Creating a Vision for Improvement through the Lens of Health Literacy

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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 to 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!
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?
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.
• 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

Health Literacy Principles

- Encourage questions
- Use plain language
- Limit teaching to 3–5 concepts

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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.
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!