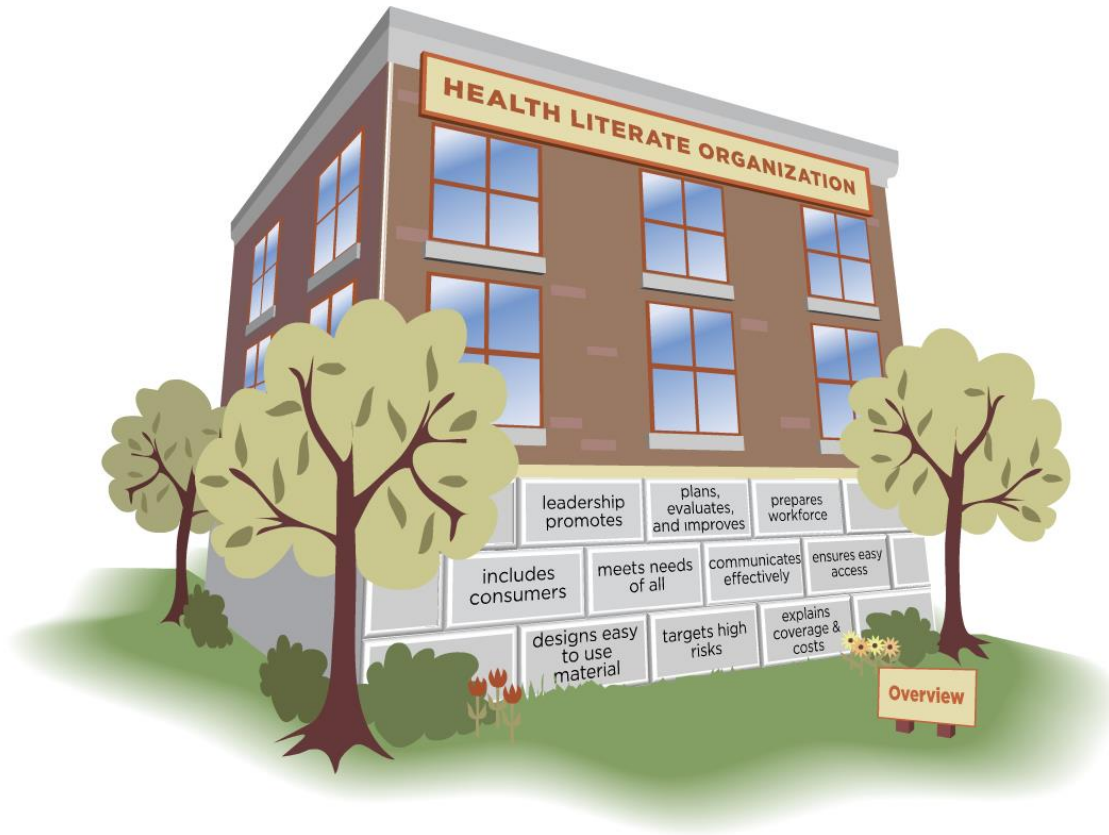


Challenges and Successes

Challenges



Challenges



Ten Attributes of Health Literate Health Care Organizations

Challenges



Successes



Virtual
programming



Pandemic
response



Meaningful
partnerships

Successes



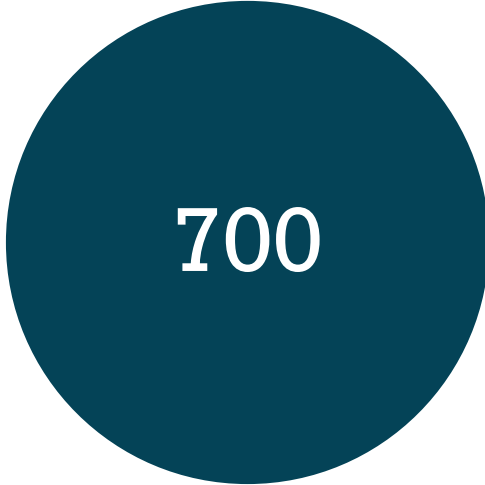
23,000

Providers
trained



1,500

Community
members
reached

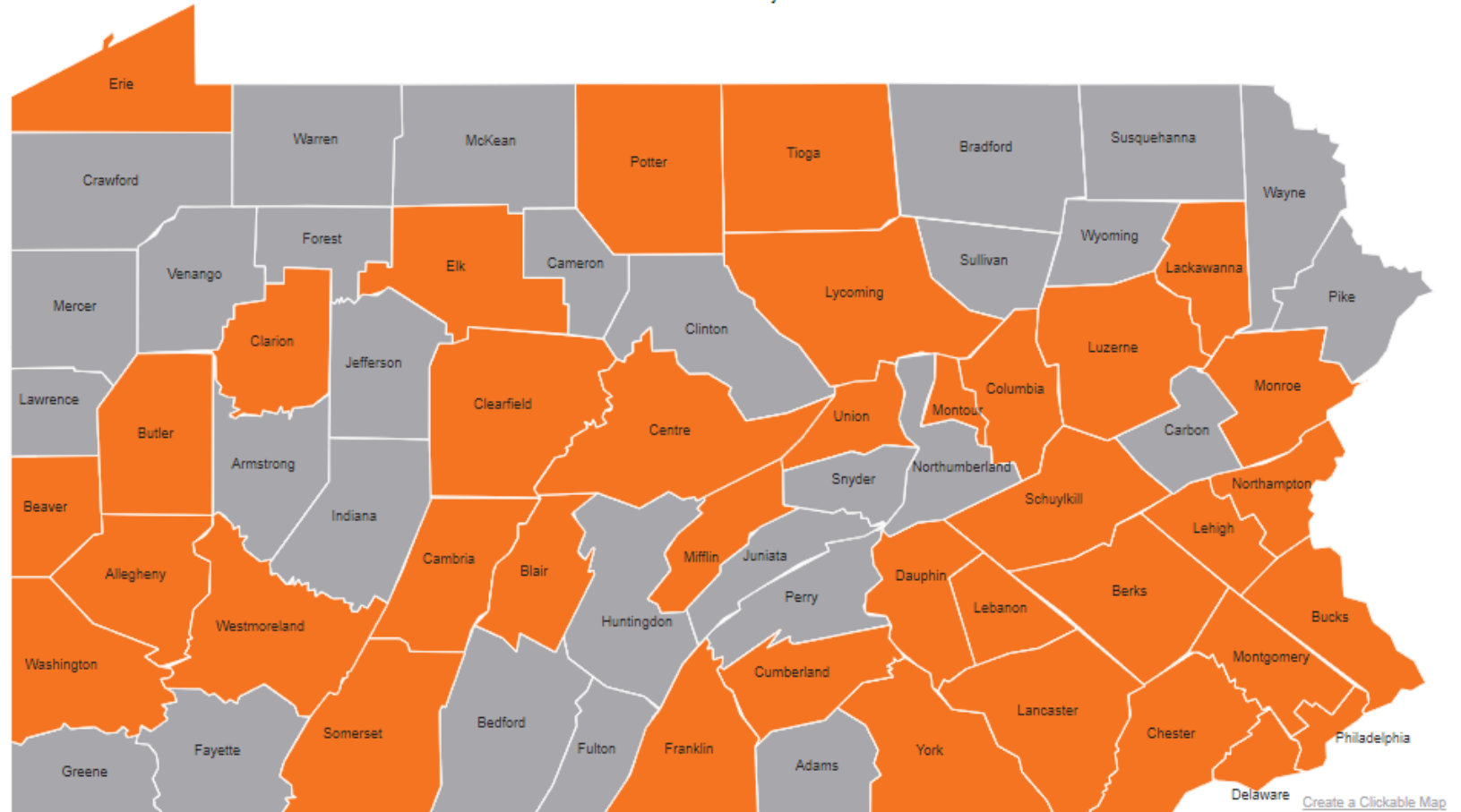


700

Individuals
receiving
communications

Successes

Trainings and events have reached 38 out of 67 counties in Pennsylvania.



Successes

Clinical Partners

**Senior Serving
Organizations**

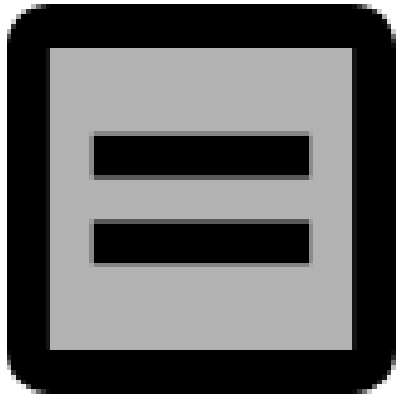
**Immigrant & Refugee
Serving Organizations**

**Statewide
Training Partners**

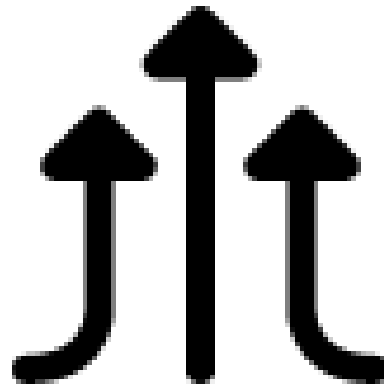


Aspirations and Key Takeaways

Aspirations



Diversity, equity and
inclusion



Growth



Sustainability

Key Takeaways

- Baseline awareness of health literacy continues to grow, but there are always new audiences that benefit from training and education.
- Organizational change happens in fits and starts—you can't get discouraged by a “two steps forward, one step back” approach.
- Health literacy and health equity are inextricably linked, and now is the time to make the case for both.

Key Takeaways

- No single organization can address health literacy alone—it takes a multi-sector coalition of clinical and community-based partners to meet the need.
- Building transformational (rather than transactional) partnerships is an ongoing process that takes significant time and effort, but it's time well spent.



Questions?

www.healthliteracypa.org



@PaHealthLit