

## Exclusive Masterclass of the Swiss Health Literacy Alliance

### „Health literacy: the missing link in public health?“

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| Speaker:                | Prof. Richard Osborne, Deakin University, Australia  |
| Date:                   | Tuesday, 11/29/2011, 9am – 5 pm (including lunch and coffee breaks)  |
| Venue:                  | University of Zurich, Auditorium HIM-Pavillon<br>Take Tram # 6 in direction of the Zoo or the Monorail "Polybahn" from "Central" to Haldenegg or ETH/University Hospital<br>Map: <a href="http://www.plaene.uzh.ch/hoersaele/HIM_list.html#ankormap">http://www.plaene.uzh.ch/hoersaele/HIM_list.html#ankormap</a> (Street signs will be posted on the day of the masterclass) |
| Audience:               | Experts and Practitioners in public health, health care and social services  |
| Number of participants: | 20 (with wait list)  |
| Costs:                  | CHF 100.00 (including documentation, food and beverages)   |
| Inscription date:       | 16 November 2011<br>Please save your spot by contacting the Swiss Health Literacy Alliance c/o Swiss Society for Public Health, <a href="mailto:info@allianz-gesundheitskompetenz.ch">info@allianz-gesundheitskompetenz.ch</a>   |
| Special:                | Bring your own Health Literacy (research)-topics to discuss!   |

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#### The agenda

The easy wins in public health have been achieved, while the modern-day public health professional is left to try and solve the harder issues, including the ever-increasing prevalence of risk factors for chronic disease such as obesity, physical activity, smoking and social isolation. This is at a time when there are increasing social inequities in health, accompanied by huge advances in describing the size of the problem without the required concentrated effort to generate effective interventions and solutions. What is currently being done in public health just isn't working, and fresh approaches are required. This masterclass will focus on what is health literacy and show its potential to inform public health and drive system level improvements.

Health literacy has been an alluring academic concept and opportunity for the last 20 years and more. Unfortunately it has not yet met its promise of providing insights into the causes of, and solutions for, social inequities in health. Why is this?

This workshop will be fast moving and intensive, and will include small group activities, nominal groups approaches and will push the health literacy concept to the limits. Topics to be covered include:

- Where does public health innovation come from?
- What is health literacy (really!)
- The power and the risk of assessment tools/questionnaires in defining a field of research or practice
- Major advances in health literacy assessment

- How to develop health literacy assessment tools
- Collecting and using health literacy data to inform individual care, organisational response and health policy
- What might 'health literacy interventions' look like? The link between Chronic Disease self-management, health literacy interventions and health inequalities.
- Why most health programs fail - the importance of implementation science and co-creation with funders and policymakers – can we make health literacy work in current political climates?

### The speaker

Prof Osborne is Chair of Public Health, Director of Public Health Innovation, and Associate Head of School (Research) in the School of Health and Social Development at Deakin University. He is an Epidemiologist and Health Services Researcher.

He initiated and implemented a range of public health innovations, encompassing a wide spectrum of initiatives. Most notable of these were the reform of Victorian public waiting lists for joint replacement surgery (known as “OAHKS clinics”) [www.health.vic.gov.au/oahks](http://www.health.vic.gov.au/oahks); set up of the National Quality and Monitoring System for chronic disease self-management programs ([www.heiq.org.au](http://www.heiq.org.au)) used in 20+ countries; development of an innovative web-based chronic disease management system ([www.steppingup.org.au](http://www.steppingup.org.au)); and creation of a multi-dimensional measure of health literacy that is person-, practitioner- and policy-maker centered.

He is an active research leader in the area of health literacy. In Australia he leads a major initiative in partnership with the Victorian Government Department of Health to develop, test and embed health literacy into the health and community care systems. In Taiwan his team is co-developing a health literacy measure for school children, and in Thailand his team is co-developing the Thai measure of health literacy through national grounded consultations. He is an active member of the European Union Health Literacy Survey team.

He is on the steering committee for the Victorian State Wide Preventive Health System and formerly participated on the Victorian Premiers' Preventative Health Roundtable. He has published over 100 peer-reviewed papers and supervises 3 PhD Scholars and several MPH scholars.

### The Swiss Health Literacy Alliance

The Swiss Health Literacy Alliance connects stakeholders from the health care and educational systems with researchers, politicians, representatives of the healthcare industry and the media with the common goal to promote health literacy in Switzerland. The Alliance aims to drive the sociopolitical agenda, develops and implements strategies and concepts for the promotion of health literacy, and supports the realization of concrete projects in Switzerland together with partners from inside and outside the Alliance.

Members of the Swiss Health Literacy Alliance are: Health Promotion Switzerland, the Swiss Society for Public Health, Careum, the Swiss Medical Association FMH and MSD – Merck Sharp & Dohme AG.