

Health Literacy: A Whole of Society Approach

Date: Wednesday 19 June 2019
Time: 9.00am–1.00pm
Venue: Assembly Buildings Conference Centre,
2-10 Fisherwick Place, Belfast, BT1 6DW

Context and Aim:

Health literacy is gaining recognition across Europe and locally as a cross sectoral priority. In Northern Ireland it is a key element of *Making Life Better*, the transformation of health and social care and the new Primary Care Multi-disciplinary teams, while at local government level health literacy is a priority in Community Plans of the 11 council areas.

Low levels of health literacy are associated with poorer access to health services, poorer communication with health-care professionals, lower adherence to treatment and poorer self-management of health conditions. Improved health literacy could therefore contribute to reducing health inequalities, strengthen health and improve health-care efficiency.

Since 2014, Belfast Healthy Cities has been leading on health literacy through capacity building seminars; hosting the UK Health Literacy Conference and delivering health literacy communication training.

The recent draft World Health Organization (WHO) Roadmap on health literacy recommends a four level approach. This seminar will present case studies at the four levels: policy; organisational; community and individual and will explore with participants a way forward to strengthen health literacy in Northern Ireland.

Agenda

- 9.00am** **Registration**
- 9.30am** **Welcome and Context**
Dr Bernadette Cullen, Chair of Health Literacy Working Group, Belfast Healthy Cities
- 9.35am** **Opening Address**
Dr Michael McBride, Chief Medical Officer, Department of Health
- 9.45am** **Women's empowerment: An investment in health literacy**
Tanya Hughes, Director, Ballybeen Women's Centre
Gillian McCarroll, Health Programmes Coordinator, Ballybeen Women's Centre
- 9.55am** **Developing health literate 'hearts and minds' in communities**

Jim Phillips, Director, Centre for Empowering Patients and Communities (CEmPaC)

- 10.10am Self-care Pharmacy Project**
Helen McNamee, Project Manager, Community Development and Health Network
- 10.20am Societal vision for health literacy**
Edel Fortune, Senior Management Team, St Patrick's Mental Health Service, Dublin
- 10.35am Questions/discussion**
- 10.50am Tea/coffee**
- 11.15am Health literacy in policy - A WHO Evidence Review**
Gill Rowlands, Professor of General Practice (Family Medicine), Institute of Health and Society, Newcastle University
Questions/discussion
- 11.40am World Café Conversations**
An open format where participants can propose the way forward
Board Room – Policy, Karen Casson
Room 4 – Organisations, Louise Hales
Room 5 – Community, Elaine O'Doherty
Room 7 – Individuals, Fiona Meenan
- 12.45pm Feedback from Conversation Café and Close**
Joan Devlin, Chief Executive, Belfast Healthy Cities
- 1.00pm Lunch**