

69TH SESSION OF THE WHO REGIONAL COMMITTEE FOR EUROPE

Copenhagen, Denmark, 16–19 September 2019

Health literacy in the WHO European Region

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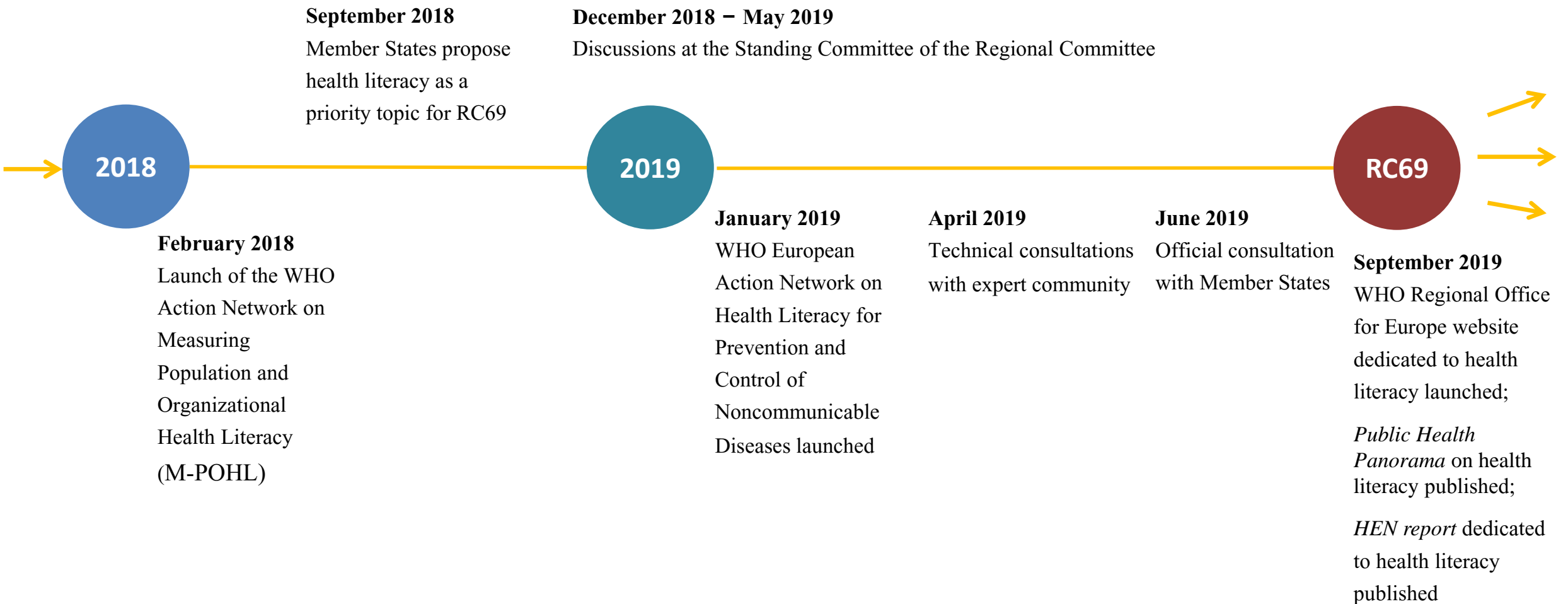


Health literacy

“Health literacy is the capacity to make sound health decisions in the context of everyday life – at home, in the community, at the workplace, in the health care system, the marketplace and the political arena.”

Kickbusch, Maag; 2006

How did we get here?



Health literacy is

- A critical **determinant of health**
- A **precondition for better health**
- A key **pillar in health promotion**
- An **enabler** of implementation and desired outcomes of public health strategies
- A **public health goal** and a health promotion outcome
- A foundation for building the **individual and collective capacity of people to act** as informed participants in decision-making about health



Implementing important agendas



MINISTERIAL DECLARATION – 2009 HIGH-LEVEL SEGMENT Implementing the internationally agreed goals and commitments in regard to global public health

"We, the Ministers and Heads of Delegations, participating in the high-level segment of the substantive session of the Economic and Social Council, held in Geneva from 6 to 9 July 2009,"

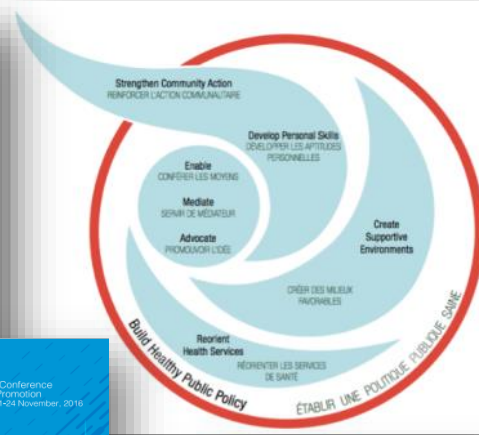
"Having considered the themes of the high-level segment, 'Implementing the internationally agreed goals and commitments in regard to global public health' and 'Current global and national trends and their impact on social development, including public health,'"

"Recalling the outcomes of the major United Nations conferences and summits in the economic, social and related fields, especially those related to global health,"

"Recognizing the leading role of the World Health Organization as the primary specialized agency for health, including its roles and functions with regard to health policy in accordance with its mandate,"

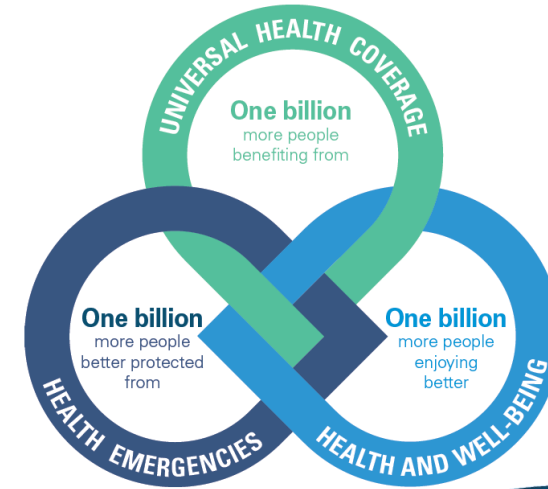
"Recognizing also that everyone has the right to the enjoyment of the highest attainable standard of physical and mental health,"

"Recalling that health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity,"



HEALTH 2020

A European policy framework and strategy for the 21st century



Shanghai Declaration on promoting health in the 2030 Agenda for Sustainable Development

REGIONAL COMMITTEE FOR EUROPE

Vilnius, Lithuania, 14-15 November 2019

Priorities for health systems strengthening in the WHO European Region 2015-2020: walking the talk on people centredness

Working document

We recognize that health and wellbeing are essential to achieving sustainable development.

We will promote health through action on all the SDGs.

We will make bold political choices for health.

Good governance is crucial for health.

We commit to:

- Strengthen leadership, regulation and financial viability conditions.
- Strengthen governance and leadership of health systems.
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- Strengthen governance and leadership of health systems.

Building on huge engagement – leading the agenda



WHO Global Network for Age-friendly Cities and Communities

Health literacy as a lever to prevent and control NCDs – workshop in Portugal



17–18 January 2019, L

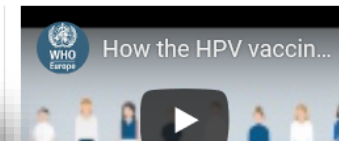
WHO/Europe and a group of health literacy initiatives across Europe, countries are building on its way to tackle non-communicable diseases (NCDs).

Danish health literacy campaign restores confidence in HPV vaccination



28-01-2019

Danish health authorities have launched a media campaign to restore public confidence in response to negative media reports questioning the safety of the human papillomavirus (HPV) vaccine and a related decline in



WHO Symposium on the Future of Digital Health Systems in the European Region



6–8 February 2019, Copenhagen, Denmark

The WHO Symposium on the Future of Digital Health Systems in the European Region will bring together experts to discuss how governments and organizations can address digital health inequalities and improve the

New Action Network strengthens health literacy measurement in Europe



30-04-2018

The Action Network on Measuring Population and Organizational Health Literacy (M-POHL Network) was established under the umbrella of the European Health Information Initiative (EHII) and aligned with WHO 2030, the European policy framework for health and well-being. The network aims to institutionalize a regular internationally comparative health literacy survey of high quality and support the collection of organizational health literacy as prerequisites for evidence-based policy and practice on health literacy



S·H·E

Schools for Health in Europe



Empowering for better health outcomes and equity

Governments

by developing their capacities in health literacy and promoting data-informed policy development concerning health literacy

Communities

by implementing and enhancing a cross-sectoral, life-course approach to health literacy and supporting health-literacy-sensitive, data-informed public health information systems and initiatives

Organizations

by developing their health-literacy-responsive services and information systems and initiatives for targeting vulnerable groups

People

by developing, promoting and disseminating the health literacy concept and health literacy initiatives, and enhancing their access to health resources and their ability to exercise the right to health

What actions should we take?

Increasing
**capacity
building** on
health
literacy

Advancing health
literacy
**innovation
development and
implementation**

Advocating
and facilitating
**cross-sectoral
integration** of
health literacy

Strengthening
health literacy
**measuring,
monitoring
and
evaluation**

Improving
digital health
literacy

Health literacy at WHO

Health literacy

- News
- Events
- Health literacy in action
- Resources
- Multimedia
- Partners
- Contact us



Health literacy

Health literacy empowers people to make positive choices. It implies the achievement of a level of knowledge, personal skills and confidence to take action to improve personal and community health by changing personal lifestyles and living conditions. Thus, health literacy means more than being able to read pamphlets and make appointments. Health literacy is an enabler that supports the promotion of equity by improving people's access to health information, and their capacity to use it effectively.

Top story



How the HPV vaccine works
20-01-2019

Danish health literacy campaign restores confidence in HPV vaccination
28-01-2019

Danish health authorities have launched a media campaign to restore public confidence in HPV vaccination.

News

World Cancer Day: action for protection against cervical cancer
18-02-2019

Danish health literacy campaign restores confidence in HPV vaccination

Portuguese Health Literacy Action Plan helps people to help themselves
18-01-2019

Experts address alarming increase in obstetrical deliveries at meeting in Tbilisi, Georgia

Health literacy in action

In recent years, health literacy has become an area of increasing interest for researchers and policy-makers alike.

Resources



Salt

Inadequate health literacy is a public health challenge, according to the European Health Literacy Survey. 47.6% of the adult population in 8 countries of WHO European Region have poor or inadequate levels of health literacy.

Facts and figures

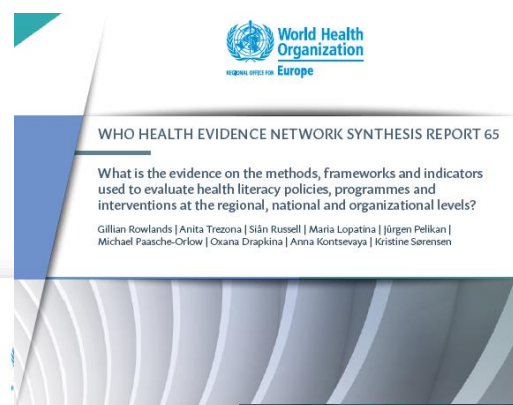
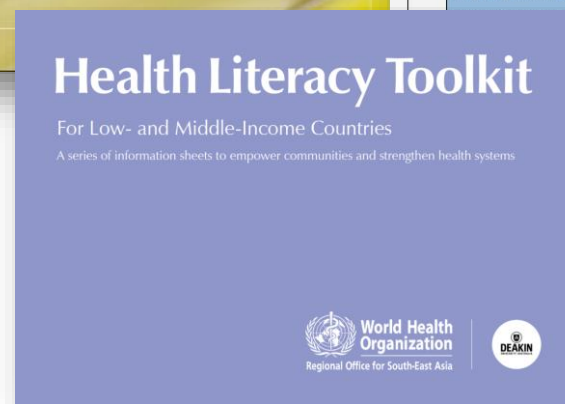
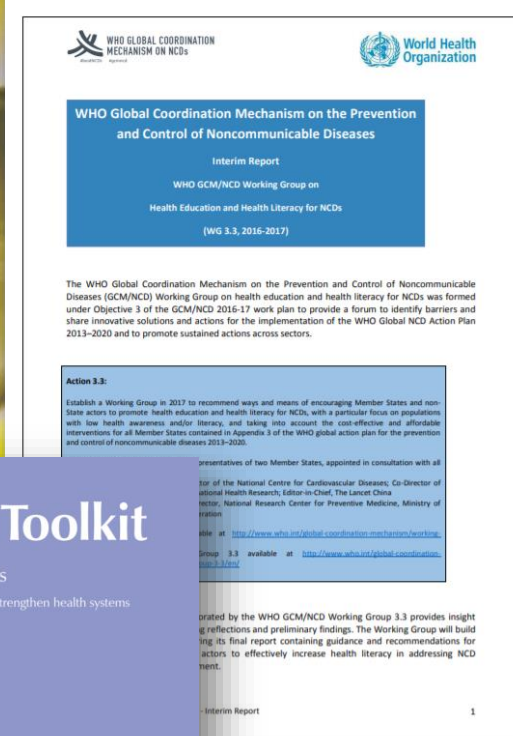
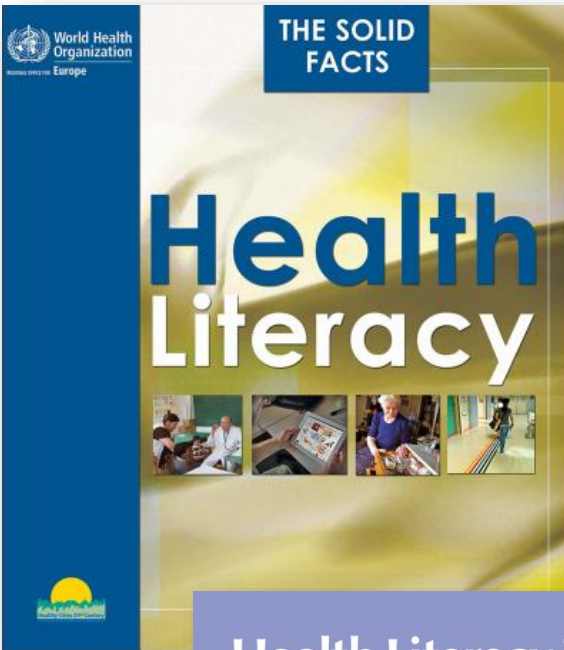


WHO believes in an inclusive view of health literacy, broadly defining it as "the cognitive and social skills which determine the motivation and ability of individuals to gain access to, understand and use information in ways which promote and maintain good health".

Multimedia



Get the facts, get the HPV vaccine: the personal story of an HPV vaccination advocate





Health literacy empowers people to make positive choices to improve their health



Thank you

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