

2017 Health Literacy Course

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60 percent of Australians don't know how to find, understand and use information about their health and health care.

This knowledge deficit creates poor health outcomes and has made health literacy a national policy priority. Better health literacy practice in organisations can dramatically improve health outcomes, particularly in the most marginalised population groups. As a result, many Australian organisations are now looking for ways to improve their health literacy practices.

The [4-day Health Literacy Course](#) delivered by [The Centre for Culture, Ethnicity and Health](#) (CEH) offers organisations the tools and knowledge to build their health literacy practice.

Course requirements and application process details are on page 4 of this document

The course takes place in an innovative, supportive learning environment. Participants learn practical ways to improve health literacy at an organisational, systems and practitioner level. They undertake projects that solidify knowledge and benefit their organisations. Over the past four years, CEH has delivered the course 8 times. Organisations from the health, local government and human services sectors across Victoria and the Australian Capital Territory have participated.

Course participants are from a broad range of disciplines including communications, education, management, medical, nursing, allied health and health promotion. This allows participants to benefit from exploring health literacy from a multi-disciplinary perspective.

Enquiries- contact: jolyonb@ceh.org.au

Course webpage: <http://www.ceh.org.au/training/browse/health-literacy-development/>

Course highlights video: <http://bit.ly/2h15RCN>

Demonstrated Course outcomes

Research undertaken by the *School of Population and Global Health* at Melbourne University highlights positive outcomes of previous courses including:

- Creating immediate outcomes at the individual and organisational level
- Transfer of training knowledge and increased capacity to implement health literacy concepts
- The embedding of health literacy organisationally into standard practice
- The development of Health Literacy working groups/committees
- Developing leadership in Health Literacy across organisations

Course structure

The course consists of 4 Modules delivered over 8 months. Each Module consists of a full-day workshop and related activities such as pre-reading and project work. Summaries of the learning outcomes of each module are located at the end of this document.

How organisations participate in the course

Organisations can participate in the course in one of two ways:

1. By sending **at least two** staff to the CEH Course held at Richmond
2. By hosting a course for 20 people in their organisation or region.

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Small projects

Participants undertake two small projects during the course.

- These take place after workshop one and two.
 - Project 1 focuses on client interaction (post workshop one)
 - Project 2 focuses on organisational health literacy (post workshop two)
- Participants undertake the projects in a pair from their organisation.
- The time commitment for projects is a maximum of 40 hours per person, per project.

These projects allow participants to implement new skills and theories and have been critical to learning in previous courses. A CEH staff member supports each pair of participants throughout the development and implementation of their projects.

Executive forum

Executive-level commitment is crucial to enabling organisation-wide progress in health literacy. The short *Executive Forum* held on Day 4 of the course promotes such a commitment. The forum allows course participants and their executives to discuss health literacy and showcase participant projects. Keynotes from health literacy leaders highlight the latest developments in the field. Executives network with peers around health literacy and explore how it relates to risk management, quality improvement and accreditation.

Cost

The cost of \$1480 (inc. GST) per participant includes:

- four full-day workshops including course materials, food and health literacy resources
- project support and advice throughout the course
- an Executive Forum
- networking opportunities with health literacy leaders

Dates & Times

Workshops run from 9am to 4pm on the dates below.

2017 Dates for Richmond, Victoria Course	
Module 1:	02 May
Module 2:	18 July
Module 3:	10 October
Executives Forum & Module 4:	14 November

Course Learning Outcomes

Module one: Health literacy and communication

Module one introduces key principles and concepts of health literacy. It also focuses on strategies to review communication practices and tools to check client understanding of health information.

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Learning outcomes

On completion of this module, participants will be able to:

- Define health literacy and outline its key principles and the current policy environment
- Outline the relationship of health literacy, cultural competence and consumer participation.
- Apply techniques to improve practitioner/client communication

Post-training project

Within their organisations, participants design and implement a small project relating to communication.

Module two: Organisational health literacy

Module two focuses on embedding organisation-wide health literacy strategies into systems, operations, planning and workforce development.

Learning outcomes

On completion of this module, participants will be able to:

- Identify and assess organisational enablers and barriers to health literacy
- Undertake a health literacy environmental assessment
- Adapt organisational policies, operating procedures and hiring practices towards greater health literacy capacity

Post-training project

Within their organisations, participants develop and implement a project to embed health literacy strategies into systems and operations.

Module three: Building health literacy capacity

Building on the knowledge of the first two modules, participants learn how to lead health literacy change within their organisations, and build the capacity of the workforce to implement health literacy techniques and strategies.

Learning outcomes

On completion of this module, participants will be able to:

- Understand the role of capacity building, the challenges and rewards
- Act as a health literacy change agent and establish mechanisms to support systemic and practice change
- Deliver targeted health literacy training

Module four: Executive forum & Building on the knowledge

Participants share health literacy projects and network with executives through fun, facilitated activities while extending their knowledge through keynote speeches. After the forum, participants review the latest research, policy and practice development and explore consumer participation. The day finishes with reflection activities and a celebration.

Learning outcomes

On completion of this module, participants will be able to:

- Identify key concerns around health literacy action at an executive level
- Outline key developments in the health literacy policy environment
- Identify latest research and critical thought on health literacy from keynotes and activities
- Effectively manage research, consumer participation and evaluation.

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COURSE REQUIREMENTS:

The [Health Literacy Course \(HLC\)](#) delivered by the Centre for Culture, Ethnicity and Health (**CEH**) aims to improve both individual and organisational health literacy practice. Our experience of running this course in the past 5 years suggests that maximum benefit is derived when the following requirements are met.

- 1) **We strongly recommend two participants or more take part from each organisation.** This allows participants to support one another in the course, with the small projects and within their organisation. It also allows minimises loss of organisational health literacy knowledge due to staff turnover.
- 2) **In-principle support from participants' line managers** that they will be:
 - a. released to participate in the workshops
 - b. given sufficient time to undertake the small projects.
- 3) **Executive approval of application and commitment to attend executive forum.** on day 4 of the course (14 November 2017, 9am-12pm). The executive forum relates to strategic and policy-level implementation of health literacy initiatives and acts as a showcase for participants' short projects.

APPLICATION PROCESS

The process for applying for the CEH course is as follows:

- 1) Call the CEH Training Coordinator to:
 - a. discuss application and participation in the course
 - b. request an application form
- 2) Identify two participants from your organisation
- 3) Get in-principle support sign-off from both participants' line managers
- 4) Get Executive level approval of application and commitment to attend Executive Forum on the 14 November 2017 between 9am and 12pm
- 5) Return the completed application form by **Friday 14 April, 2017**.
- 6) Email to: jolyonb@ceh.org.au

If you have any questions about the course or application process, please contact

Jolyon Burford
Training Coordinator
Centre for Culture Ethnicity and Health
03 9418 9995 or jolyonb@ceh.org.au