

Creating a Vision for Improvement through the Lens of Health Literacy

Carol Klingbeil, RN, MS, CPNP
CHHS Health Literacy SIG

Wisconsin Health Literacy Summit
April 13, 2011

Objectives

- Share the experiences of our organization with an improvement plan to improve health literacy for families.
- Identify possible strategies to support health literacy initiatives in an organization.
- Explore possible existing structure within an organization to move education and implementation forward for improving health literacy.

Idea



- Began meeting in early 2009.
- Grassroots effort of multidisciplinary group.
- Passion to create a culture sensitive the health literacy needs of our families.



Vision

- Sensitize the entire organization to the impact of low health literacy on quality and the safety for patients.
- Connect health literacy principles to the strategic plan.



Oh no, not
another
initiative!



Passion and Partnership

Health Literacy SIG partnered with the Family Advisory Committee (FAC) in 2009-2010 to focus on raising awareness.

- Created a high-impact health literacy education tools.
- Strategically identified and presented to over 40 key stakeholder groups.
- FAC focused on front-line staff education.
- SIG focused on committees and initiative groups.

Linked to Strategic Plan

- 2010: Linked to service excellence improvement for entire organization, revised quality web-pages, and pilot for teach-back.
- 2011: Specific projects for improvement include informed consent, teach-back, improved discharge process and intake forms.



Jumpstarting the Vision

- 2009 Pfizer Health Literacy Professorship.
- Touched over 400 staff in 3 days.
- Met with project teams to apply the lens of health literacy and a patient-centered approach.
- Engaged leadership to plan and sponsor the event.



Where Did Increased Awareness and Creating a Vision Take Us?

- Multiple groups identified projects and goals for 2010.
- Excitement about a new look to an old problem!
- Lots of ideas but limited experience for mentoring and leadership.



Now What?

How could we create passion and unity as an organization around health literacy practices?



Hosted a World Café

Who:

- 53 staff from 15 disciplines

Questions:

- What would a culture that is sensitive to the health literacy needs of our families look like?
- How will your work contribute to creating that culture?
- What are the barriers and facilitators to reaching your goals?





World Café Key Messages

- Health literacy is family-centered and at the core of a **back-to-basics** approach.
- Teaching families is a skill that can't be assumed.
- People need a universal approach.
- Don't make assumptions.
- Build on the patient family's understanding.

Share the ideas and stories

- One conversation at a time.
- One presentation at a time.
- Time and time again!!
- Connecting with leaders.
- Supporting on-going work.
- Taking a risk to share resources and ideas.
- Creating patient stories and telling them time and time again.



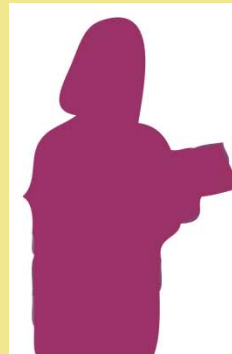
2010 Goals

- Created a formal work group charter with administrative sponsors.
- Mentored key groups with goals around health literacy projects.
- Partnered with quality and outcomes to document changes in pilot areas.
- Identified opportunities for research.
- Stayed connected with leadership.
- Presented work at national conference.

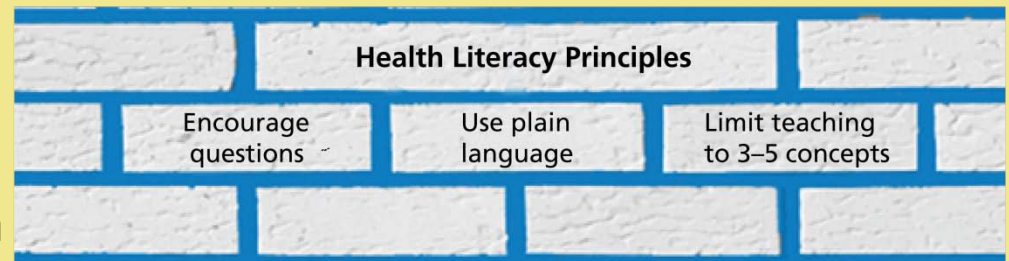
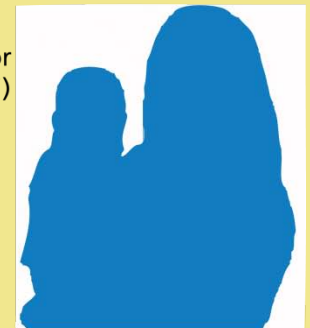
The Teach-Back Project: An Evidence-based Practice Project

- A project to teach nurses to use teach-back and questions to check for understanding.
- Intervention took 20 minutes to teach.
- Pre- and post-survey.
- Rich data for practice change and correcting misunderstandings.
- Continuing rollout to multidisciplinary groups in 2011.

Goal: Effective child and family self-management



- 1 Teach new concept or skill →
← Repeat new learning in own words or demonstrate new skill ("teach-back")
- 2 Clarify or correct misunderstood information →
← Repeat corrected information
- 3 "What questions do you have?" →
- 4 Continue process until concept or skill is understood



Ambulatory Clinical Practice Council

- Held “Competency Cruise” for 160 staff.
- Booth on health literacy.
- Resources to increase awareness.



Other 2010 Projects

- Revised oncology trials parent information.
- Influenced existing HRSA grant to create curriculum for parents of children with special health care needs.
- Mentored multiple students with materials, projects and presentations.
- Engaged resident physicians in the work.
- Consulted on over 35 projects or items.
- Revised clinic letters.
- Revamped patient education.

Goals for 2011

Move beyond awareness to changing practice:

- Informed consent project.
- Intake forms work.
- Teach-back project moving from pilot to system-wide.
- Research consortium study collaboration.
- Continue partnership with FAC.
- Implement EHR.

How do you know
when you are really
getting there?



Indicators of success

- Leaders start referencing the work.
- Lots of consults.
- Work is evolving and it is in line with health literacy strategies.
- Staff talk about how their practices have changed.
- Families start noticing and commenting through patient satisfaction surveys.

Pearls of Wisdom

- Engage your leaders.
- Tell the patient stories time and time again.
- Show videos with the patient voice. Talk about them.
- Look for every opportunity to connect the work to safety, quality and cost reduction.
- A grassroots effort keeps it with doers and not a lot of cumbersome channels.
- Meet monthly and set yearly goals.
- Share your work at any opportunity you can.

Health Literacy Special Interest Group

- Carol Klingbeil, APN Ed. Services and EDTC—Lead
- Tera Bartelt, APN Spina Bifida Program
- Karen Schaefer, Ed. Services and Family Resource Center
- Rhonda Werner, APN Neurology Clinic
- Barbara Ruggeri, Medical Library
- Kelly Felske, Patient Education Nurse, HOT Unit
- Jennifer Flamboe, Interpreter Services
- Lynn Doyle, APN Ed. Services
- Debra Jablonski, Special Needs Program Case Manager
- Anne Juhlmann, Special Needs Program and Family Resource Center
- Laurie Smrz, Asthma Program Educator
- Cindy Gore, Trach. Vent Program Clinician
- Lynn Mellenthien, Clinic Nurse
- Judy Russell, Fox Valley-Patient Care Support Services Manager
- Laurie Newton, APN ENT
- Jane Chevako, Urgent Care Physician
- Sandy Dykstra, Social Worker
- Laura Kerecman, Advocate for CCHP Manage Care Plan

Plant a seed and
watch it grow!

