

**for local Roma educators and mediators**

- **Module 1: HEALTH LITERACY**
  - **Chapter 3: Barriers in communication between healthcare professional and Roma patients.**

## SUMMARY:

Roma patients with limited health literacy often experience barriers in the communication with healthcare professionals and health mediators, experiencing for example – language barrier, mistrust, racial discrimination or simply the use of medical jargon. The Chapter also addresses the challenges concerning the delivery of health information Roma communities in a variety of non-clinical settings, both in-person and via information technology.

# OVERVIEW of Module I: Health Literacy



- **Chapter 1: What is health literacy?**  
Exploring the concept and definitions of health literacy. Various aspects of health literacy.
- **Chapter 2: The concepts and consequences of limited health literacy. How big is the Roma health literacy problem in Europe?**  
Roma Health Literacy is considered a European problem and challenge affecting a large proportion of the continent's population. This Chapter, explores the extent of the health literacy problem in European Roma communities.
- **Chapter 3: Barriers in communication between healthcare professional and Roma patients.**  
Roma patients with limited health literacy often experience barriers in the communication with healthcare professionals and health mediators, experiencing for example – language barrier, mistrust, racial discrimination or simply the use of medical jargon. The Chapter also addresses the challenges concerning the delivery of health information Roma communities in a variety of non-clinical settings, both in-person and via information technology.
- **Chapter 4: Accessing, understanding and appraising health information**  
For patients to self-manage their health and disease, it is important that they are able to access, understand, and appraise health information. However, many Roma people experience difficulties doing so and this Chapter is focusing on tools to overcome those difficulties.



**HEALTH LITERACY AND HEALTHY  
LIFESTYLES  
PROGRAM FOR ROMA IN ROMA  
SETTLEMENTS**

**MODULE 1  
Chapter 3: Barriers in  
communication between  
healthcare professional and Roma  
patients.**



**Co-funded by  
the European Union**



# Health Literacy and Health Communication

- From the healthcare perspective, health literacy is defined as a set of skills that enables the individual to act as a competent patient within the patient–provider interaction.
- Health literacy in this context primarily focuses on functional skills such as reading, writing and numeracy, and can be broadened to skills, such as **understanding for better health communication**, self-management and caring skills, better adherence and navigation of the health system.



**H2O**  
HELP TO OPPORTUNITIES



Co-funded by  
the European Union

**Health communication is the science and art of using communication to advance the health and well-being of people and populations.**

# Health literacy and patient safety

From:

Health Literacy  
Farrah  
Schwartz,  
University  
Health Network  
Maja Filipov,  
Ministry of  
Health and  
Long-Term  
Care Public  
Health Ontario  
Grand Rounds  
March 6, 2018



**An individual** can be health literate by using the skills needed to find, understand, evaluate, communicate, and use information.

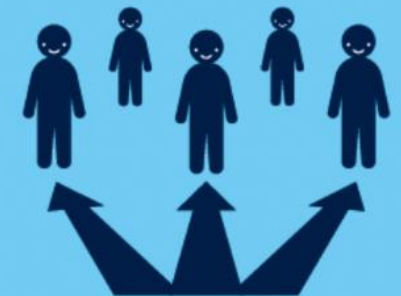


**Health care professionals** can be health literate by presenting information in ways that improve understanding and ability of people to act on the information.



**Systems** can be health literate by providing equal, easy, and shame-free access to the delivery of health care and health information.

Using a universal precautions approach for health literacy minimizes risk for everyone. This means taking **specific actions to minimize risk for everyone** when it is unclear who is health literate.







# **Relationship between limited health literacy and poor communication**

- Researchers point out that the relationship between limited health literacy and poor health is often due to poor communication quality within health care delivery organizations.
- Exploring the relationship between health literacy status and receiving patient-centered communication in clinics and hospitals serving communication-vulnerable Roma populations.
- It is important to address the challenges concerning the delivery of health information to Roma communities in a variety of clinical and non-clinical settings, both in-person and via information technology.



# What is Health Communication

## Educational Video



Co-funded by  
the European Union

- [https://www.youtube.com/watch?v=H\\_xOLxyRupw&ab\\_channel=CenterforCommunicationandHealthatNorthwestern](https://www.youtube.com/watch?v=H_xOLxyRupw&ab_channel=CenterforCommunicationandHealthatNorthwestern)





**Health**

**Literacy**

**Statistics:**

**Where do we**

**Stand?**

- If health literacy can be considered as a critical determinant of public health, what is then its current status in the population?
- The available evidence suggests that more people have limited health literacy than is often assumed. In Europe, findings from the recent European Health Literacy Survey indicate that 12% of the people surveyed have inadequate general health literacy, and 35% have problematic health literacy.
- While the prevalence of problematic health literacy varies widely between majority and minority populations across Europe (between 2% inadequate health literacy in the majority groups in the Netherlands versus 67% in Roma communities in South East Europe), it is clear that health literacy is not just a problem of a small minority in Europe.



# How to address the Health Literacy Epidemic?



To address the “health literacy epidemic” a recent policy document issued by the European Regional Office of WHO calling for action at different levels:

- **to ensure better health communication through establishing health literacy guidelines;**
- to create and strengthen health literacy–friendly settings; and
- to develop policies for health literacy at the local, national and international level.

These actions should be integrated to empower and enable people to make sound health decisions in the context of everyday life: at home, in the community, at the workplace, in the health care system, in the educational system, in the marketplace, and in the traditional and social media



## **Roma accessibility of healthcare services and health communication**



The accessibility of healthcare services depends largely on the health literacy and health communication.

When it comes to the Roma population, it is extremely important to establish appropriate communication, free of prejudice and discrimination.

One of the objectives is to increase the sensibility of healthcare professionals to provide services to Roma community member and improve communication with them.

Trust in medical professionals is a concept that includes both competence and an appropriate approach.



# Effective Communication in Healthcare

## Educational Video



- [https://www.youtube.com/watch?v=VIVqdPzpfEI&ab\\_channel=St.GeorgesHospitalTraining](https://www.youtube.com/watch?v=VIVqdPzpfEI&ab_channel=St.GeorgesHospitalTraining)



**What is the  
impact of  
adequate health  
communication  
on health  
literacy?**

Adequate health communication is advancing health literacy, progressively allowing greater autonomy and personal empowerment for Roma population.

Culturally sensitive health communication in Roma communities can advance the process of health education and lead to improved health literacy and quality of life.

# What are the benefits of adequate health literacy?

From:

Health Literacy Farrah Schwartz, University Health Network Maja Filipov, Ministry of Health and Long-Term Care Public Health Ontario Grand Rounds March 6, 2018



Increases patient safety



Improves outcomes

- diet
- medicine
- exercise

Helps people understand what they have to do



Saves time and money



Reaches more people



Increases engagement





# On Impact of Health Communication

## Educational Video



Co-funded by  
the European Union

- [https://www.youtube.com/watch?v=JjFAliNCB-I&ab\\_channel=WorldHealthOrganizationRegionalOfficefortheWesternPacific](https://www.youtube.com/watch?v=JjFAliNCB-I&ab_channel=WorldHealthOrganizationRegionalOfficefortheWesternPacific)



# Roma Health Communication as a Multidisciplinary Issue



Roma health communication should be seen as a complex multidisciplinary issue that includes experts, field workers and local organisations working with Roma communities in Europe addressing social determinants of health, fundamental rights and access to rights and services for improving Roma health, through research, advocacy, policy development, monitoring and community organising.



# Boosting health literacy in Roma communities



- The results of European research unequivocally confirm the importance of education and the need to improve health literacy among Roma community members, especially those with lower levels of education, in order to raise awareness of responsibility for their own health.
- It is important to recognize the importance of increasing the sensibility of healthcare workers as regards the Roma population and improving the communication of the Roma population with family doctors. This implies additional education of healthcare workers and strengthening their cultural health competence to better understand the health needs of the Roma communities, as well as the specifics of Roma culture related to their understanding of health, prevention and treatment of diseases.



**On importance  
of  
communication  
in  
Health  
care**

**Educational  
Video**



Co-funded by  
the European Union



- [https://www.youtube.com/watch?v=oTJs5LJ4YKU&ab\\_channel=Talenta  
ndSkillsHuB](https://www.youtube.com/watch?v=oTJs5LJ4YKU&ab_channel=Talenta%26SkillsHuB)



## HEALTH LITERACY AND HEALTHY LIFESTYLES PROGRAM FOR ROMA IN ROMA SETTLEMENTS

### Module 1: HEALTH LITERACY

#### CHAPTER 3: The concepts and consequences of limited health literacy. How big is the Roma health literacy problem in Europe?

## CONCLUSIONS

- In order to improve health communication, it is necessary to increase sensibility of Roma health mediators, health educators and healthcare professionals for work with the Roma population and improve the Roma communities' health communication towards a better health status.
- Advancing Roma health literacy via improved health communication will progressively allow greater autonomy and personal empowerment of Roma communities in Europe; this way the process of improving Roma health literacy can be seen as a part of individual development towards improved quality of life of the local Roma communities across Europe.



Co-funded by  
the European Union



# HEALTH LITERACY AND HEALTHY LIFESTYLES PROGRAM FOR ROMA IN ROMA SETTLEMENTS

