

Designing Population Health Interventions
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Health Literacy as a Foundation

"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 Organization



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Key Concepts

- Social determinants
- Evidence-based
- Community engagement
- Health literacy
- Health education
- Implementation
- Evaluation



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Health Literacy Revised Definitions

- *Personal health literacy is the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.*
- *Organizational health literacy is the degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.*



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Overview and review

- Social determinants of health framework
- Evidence-based intervention
- Community engaged and participatory approaches



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Components of Health Literacy

- Functional literacy
- Interactive literacy
- Critical literacy



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Impact on health outcomes

- Healthcare utilization
- Preventive care
- Chronic disease management
- Health disparities

Figure 3. Percentage of Adults at Below Basic Health Literacy, By Race/Ethnicity, 2003

Race/Ethnicity	Percentage
White	35%
Black	41%
Other	1%
Hispanic	19%

Source: U.S. Department of Education, Institute of Education Sciences, 2003 National Assessment of Educational Progress.
Note: Racial/ethnic categories are mutually exclusive. White, Black, and other adults are not Hispanic.

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Digital Health Literacy

- eHealth literacy framework
- Barriers to digital access and usage
- Cultural considerations in digital intervention design

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Assessing health literacy

- Newest Vital Sign
- Test of Functional Health Literacy in Adults (TOFHLA)
- Rapid Estimate of Adult Literacy in Medicine (REALM)
- Health Literacy Questionnaire (HLQ)

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Technology-based intervention platforms

- Mobile health (mHealth) applications
- Telemedicine platforms
- Wearable devices and sensors
- Social media interventions
- Patient portals and electronic health records

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Digital Literacy and Technology

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Evaluation of digital tools

- Usability testing
- Accessibility considerations
- Privacy and security requirements
- Cost-effectiveness analysis

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Case of smoking cessation

A 60-year-old man with little formal education and no experience using computers presents with concerns about continuing to smoke. He has made many unsuccessful quit attempts and has been told there are Internet resources available that can help him. He is interested in trying something different to help him stop using tobacco.

How can you help?

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Targeted messaging

- Message framing theory
- Audience segmentation
- Cultural tailoring approaches
- Channel selection and optimization
- Testing and refinement methods

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Case of secondhand smoke

A 24-year-old mother of two small children and current smoker challenges the claim that secondhand smoke is harmful to her children, citing research she found on the internet.

How can you help?

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Health education approaches

- Individual
- Community level
- Group-based interventions

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Health Promotion Strategies

Health promotion is the process of enabling people to increase control over, and to improve, their health. It moves beyond a focus on individual behavior towards a wide range of social and environmental interventions- World Health Organization

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Individual level

- Motivational interviewing
- Health coaching
- Self-management support

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Group Interventions

- Support group models
- Group education sessions
- Community-based participatory programs
- Coalition building
- Social network interventions



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Planning framework



- PRECEDE-PROCEED model
- RE-AIM framework
- Implementation science principles

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Community level



- Community health workers
- Peer education programs
- School-based interventions
- Workplace health promotion

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Evaluation methods

- Process evaluation
- Outcome evaluation
- Impact assessment
- Cost-benefit analysis

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Implementation

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The Kahnawake School's Diabetes Prevention Project

Developing Personal Skill <ul style="list-style-type: none"> • Curriculum for 1-6 • Community RNs • Dietician • Nutrition, fitness, lifestyle • Grounded in culture and tradition 	Strengthening Community Action <ul style="list-style-type: none"> • Using local media • Public service announcements • Work through community groups • Community Advisory Board
Creating Supportive Environments <ul style="list-style-type: none"> • Building walking and biking paths • Community races and outdoor events • Healthy food contests • Walkathons • Establishing clubs 	Healthy Public Policy <ul style="list-style-type: none"> • School cafeteria changes • School food policy • Physical education time • Incentives for teachers

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Wrap-up

Health Literacy
Health Promotion
Community-based programming
Evaluation

*"The promotion of health obviously tends to prevent illness, yet effective prevention calls for special protective measures."
Henry Sigerist*

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