

Opportunities and Challenges of Community Health Partnerships

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Wisconsin Health Literacy

A division of Wisconsin Literacy, INC

WisconsinHealthLiteracy.org

The logo for LINCS (Literacy Information and Communication System) features the word "LINCS" in a bold, blue, sans-serif font. A red swoosh underline is positioned beneath the letters "I", "N", and "C".

LINCS

Literacy Information and Communication System

Wisconsin Health Literacy

- **Division of Wisconsin Literacy, Inc.**
 - 75 member literacy agencies
 - 13,000 adult learners; 3200 volunteer tutors
- **Training, consultation and interventions on health literacy for community organizations and health care providers**

Health status

Which of the following is the single strongest predictor of an individual's health status?

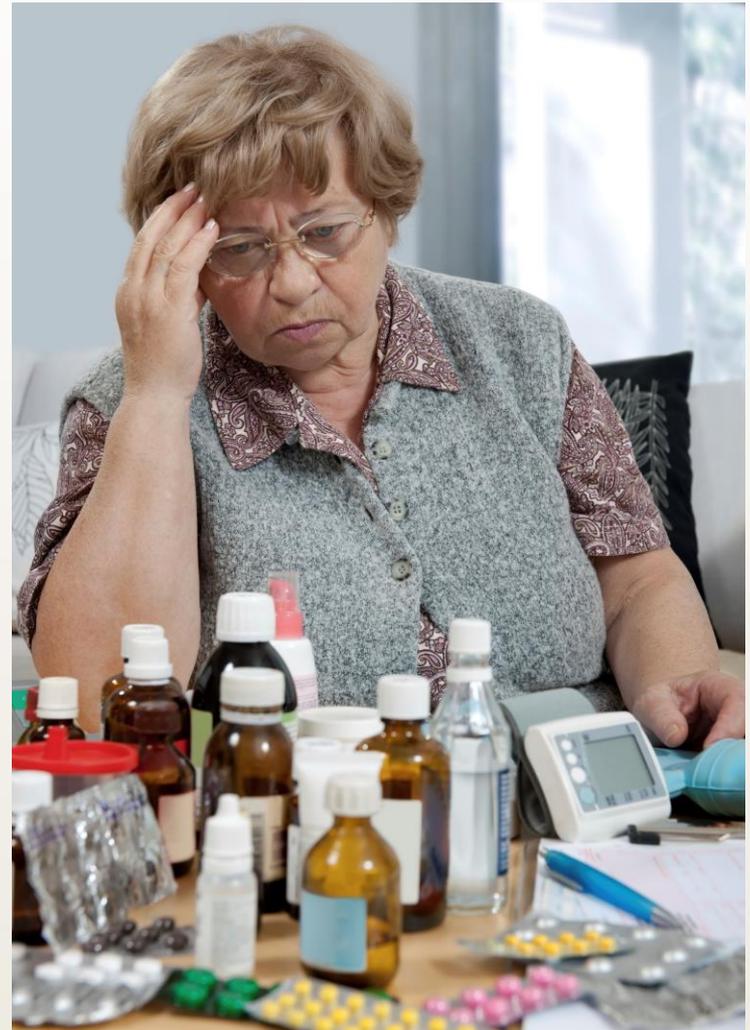
- Age
- Income
- Literacy skills
- Employment status
- Education level
- Racial or ethnic group

Partnerships

Why are partnerships with community health organizations important to ABE learners?

They may have difficulty...

- Locating services
- Filling out complex health forms
- Sharing medical history
- Understanding risk
- Managing chronic health conditions
- Understanding directions on medicine



Impact

What is the impact on health?

- Poor health knowledge
- Poorer health status
- Higher mortality
- More hospitalizations
- Higher health care costs

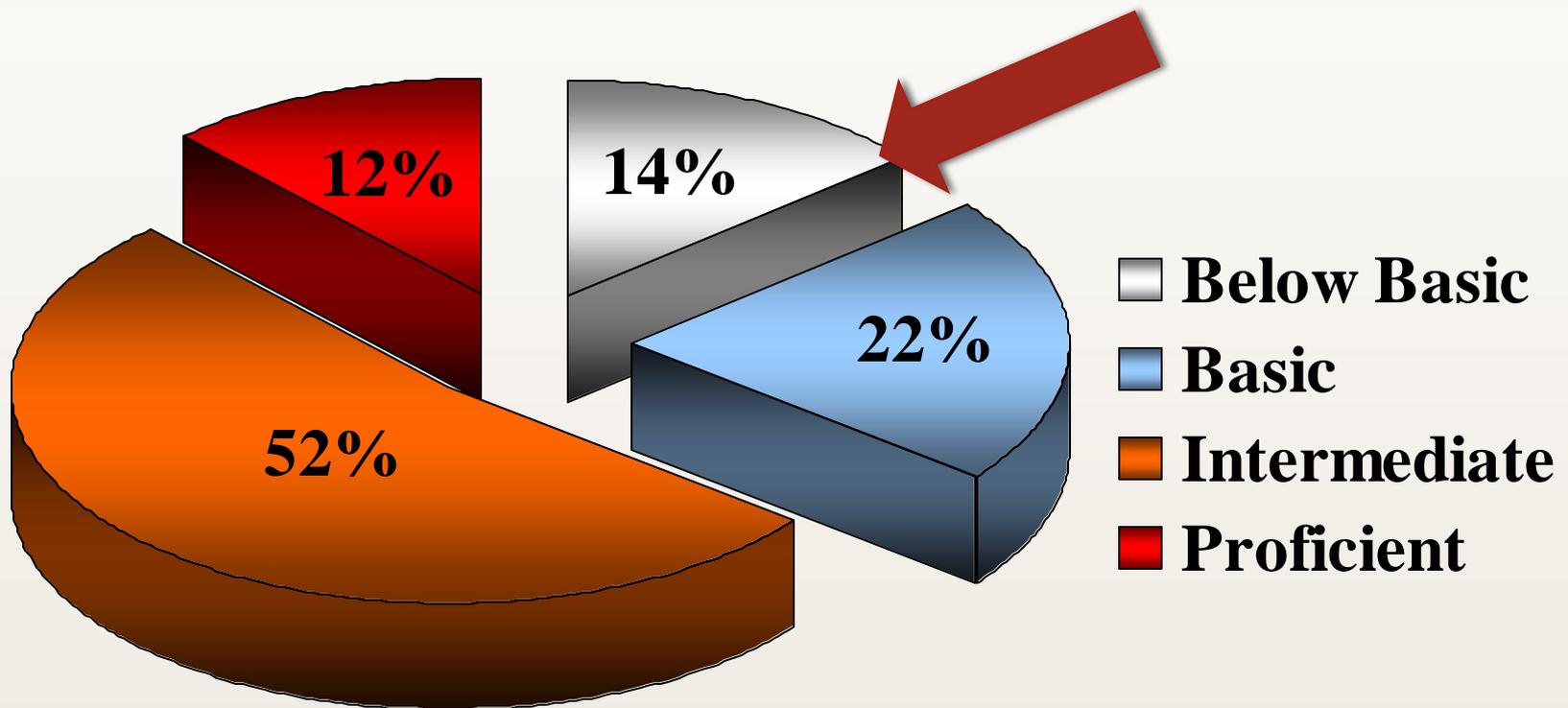
Health literacy challenges for those with Limited English Proficiency



Health literacy of U.S. adults

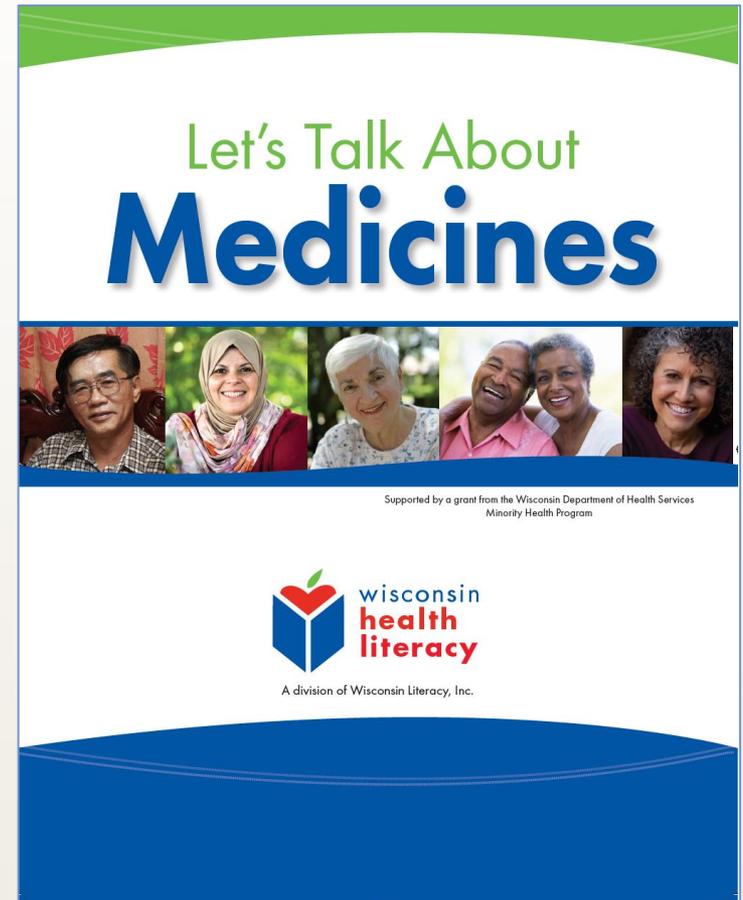
88% of U.S. Adults below Proficient level

That is nearly 9 out of every 10 adults! (NAAL, 2003)



Opportunities for CHCs

- CHCs can receive additional learning resources for the patients.
- The partnership helps CHCs know and understand other community resources their patients use.



Opportunities for ABE

- Health funders appreciate that ABE programs have access to difficult to reach populations
- Depending on funding, ABE programs can offer participation stipends to CHC and/or learners that help solidify data collection



Challenges for CHCs

- Often under-resourced and overworked
- Partnership sits lower on the CHC's priority list
- Challenging to train staff due to lack of time/various shifts and schedules
- Communication gap in the CHC and not all staff are informed about the partnership
- Protocols and approval pathways make them less nimble than ABE programs

Challenges for ABE

- Delays with the CHC in committing to participate
- Delays in receiving outcomes data
- Privacy laws impact how data can be collected and shared
- Staff resources to track, measure, and report out project outcomes

Things to have in place before conducting community-based health literacy interventions

1. Partnerships and an understanding of your partner's capacity
2. Clear description of program goals and outcomes
3. Program guidelines for participation

Challenges in conducting community-based health literacy interventions

1. Timing and response rate from CHCs
2. Identification of one staff person as point person
3. Recruitment of participants
4. Collecting data from participants post - intervention

WHAT CAN YOU DO?

ROI

Measure what you do to show impact and ROI!

- One study that included parents on Medicaid also showed that the reduced hospital ER visits saved more than \$550 per family annually.



Other WI Health Literacy Interventions

Let's talk about the flu

Let's talk about medicines

Let's talk about pain medicines

Better healthcare for better health

Maternal health book project



Funding possibilities

- Insurance providers / foundations: Humana, American Family Dream Foundation, Blue Cross Blue Shield.
- Medical Society Foundation
- Private family or community foundations with health/education focus
- Local hospitals or health system foundation
- Corporations with health/literacy focus (Dollar General, professional sports foundations)
- State Government (through legislature for Department of Health Services, Department of Education, Department of Children and Families)