

Draft May 24, 2019

Towards Health Literate Hospitals

Global best practises to create better infrastructures and health care services in hospitals for low health-literate patients

25-27 November, 2020

Utrecht

Organised by:



UMC Utrecht



Universiteit Utrecht



In cooperation with:



Partners (As per May 2019)



First draft for a Global Conference on Health Literate Hospitals

Background & Theme

Health Literacy is a concept which receives growing attention within academia, policy environments and patient organisations. Health literacy is the capacity of individuals to obtain, process, and understand basic health information and services needed to make appropriate health decisions. Hospitals play a crucial role in patient-provider communication and the provision of health information. There are several ways in which they can help their healthcare providers to recognise limited health literacy and to overcome obstacles in communicating effectively. A hospital that develops and maintains a strategy to integrate health literacy in its organisation and procedures may be considered a “Health Literate Hospital”. There are several strategies and tools on how to become a Health Literate Hospital but as of yet, they are not systematically implemented.

In order to create an overview of the current perspectives, this conference will bring together the most recent scientific insights, the most innovative tools, and the needs of hospitals worldwide.

Goals and structure of the conference

The goal of the conference is to gain insight in best practises worldwide in:

1. Existing and new communication instruments and tools:
 - Evidence-based instruments and insights that can improve online and offline written communication by hospitals, with a special interest in vulnerable groups like low health-literate patients (comprehensible texts for patients, including low-literate groups), as well as for patients with various cultural and linguistic backgrounds.
 - Evidence-based instruments and insights that can improve face-to-face doctor-patient-communication in hospitals, with a special interest in vulnerable groups like low health-literate patients, as well as for patients with various cultural and linguistic backgrounds.
2. Frameworks and procedures to make hospitals more health literate, such as Cindy Brach’s “10 Attributes of a Health Literate Organisation” the Vienna concept and self-assessment tool for health literate hospitals by Jürgen Pelikan & Christina Dietscher ¹.
3. Instruments for effectively gaining insight in the patients’ health literacy, such as Richard Osborne’s Health literacy questionnaire and organizational health literacy framework and self-assessment tool ².

¹ Christina Dietscher, Pelikan JM. *Health literate hospitals and healthcare organizations - results from an Austrian feasibility study on the self-assessment of organizational health literacy in hospitals*. In book: Health literacy: Forschungsstand und Perspektiven, Publisher: Hogrefe, Editors: Doris Schaffer, Jürgen M. Pelikan, 2017, pp.303-314

² Osborne R, Batterham RW, Elsworth GR, Hawkins M, Buchbinder R. The grounded psychometric development and initial validation of the Health Literacy Questionnaire (HLQ). *BMC Public Health* 2013, 13, 658.

O'Hara, J., Hawkins, M., Batterham, R., Dodson, S., Osborne, R. H., & Beauchamp, A. (2018).

Conceptualisation and development of the Conversational Health Literacy Assessment Tool (CHAT). *BMC health services research*, 18(1), 199. doi:10.1186/s12913-018-3037-6

Trezona, A, Dodson, S, Osborne, RH Development of the organisational health literacy responsiveness (Org-HLR) framework in collaboration with health and social services professionals, *BMC Health Services Research* (2017) 17:513 DOI 10.1186/s12913-017-2465-z 2017

Trezona, A, Dodson, S, Osborne, RH Development of the Organisational Health Literacy Responsiveness (Org-HLR) self-assessment tool and process, December 2018, *BMC Health Services Research* 18(1), DOI: 10.1186/s12913-018-3499-6

In order to address these issues we are aiming to structure the conference along three levels³:

- Macro level: Which health- and knowledge infrastructures can and should local and national governments provide?
- Meso level: How can hospitals turn themselves into a health literate hospital? How can they organise their communication adequately and train their medical personnel effectively?
- Micro level: How can medical professionals become better communicators in face-to-face interaction and in writing (online and offline)? How can we train them in comprehensibility and intercultural awareness? How can we develop effective narratives?

For the content, a very provisional schedule is appended in Appendix 1.

This conference ultimately aims to combine the newest academic insights with practical tools that have proven to be effective. In doing so, the conference aims to target the following groups:

- Board members and managers of hospitals
- Representatives of health care providers and patient organisations
- Researchers in the field of health literacy

Organisation

This conference is organised by a consortium of the University Medical Centre Utrecht (UMC Utrecht), the Faculty Humanities of the Utrecht University (particularly the Language & Communication section), our main governmental partners and ScienceWorks. IHLA and Health Literacy Europe accepted to be a networking-partner for this event. The consortium aims to bring together expertise and research methods on communication from various perspectives, in order to contribute to fundamental solutions and insights into the complex issue of Health Literacy. The roles of the partners are intended as follows:

- Locally, the event will be supported by the UMC Utrecht and the UU.
- Regionally, the event will be supported by the region of Utrecht.
- Nationally, the event will be supported by the Ministry of Health, Welfare and Sport, as well as by national health care organisations and by our several national partner organisations.
- The role of ScienceWorks in this project is to carry the full responsibility for the fundraising, the arrangement of speakers, and the logistics of the event.

The Advisory Board for this project will provide advice on the contents of the event, i.e. the subjects that will be discussed, the development of the programme, and speaker suggestions.

Cooperation with IHLA and Health Literacy Europe

The role that IHLA and Health Literacy Europe accepted is to deliver support in international promotion and networking. Other international networking partners will be approached.

On ScienceWorks

ScienceWorks is an intermediary between science and society. We stimulate these interactions through research, advice, conferences and courses. ScienceWorks organises at least five international conferences per year. The idea behind this specific conference consortium is to stimulate interaction between the Humanities (here: Communication and Language) and hospitals. On a higher aggregate level ScienceWorks organises international events on these interactions through its international AESIS Network. For its event in Washington DC on the “Societal Impact of Social Sciences and Humanities” ScienceWorks is – together with the UU - in touch with representatives in the field of “Narrative Medicine” “Health Humanities” and “Medical Humanities” as an example of interdisciplinary research.

³ Nivel discerns these levels in their proposed research program for improving care for patients with limited health literacy (Murugesu, L., Heijmans, M., Fransen, M., Rademakers, J. Beter omgaan met beperkte gezondheidsvaardigheden in de curatieve zorg: kennis, methoden en tools Utrecht: Nivel, 2018.)

Location & accommodations

The location of the event will be Utrecht. There are two venue options:

1. [The Educatorium of Utrecht University](#), of which the largest room is the Theatron, with a capacity of 500 guests max. It is located in the science park of Utrecht University.
2. [The Jaarbeurs in Utrecht](#), which has a capacity of 500- 1000 guests It is located in the centre of Utrecht.

The first option is our preference, on which our current budget is also based. Disadvantages are described under Program design.

There is plenty opportunity for hotel accommodations within the city of Utrecht. Given that it is located in the heart of the Netherlands, it is also convenient in terms of travel and transportation.

Visa regulations

The Netherlands has visa regulations for only a small number of countries. Citizens of the EU, the EEA, and Switzerland do not require a visa to enter the country. Please refer to this [list of countries whose nationals need or do not need a Schengen visa](#) by the Dutch government.

Social programme

The current planning includes a social programme, in which a sightseeing tour of Utrecht will be organised for those interested, potentially including a visit to the UMCU. The plan is to organise this part of the programme as budget neutral, meaning that it would cost €35 pp (including reception).

Design and Programme

For the Educatorium, part of Utrecht University, it is not certain Thursday/Friday is feasible due to educational priorities. Our envisioned schedule is as follows:

Wed 25 November	Social program in Utrecht City and visit to the UMCU
Thu 26 November	Day 1, 10 plenary speakers, 10 workshops
Fri 27 November	Day 2, 10 plenary speakers, 10 workshops

In total, we aim for 50 speakers and 300+ visitors worldwide. Definite dates will have to be decided on.

The Programme Advisory Committee*

*all members are confirmed

The Programme Advisory Committee advises about themes, persons and organisations to include in the conference. It is an informal entity. The Programme Advisory Committee will be informed about the progress of the conference every month after the **Go-NoGo decision** has been made on **September 1, 2019**.

Cindy Brach, M.P.P.	Senior Health Care Researcher Agency for Healthcare Research and Quality (AHRQ), USA
Dr. Tessa van Charldorp	Researcher Department of Language & Communication Utrecht University
Drs. Jeanine van der Giessen	PhD, Researcher Department Genetics UMC Utrecht
Prof. Dr. Maria van den Muijsenbergh	Professor in Health Disparities and Person Centred Integrated Primary Care at Radboud University Medical Centre, Department of Primary and Community Care and at Pharos, Dutch Centre of Expertise on Health Disparities
Prof. Dr. Richard Osborne	Chair Public Health Deakin University, Australia
Prof. Dr. Jürgen Pelikan	Professor Sociology University of Vienna and Director Competence Centre Health Promotion in Hospitals and Health Care Austrian Public Health Institute
Prof. Dr. Jany Rademakers	Head of Research Department Nivel and Professor Health Literacy and Patient Participation Maastricht University
Prof. Dr. Ted Sanders	Vice-Dean Faculty of Humanities and Professor of Dutch Language and Discourse Studies Utrecht University
Dr. Kristine Sørensen	Director Global Health Literacy Academy, President International Health Literacy Association and Focal Point Health Literacy Europe

Organisation Committee

The Organisation Committee consists of the main partners of the conference. Important decisions about the development of the conference are taken after consultation with this committee. The following persons will be invited:

- University Utrecht Prof. Dr. Wiljan van den Akker, President of the Centre for the Humanities
- UMCU Prof. Dr. Margriet Schneider, Chair of the Executive Board
- Utrecht Health Hub Ir. Hetty Linden, Developer Strategic Alliances
- Ministry of Health and Welfare Brigitte Zonneveld, Deputy Director Patient and Healthcare Organisation
- Pharos Patricia Heijdenrijk, Director
- ScienceWorks Frank Zwetsloot, CEO (Secretary)

Members of the Organisation Committee may be represented by colleagues, if desired.