



Opportunities to Promote Effective Public Health Cancer Communications

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DC DEPARTMENT OF HEALTH

Vision

To be the healthiest city in America

Mission

The District of Columbia Department of Health promotes health, wellness and equity across the District, and protects the safety of residents, visitors and those doing business in our nation's Capital.

Strategic Priorities

- Promote a Culture of Health and Wellness
- Address Social Determinants of Health
- Strengthen Public-Private Partnerships
- Close the Chasm Between Clinical Medicine and Public Health
- Implement Data-Driven and Outcome Oriented Approaches to Program and Policy Development

WHAT IS HEALTH LITERACY?

- The degree to which individuals have the capacity to obtain, process, and understand basic health information needed to make appropriate health decisions.

(US Dept. of Health and Human Services)

HEALTH LITERACY AND EDUCATION

- What exactly do we mean when we say “health literacy”?
 - Health insurance benefits literacy
 - Health care system literacy
 - Health behavior literacy

HEALTH INSURANCE LITERACY

- Insurance options
- Covered services
 - Preventive, behavioral, dental, vision
- Difference between co-pays, deductibles, and co-insurance v. premiums



HEALTH SYSTEMS LITERACY

- Different levels of care
 - Self care, Primary care, Urgent Care, Emergency Care
 - How cost varies by site (to patient and payer)
- How to access services
 - Prior authorization
 - Networks



HEALTH BEHAVIOR LITERACY

- General health promotion and education
 - How health behaviors impact individual health
 - Includes disease management
- Tends to be what most people are referring to when they say “health literacy”until ACA



HEALTH LITERACY LEVELS



High Health Literacy

- Responsive to low touch activities
- Brochures, brief interactions, media campaigns



Moderate Health Literacy

- More intervention needed beyond brief interaction
- Health education classes, one-on-one counseling



Low Health Literacy

- Need intensive support
- Care navigation, Community Health Workers

HEALTH LITERACY ASSESSMENTS



HEALTH LITERACY MEASURES

- Consumer satisfaction
- Access to medical services
- Communication with physicians
- Shared decision-making
- Self-efficacy to get information about ones disease
- Self-efficacy to communicate with physicians
- Self-efficacy to manage diseases
- Functional health literacy

RESULTS

Successes

- High health insurance coverage
- High efficacy to identify a provider
- Participants were active in chronic disease management
- Sought care at regular intervals (i.e. 3-months, 6–months, annually, depending on health conditions)
- Engaged in informed decision-making practices

RESULTS

Challenges/Opportunities

- Lengthy appointment and wait times
- Fragmentation of Care and Information
 - Lack of communication between providers
- System navigation
 - Difficulty navigating health insurance policies and practices
- Frustration with the way critical health information is conveyed
- Low health literacy related to medications



I would say the majority of my patients that have been hospitalized do not understand what happened. Yeah...When I get the discharge summary, it has not been looked at since discharge, by anyone, like seriously. I think it would be great if people utilized CRISP [Health Information Exchange]. When I refer someone to a specialist or send them to the ER, I have to physically call people. Today, I had to call a cardiologist office to get the notes, so I think there's a huge...a disconnect

RECOMMENDATIONS

- Increase use of technology to enhance communication across provider sectors
 - E.g. CRISP
- Increase use of telehealth
 - Reduce appointment wait times
- Increase high touch patient assistance
 - Patient navigation
- Reduce administrative barriers
 - Referral processes
- Provide a single digital health management tool
 - Ask questions
 - Manage appointments
 - Share information

DC HEALTH CANCER AND CHRONIC DISEASE PROGRAMS

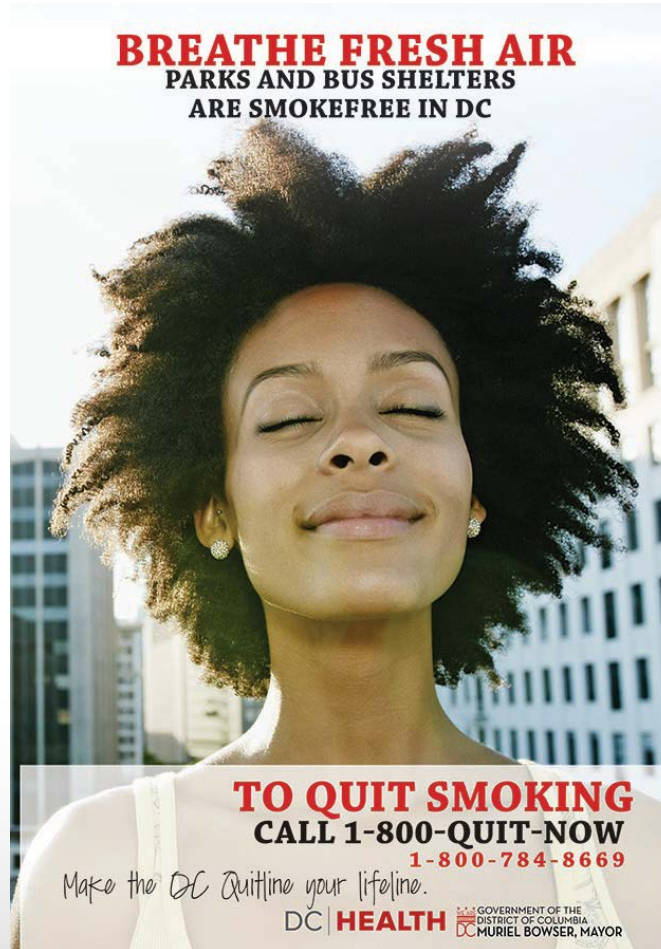
HIGH HEALTH LITERACY INTERVENTION

Media Campaign



HIGH HEALTH LITERACY INTERVENTION

Media Campaign



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DC | **HEALTH** | GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

HIGH HEALTH LITERACY INTERVENTION

Media Campaign



Project WISH

Project WISH – Women Into Staying Healthy – is a breast and cervical cancer screening program for women in the DC metropolitan area. Free services are offered to eligible women aged 21 – 64.

Services PROVIDED

Breast Cancer Screening

- Clinical breast examination
- Mammogram (breast X-ray) for women 40-64
- Diagnostic tests as needed

Cervical Cancer Screening

- Pelvic examination
- Pap test
- Diagnostic tests as needed

Project WISH members will be referred for Medicaid coverage if breast or cervical cancer treatment is needed.

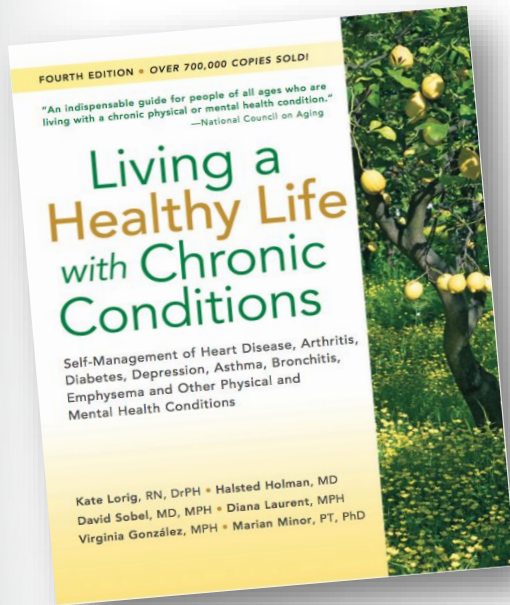
Patient Navigation

- Improve access to screening, diagnostic, treatment and support for survivors
- Resolve barriers such as transportation and language
- Provide patient education and advocacy



MEDIUM HEALTH LITERACY INTERVENTION

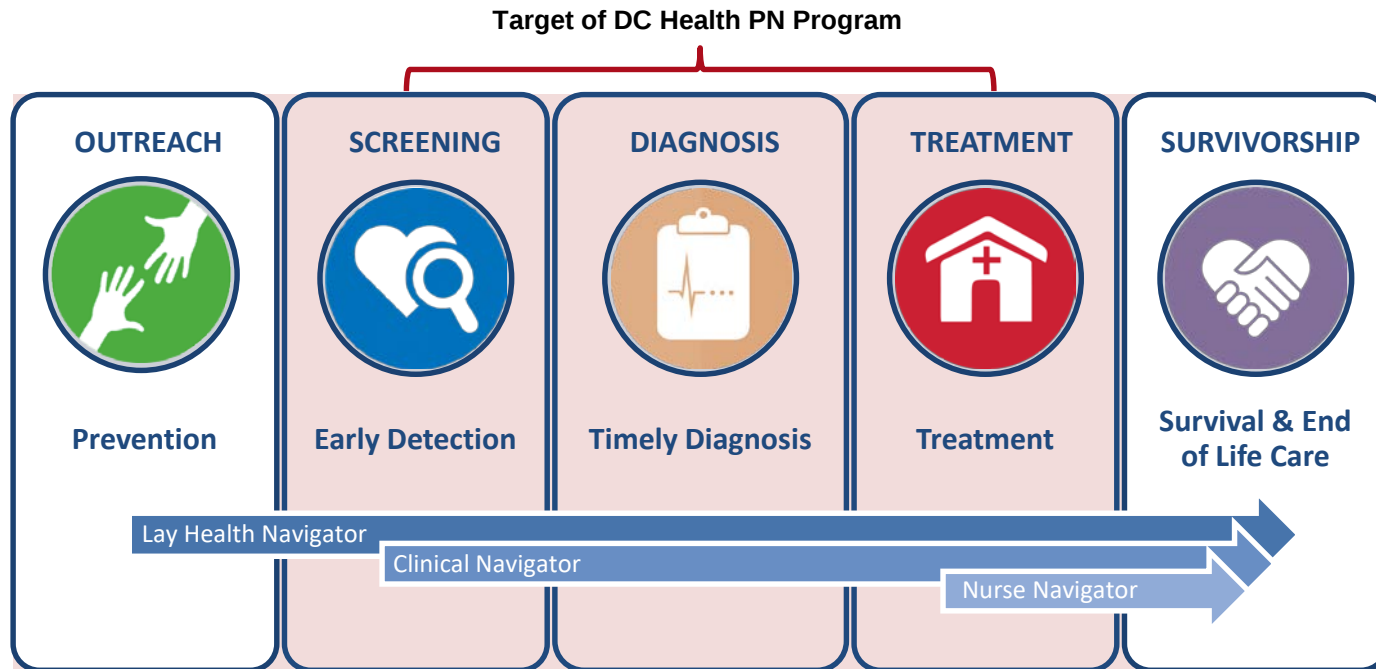
CANCER: *THRIVING & SURVIVING*



- FREE Workshop
- Held weekly 2 ½-hour sessions held for 7 weeks
- Self management
- Communication skills
- Led by 2, trained Peer Leaders
- Peer Leaders = cancer survivor or caregiver
- Audience:
 - Caregivers
 - Survivors one month post treatment

PATIENT NAVIGATION CONTINUUM – HIGH INTENSITY INTERVENTION

CANCER AND CHRONIC DISEASE PREVENTION BUREAU
CANCER PROGRAMS DIVISION



Patient Navigation aims to address & eliminate barriers to facilitate timely follow-up & improved long term cancer survivorship.

Health Literacy Training for Patient Navigators

How To Effectively Communicate with Your Patients



- **DATE:** FRIDAY, JULY 20, 2018
- **TIME:** 9:00AM -12:00PM (11:00 AM-12:00 PM: Optional networking and resource sharing. Patient education materials will also be available for distribution.)
- **LOCATION:** KAISER PERMANENTE CENTER FOR TOTAL HEALTH: 700 2ND STREET NE, WASHINGTON, DC 20002

DCPCA's Health Literacy Training is geared toward patient navigators including members of the Patient Navigator for Cancer Peer Group. The goal of this training is to improve participants' skills in educating patients.

Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

Trainer: Yael S. Lipton, MPH, MCHES



Yael Lipton is a Master Certified Health Education Specialist. She has been creating, directing, and evaluating health education programming for over 15 years.

This training will cover evidence-based tools for communicating with patients most effectively in a way that adapts to their level of health literacy.



This training is free for attendees thanks to the generous support of DC Health's DC3C Project.

For more information about the "Health Literacy Training for Patient Navigators" contact Emily Long, Training and Program Manager at elong@dcpcpa.





Patient Navigation





EQUALITY



EQUITY