

Pitches - Focus Group Meeting 1 - Wednesday, 24 June 2020

Lars Münter, Danish Committee for Health Education, Denmark
Health Literacy at the Speed of Trust

Session 14:00-16:00 PM CEST

DAY 2

Public Health and Research

Wednesday, 24 June 2020

Health Literacy at the Speed of Trust

Can resilient health systems benefit from involving communities as resource?

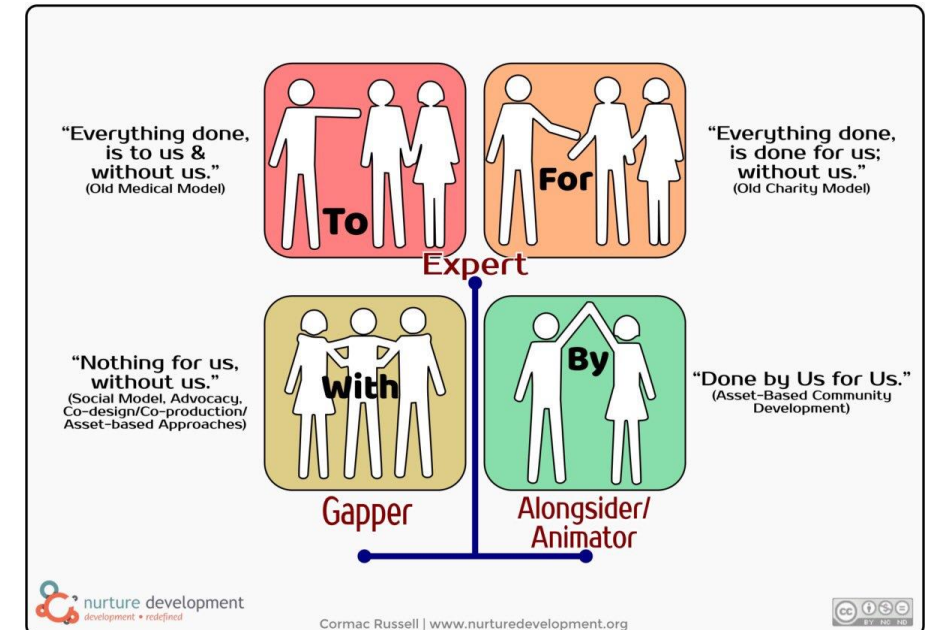
Health systems are not primary care – but what is?

Are people willing to act?

How are they typically motivated?

Can digital tools build motivation?

How is this sustained?

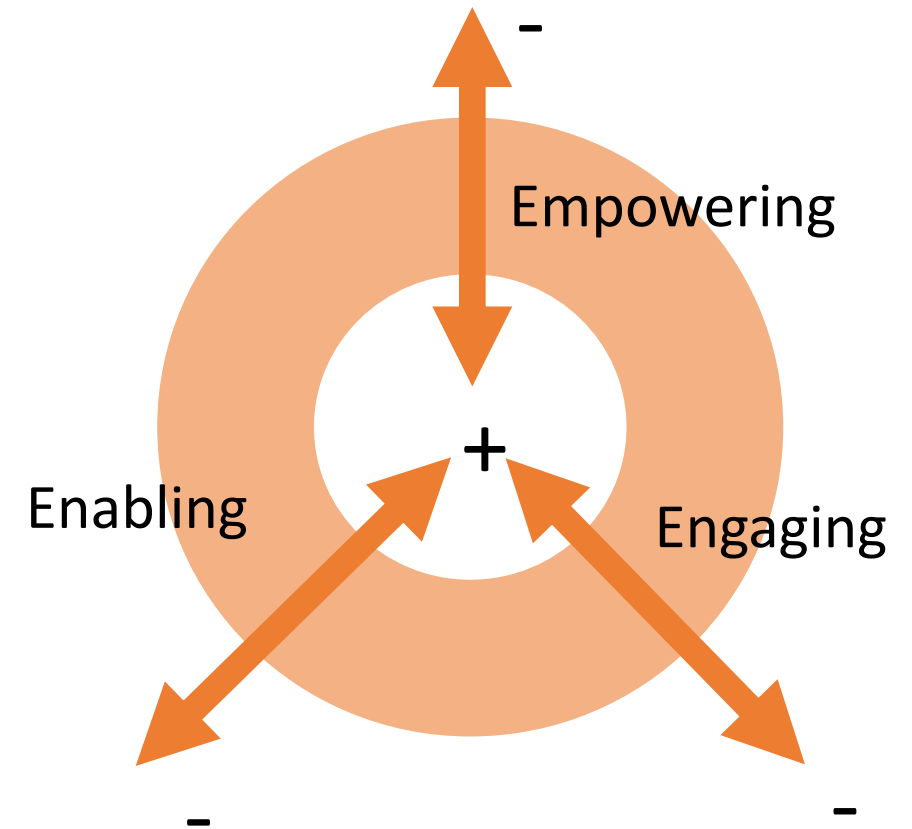


Health Literacy at the Speed of Trust

Use Communities as assets – not challenges

- eHealth services needs to be built with user health literacy in mind
- But can also be used as tools to add (or reduce) capacity / functional health literacy
- Eg: Do you help citizens in their activities (enable)
 - or inform about redesign of the health system?
- Eg: Do you ask citizens about their challenges (engage)
 - or give data about health system performance?
- Eg: Do you share & support community solutions (empower)
 - or develop solutions for them?

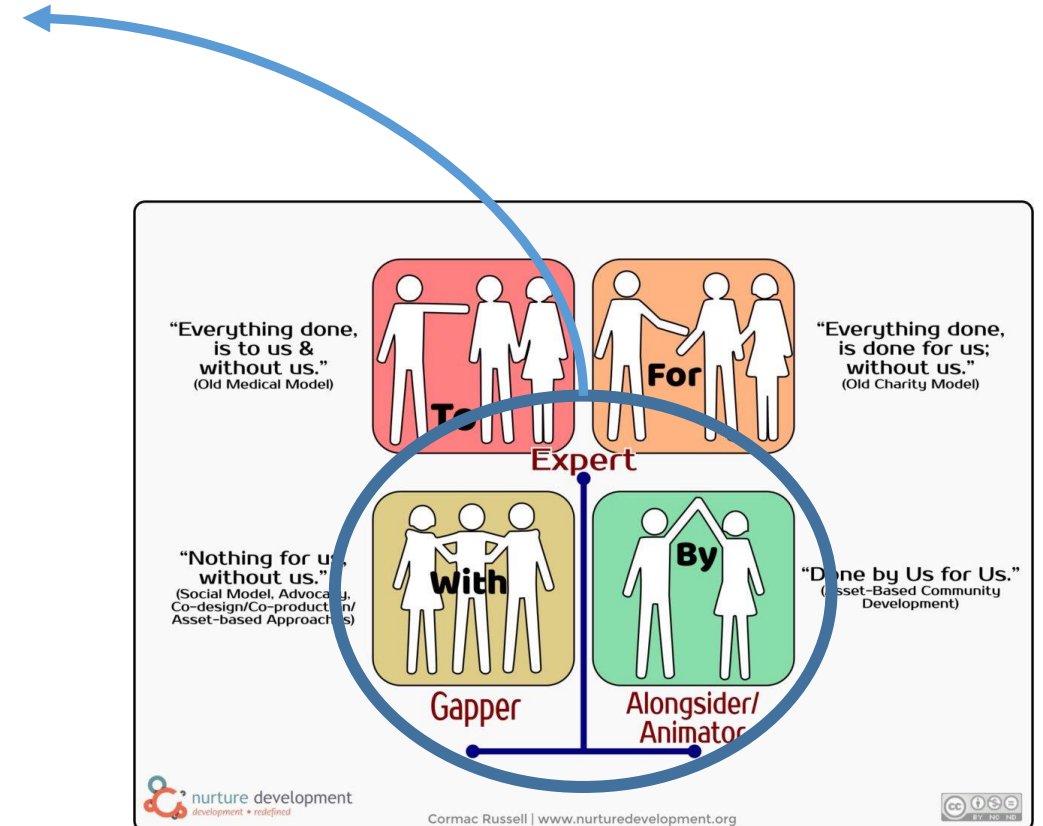
<https://catalyst.nejm.org/doi/full/10.1056/CAT.20.0080#.Xn4uCsVI2HQ>



Health Literacy at the Speed of Trust

Health systems are often not primary care – but what is?

- Citizens need food, information, connectivity, action – and maybe more (have you asked?)...
- Eg. Do solutions help organize shopping & access to medicine?
- Eg. Do solutions show localized information – in real time?
- Eg. Do solutions enable citizens groups to connect/organize?
- Eg. Do solutions enhance activity?
- Eg. Do solutions ask citizens about needs, challenges, worries?



Health Literacy at the Speed of Trust

Are people willing to act?

Actions during corona are not "normal" – but underlines both challenges and potentials

We've seen citizens using SoMe and or/digital solutions to organize

- Shopping (access to medicine)
- Singing (mental health)
- Dancing and training (physical exercise)
- Discussing (discovering joint solutions & empowering)
- Protesting (using rights)

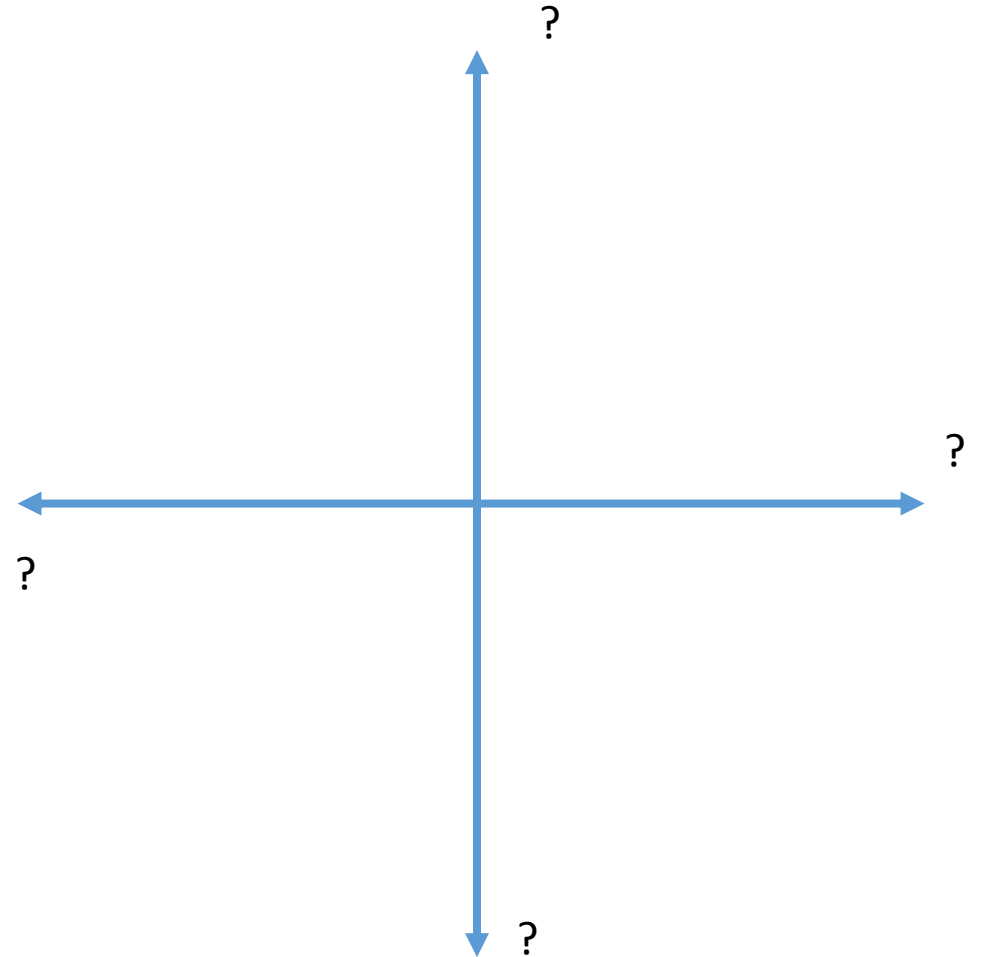
<https://www.weforum.org/agenda/2020/05/why-civil-society-is-essential-to-covid-19-pandemic-recovery/>

<https://www.eesc.europa.eu/en/news-media/news/coronavirus-response-lets-not-forget-civil-society-organisations-and-role-communication>

Health Literacy at the Speed of Trust

How are they typically motivated?

- Identification
 - Sense of community / local
 - Practical
 - "Matters to them"
 - Influence
- But have you mapped these?



Health Literacy at the Speed of Trust

Can digital tools build motivation? And sustain it?

Public health solutions are not SoMe – but can copy traits, eg:

- Personal
 - Intuitive UI
 - Control features
 - Customizable
 - Open forum

 - Enabling, Engaging, and Empowering extends trust in both solution and system

 - Disempowered, disengaged, and disabled citizens are not very health literate...
- www.nordichealth2030.org – Pockets of the Future
- www.scie.eu – Self-Care Week Europe