

# Health Literacy Issues

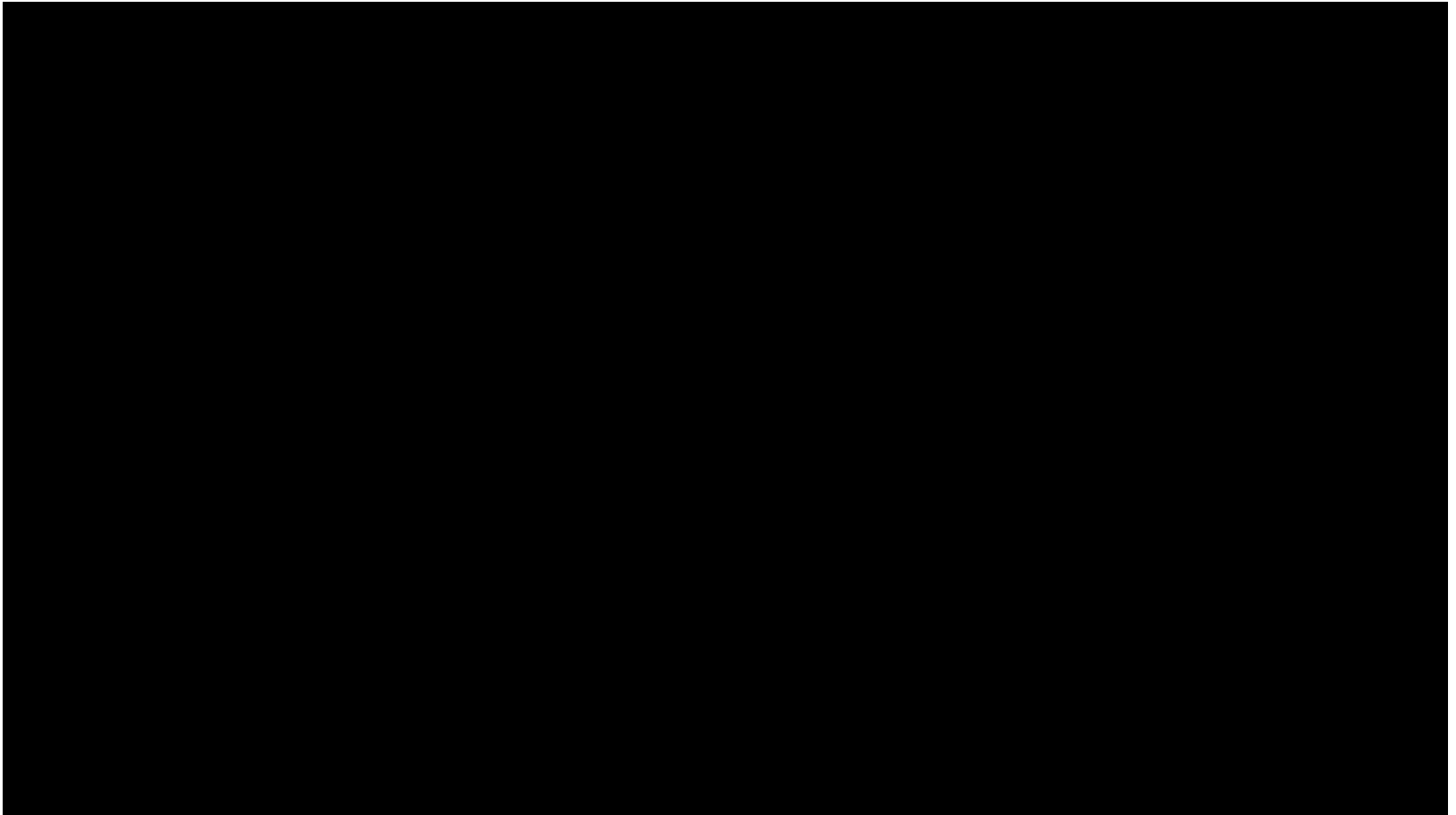
The impact of a consumer video on staff  
perceptions of health literacy.

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# Health Literacy Awareness Video



# Insight as human beings



# Engagement with the patient experience



# Evaluation of the video



People thought the video was very useful



They would consider attending more training on Health Literacy having watched the video

# Staff who watched the video said....

“We sometimes forget that not everyone speaks or even understands “our” language”

“I was shocked that multi-disciplinary was explained as strict rules used by medical people”

“I feel this would be great for new staff”



“The word oedema surprised me”

“Health professionals are in too much of a hurry”



# Yet....

They said **THEY** *personally*  
did a good job

They highlighted the  
deficiencies of others,  
particularly  
doctors



# They also said....

“Lack of communication between doctors and patients – big medical words”

“I am pretty good at using lay-man’s terms”



“I try to keep my words as user friendly as I can”

“Makes you aware of doctors language or make doctor aware on how public do not understand treatments and language.”



# Health literacy is really about stories



# Health Literacy

Is about more than words



# Planting seeds - Recognition an issue exists

