

Building a Health Literacy Policy Agenda: The Maryland Example and Beyond

January 22, 2020



We will get started at:

9 a.m. Pacific
10 a.m. Mountain
11 a.m. Central
12 p.m. Eastern



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Building a Health Literacy Policy Agenda: The Maryland Example and Beyond

- Policy overview:
 - Why does the health literacy field need policy development and implementation?
 - What types of policies might relate to health literacy?
- Policy topics:
 - Review policy topics discussed at 2019 Health Literacy in Action conference
 - Share ideas on topics and additions
- Policy action:
 - How can organizations and individuals influence the policy development process?
 - Share ideas for moving forward on policy topics



About the Speaker

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Policy Overview



What is Health Policy?

- Decisions, plans, and actions to achieve goals
- Policies can include
 - Problem statement
 - Vision of what to accomplish
 - Sometimes specific targets and outcomes
 - Priorities
 - Roles
 - Resources
- Source: World Health Organization



Policy Development and Implementation

- Policy is core public health activity
 - Essential to change at population level
 - Framework for practice and resource allocation
- Multiple policy contexts
 - Organization(s)
 - Topic or issue
 - Geo-political (such as city, county, state)



Policy Examples Relevant to Health Literacy

Health Care	Public Health
Patient education	Required vaccinations
Provider education and training	Emergency preparedness and response
Hospital length of stay	Screening and monitoring for infectious diseases
Care coordination programs	Health insurance and social services requirements and eligibility
Community benefit programs	Public health communication campaigns



Health Literacy in Action Conference 2019

- Half-day focus on Maryland health policies and health literacy aspects/implications
 - Primary care
 - Health insurance
 - Language access and provider skills
- Maryland's unique healthcare payment model
- Horowitz Center is linking policy innovations to health literacy problems and solutions



Primary Care: Maryland Primary Care Program

- New care coordination services
 - Referrals to community resources
- New patient and family advisory groups
- Extended service hours and locations
 - Telehealth and in home
- Commitment to patient experience and satisfaction





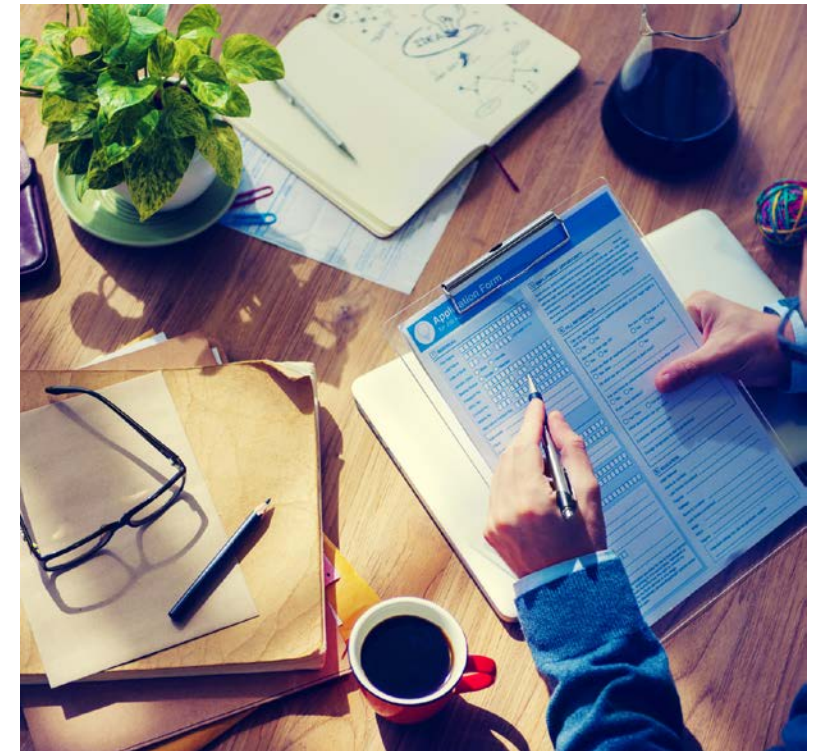
Speaker Suggestions for Health Literacy Connections

- Patient communications and education
- Providers' communications with patients
- Meet patients where they are



Health Insurance: Maryland Health Connection

- Multiple communication channels to reach eligible and enrolled beneficiaries
- Easy-to-read information and materials
- Covered services explanations





Speaker Suggestions for Health Literacy Connections

- Multiple channels and sources to reach people
 - Appropriate digital tools, such as email and social media
 - Assisters
 - Stakeholder organizations



Language Access and Provider Skills

- Maryland has laws recommending provider education and training in health literacy, disparities, and cultural competence
 - Not required
 - Not tracked and reported
- Incomplete or no organizational policies connecting language access and health literacy





Speaker Suggestions for Health Literacy Connections

- Culturally and Linguistically Appropriate Services (CLAS) standards
- Medical interpretation and bicultural staff
- Education and training effectiveness
 - Necessary for best practices
 - Required versus recommended
- Community involvement in provider education and training



Sharing Ideas

Your reaction to topics and speaker suggestions?
Anything missing from the lists?



Policy Actions

Organization and individual influence

- Identify relevant laws and regulations in your jurisdiction or organization
- Get involved in local coalitions and committees
- Work in policy context where you have most leverage

Action plan for the field

- Participate in policy discussions at health literacy conference
- Highlight policy implications of health literacy programs and interventions
- Your ideas?



What questions do you have?

Please type your questions in the chat box in the bottom right of your screen

Thank you for joining today's webinar



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