Health Communication Support in Baseline Health Literacy Research

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Introduction

Health literacy refers to the ability to obtain, understand, and use health information to make good health decisions.

Improving health outcomes in Rhode Island requires removing health literacy barriers.

In the spring of 2019, researchers from URI and RIC began an ongoing project assessing baseline health literacy in Providence Medicaid beneficiary outpatient clinics.

Research Goals

1) Measure health literacy among Medicaid beneficiaries in RI.
2) Compile a summary report with results and strategies to build HL skills and capacity in patients and the healthcare workforce.
3) Communicate the report in ways that inform new projects, services, and policies that promote health.
4) Pilot HL interventions to build health literacy skills.

Deliverables

Data Briefs

After initial data collection, briefs were developed to relay our findings to partners.

Multiple rounds of edits were conducted in collaboration with our data analyst and principal investigators to ensure quality of information and presentation.

Pilot Intervention Video

This video was developed as a tool to increase the understanding of health literacy in patients with low health literacy scores.

This video introduces the concept of health literacy and uses practical examples to illustrate its role in fostering good health outcomes.

Discussion

Identified from our research, there is a clear need to build health literacy skills among patients so they can feel confident in themselves to get the health information needed to live healthy lives.

Health materials, like data briefs and educational videos, play an important role in the communication of measures to increase confidence so patients are informed and able to make healthy decisions.

Focus Areas

Data Briefs
- Summarize health center specific data
- Report on: BRIEF & SAHL scores, key qualitative responses, patient confidence, health information sources, and demographics

Video
- Develop a video as part of a pilot intervention that introduces the functionality of health literacy

Modified health literacy assessment
- Collect self-reported data on patients’ health status
- Measure patient confidence in accessing health information
- Measure patient confidence in making health decisions
- Record patients’ feedback for improving cultural competence among medical providers

Partners

Improved health outcomes in Rhode Island requires removing health literacy barriers.

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