



Using and developing 'wellbeing and health literacy' ideas

Developments in WHO Europe
and examples from other cities

WHO Europe Health Literacy

- Two upcoming publications
 - ‘Health literacy – the solid facts’ – review of scientific and experiential evidence with policy recommendations
 - Becoming a healthy city – the health literacy dimension: an ‘attribute list’ of what it means to be a health literate city
- Under discussion – expansion to ‘wellbeing and health literacy’



A glimpse into Solid Facts (1)

On the draft's front cover:

“Health literacy is an expression of a new form of health citizenship in which citizens take both personal responsibility for health and become involved in social and political processes that address the root causes of health inequalities as well as inequalities in access to care. Engaged citizens can act together for health in many ways for rights, access and transparency [...].the universal right of access to health literacy must be recognised in health and equity policies”



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A glimpse into Solid Facts (2)

Citation from Rima Rudd

“The relationships between people as citizens, consumers or as patients with the institutions that affect their health is significantly influenced by two interacting factors: their levels of health literacy and the willingness of such institutions to recognise diversity and share or give power for more equal, inclusive and accountable relationships. A high level of health literacy allows for an expansion of decisions and actions through control over resources and decisions that affect one’s life”



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Examples from other cities

- Preston – work with further education providers to build health literacy across the curriculum
- Liverpool – use of health literacy alongside marketing segmentation to ensure better use of out of hours services (navigation)

Wellbeing for Life Strategy

Includes the following explanation of wellbeing and health literacy:

"a person's awareness, knowledge and capacity to absorb information in order to take positive action relating to their wellbeing and health, including understanding their rights, what helps or hinders their wellbeing and health, being able to navigate and access the services and support they need, and, being active participants in taking steps to improve their lives"



How are we going to use our
awareness of
wellbeing and health literacy
to improve the way we take
forward the
Wellbeing for Life strategy?

Table discussion to produce a
group 'mind map'



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What next? What is your pledge?

Write your pledge on a post-it
(one each, with your name)

Share it with the others on your table



Moving forward....

Thank you for
'Waking up to wellbeing and
health literacy'