Health Literacy Challenges and Opportunities: Bringing Children's Mercy and Kansas City Together

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Health Literacy: Advancing a Social Determinant of Health

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Health Literacy—Advancing a Social Determinant of Health

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Ruth M. Parker, M.D., MACP
Personal/Professional Financial Relationships with Industry

<table>
<thead>
<tr>
<th>External Industry Relationships *</th>
<th>Company Name(s)</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity, stock, or options in biomedical industry companies or publishers**</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Board of Directors or officer</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Royalties from Emory or from external entity</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Industry funds to Emory for my research</td>
<td>McNeil Consumer Products Abbott</td>
<td>Sub-contract to Northwestern U Sub-contract to Northwestern U (Co-I: Grants to improve patient understanding of medication labels) Sub-contract to Northwestern U Sub-contract to Northwestern U</td>
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<td>Merck United Health</td>
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<tr>
<td>Other</td>
<td>Johnson&amp;Johnson</td>
<td>Health policy for health literacy (PI-writing manuscripts for peer-review publication) Co-chair Scientific Input Engagement</td>
</tr>
<tr>
<td></td>
<td>Merck</td>
<td></td>
</tr>
</tbody>
</table>

*Consulting, scientific advisory board, industry-sponsored CME, expert witness for company, FDA representative for company, publishing contract, etc.
**Does not include stock in publicly-traded companies in retirement funds and other pooled investment accounts managed by others.
Meet Dave.

- 8 year old
- Older of 2 kids
- Missed 30 days school last year
- Hospitalized twice
- asthma
- ADHD
- ‘allergies’
- Two prescribers
- 2-3 meds every day
- Health insurance changed this yr
Health Literacy Framework

- Culture and Society
- Health System
- Education System
- Health Outcomes and Costs

Health Literacy
Social determinant

- **2009 State of the USA Health Indicators**
  "Social determinants include socioeconomic status (income, education, and employment status), race/ethnicity, social support, health literacy and limited English proficiency, and the social environment in which people live, learn, work, and play."

- **2011 Leading Health Indicators for HP2020**
  recommended including H.L.as LHI (developmental)

**HP2020**

AH5. Increase the proportion of students who graduate with a regular diploma 4 years after starting 9th grade
U.S. dropout rate over 30%
High school graduation rates peaked at 77% in 1969 and have remained in the 70% range since 1995.

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*Note: Graduates are of regular day school programs.*

Health Literacy Framework

(Parker)

Skills/Ability

Health Literacy

Demands/Complexity
Not Aligned

Skills/Ability  Health Literacy  Demands/Complexity
Many people, especially those with limited health literacy, misunderstand health information, ranging from:

- Prevention
- Disease etiology
- Treatment
For many reasons, health literacy cannot be easily separated from demographic and socioeconomic factors.
The Priorities of Our Nation

ACTION PRIORITIES

• Pay for value
• Empower people
• Activate communities
• Connect care

ESSENTIAL INFRASTRUCTURE NEEDS

• Measure what matters most
• Modernize skills
• Accelerate real-world evidence
• Advance science

#NAMVitalDx
FIGURE 1–1 | Widening inequality in life expectancy for men in the United States.

SOURCE: Data from NASEM, 2015.
**FIGURE 1–2** | Widening inequality in life expectancy for women in the United States.

SOURCE: Data from NASEM, 2015.
The Vital Directions Framework

**THE VISION**
A health system that performs optimally in promoting, protecting, and restoring the health of individuals and populations, and helps each person reach their full potential for health and well-being.

**CORE GOALS**
- Better Health & Well-being
- High-Value Health Care
- Strong Science & Technology

**ACTION PRIORITIES**
- Pay for value
- Empower people
- Activate communities
- Connect care

**ESSENTIAL INFRASTRUCTURE NEEDS**
- Measure what matters most
- Modernize skills
- Accelerate real-world evidence
- Advance science
Total Health Spending per Capita

- Slovenia
- Portugal
- Greece
- Italy
- Spain
- Iceland
- United Kingdom
- Japan
- Australia
- Ireland
- Sweden
- France
- Germany
- Canada
- Netherlands
- Norway
- United States

total expenditure at current prices PPP - $
FIGURE 1–3 | Historical and projected federal spending: health care and other programs. SOURCE: Data from Congressional Budget Office.
Moving beyond a solely health care approach

In OECD, for every $1 spent on health care, about $2 is spent on social services.
In the US, for $1 spent on health care, about 55 cents is spent on social services.
What Contributes to Premature Death?

- Genetic predisposition: 30%
- Behavioral patterns: 40% (obesity, gun violence, tobacco, etc.)
- Environmental exposure: 5% (neighborhood, pollution, etc.)
- Social circumstances: 15% (income, education, employment, etc.)
- Healthcare: 10%

FIGURE 2–1 | Schematics of factors influencing health, their association with premature death, and their intersections.
SOURCE: Adapted from McGinnis et al., 2002.
Health Literacy Framework

- Culture and Society
- Health System
- Education System
- Health Outcomes and Costs
Systems **Strategies** for Better Health Throughout the Life Course

**FIGURE 2–2** | Schematic of variable life stage influences.

SOURCE: Halfon et al., 2014a.
meets needs of all
democratization...
What Research Has Told Us...

Individuals with limited health literacy have lower rates of health & mobile technology use.

Literacy disparities in patient access and health-related use of Internet and mobile technologies

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*Literacy disparities in patient access and health-related use of Internet and mobile technologies

ABSTRACT

...
Opportunities

- …everyone participates, reflects all
- …affordable, accessible to all

- Health literate by design
- Content/processes personalized, convenient, outcomes oriented
- Relevant across life cycle
…social contagion

- ½ US deaths from adverse health behaviors (2000)
  - smoking
  - too many calories
  - too much sat. fats and salt
  - not enough phys. activity

- Evidence suggests beh. risks transmitted through ‘social’ mechanisms (family, peer)

- …potential to impact social contagion of behavioral risk factors???
Meet Dave.

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