

# Health Scrutiny Committee

## 13 January 2015

### SELF CARE

# Looking at ...

- Self care
- Asset based approaches
- Health literacy
- What's happening

# Self Care

- Looking after yourself in a healthy way e.g.
  - brushing your teeth
  - taking medicine when necessary
  - keeping active
  - seeing friends and family
- It involves looking at what you can do and want to do, rather than what you can't do

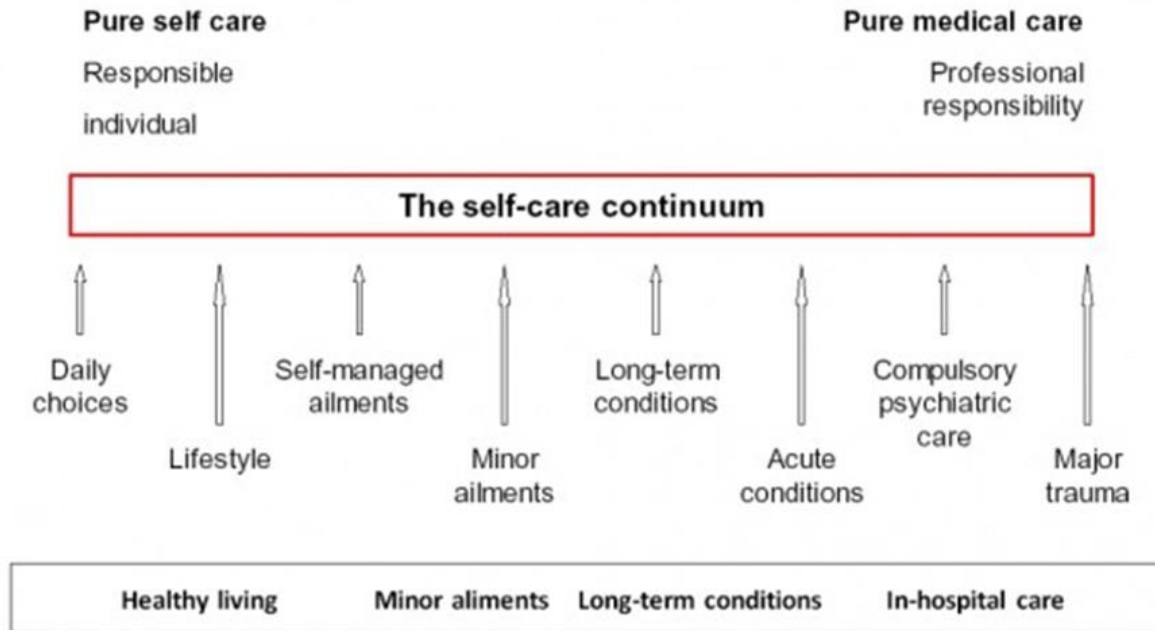
# Self Care



# Self Care



## The self-care continuum



# Why Abandon Early?

- Lack of confidence
- Perceived severity & duration of symptoms
- Reassurance that nothing more serious is wrong
- A prescription to 'cure' illness is available

# What is an Asset?

- “A health asset is any factor or resource which enhances the ability of individuals, communities and populations to maintain and sustain health and well-being. These assets can operate at the level of the individual, family or community as protective and promoting factors to buffer against life’s stresses.”

Antony Morgan, associate director, National Institute for Health and Clinical Excellence (NICE), 2009

# Assets include ...

- the practical skills, capacity and knowledge of local residents
- the passions and interests of local residents
- the networks and connections (social capital) in a community, including friendships, neighbourliness, local community and voluntary associations
- the physical and economic resources of public, private and third sector organisations that are available to support a community



# A Set of Values and Principles

- Which
  - sees citizens and communities as the co-producers of health and well-being, rather than the recipients of services
  - promotes community networks, relationships and friendships that can provide caring, mutual help and empowerment
  - supports individuals' health and well-being through self-esteem, coping strategies, resilience skills, relationships, friendships, knowledge and personal resources
  - empowers communities to control their futures and create tangible resources such as services, funds and buildings.

# What's Happening

- Community Asset Network
- Health & Wellbeing Board
- Working Together with Families
- Connect 4 Life

# Health Literacy in Lancashire

Gulab Singh  
Specialist in Public Health

# Health Literacy

Health literacy is a social determinant of health and equally, it is socially determined. Higher levels of health literacy enable individuals to participate more fully in society.

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

Institute of Medicine, USA

- *'The cognitive and social skills which determine the motivation and ability of individuals to gain access to, understand and use information in ways which promote and maintain good health'*

World Health Organisation (WHO)

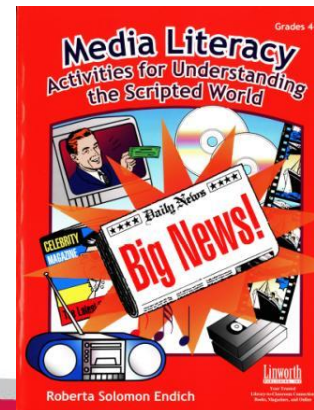
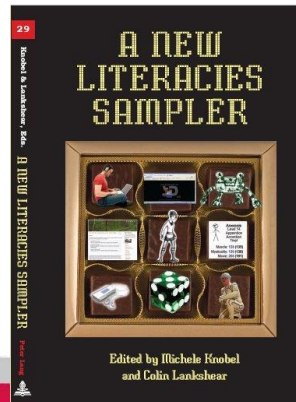
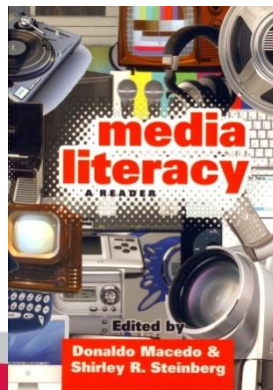
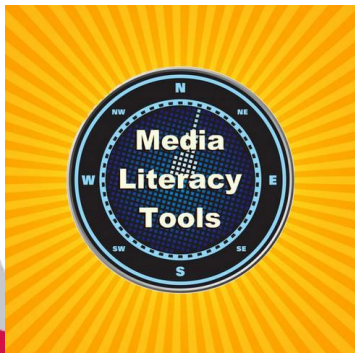
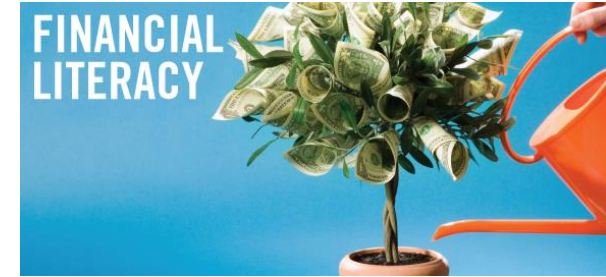
# Health Literacy

Health literacy can be looked at in terms of three issues:

- Functional literacy: ability to read, write, count (in health contexts)
- Communicative/interactive literacy: ability to discuss and participate (in health decisions) and gather and apply new (health) knowledge to changing circumstances and behaviour change
- Critical literacy: ability to look at health information, decide whether it applies to you and is best for you, and to take greater control over life events and situations that influence health; especially for people with long term conditions.

# Literacy is Context and Content Specific

- More accurate to talk about **literacies** for example:
  - financial literacy,
  - Media literacy,
  - IT literacy and,
  - health literacy

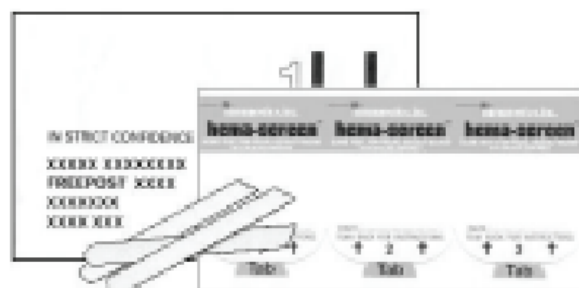


Slide courtesy of Dr Gill Rowlands, Kings College



# Example: Bowel Cancer Screening Kit

- ✓ A prepaid return envelope
- ✓ 6 cardboard sticks
- ✓ An orange and white cardboard test kit



## Important:

Your kit will last for many months unopened, but it must be completed and received for testing **within 14 days** of the first sample being taken. Please note that kits will not be tested on weekends

There are 3 parts to the kit, for 3 separate bowel motions.

Only open one flap at a time.

Do not separate the 3 parts.

## 2. Doing the test

On the side with your name printed on it

# Why is it Important?

- Has been shown to have an effect on:
  - Health knowledge
  - Self-care skills
  - Health attitudes and beliefs
  - Health behaviours
  - Global health outcomes



# Why might health literacy affect health outcomes?

- Most patient instructions are written.
- Verbal instructions:
  - complex
  - delivered rapidly
  - easy to forget in a stressful situation
- Increasingly complex health system:
  - more medications, tests, and procedures
  - greater self-care requirements

# European Health Literacy Survey 2012 Video

- [Health Literacy Survey Info-graphic](#)

# What's Happening

- To embed health literacy within policy, service re-design and public health programmes targeted at improving population health and increasing access to services.
- Develop a health literacy awareness resource to be shared within LCC and service providers
- Incorporate health literacy:
  - as part of service improvements in Clinical Commissioning Group (CCG) work programmes
  - within health champion provision
  - within basic skills courses (numeracy and English) delivered by further education providers across Lancashire

# Next Steps

- A two year commitment for implementing a public health campaigns led by the Communications Team , in alignment with Public Health England programme of social marketing
- A collaboration with Liverpool CC & Belfast CC to produce two briefings for local politicians, policy makers commissioners for health & wellbeing based on the WHO Solid Facts document
- In collaboration organise a regional workshop to mobilise action across sectors and settings.

# Discussion

Thank-you