



Folkhälsomyndigheten  
PUBLIC HEALTH AGENCY OF SWEDEN

# Toolkit to strengthen Health Literacy in the Baltic Sea Region

Marita Friberg



# Health literacy

*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.*

*(WHO)*

# Health literacy

	<b>Access information</b>	<b>Understand information</b>	<b>Appraise information</b>	<b>Apply information</b>
<b>Health Care</b>	1) Ability to access information on medical or clinical issues	2) Ability to understand medical information and derive meaning	3) Ability to interpret and evaluate medical information	4) Ability to make informed decisions on medical issues
<b>Disease Prevention</b>	5) Ability to access information on risk factors	6) Ability to understand information on risk factors and derive meaning	7) Ability to interpret and evaluate information on risk factors	8) Ability to judge the relevance of the information on risk factors
<b>Health Promotion</b>	9) Ability to update oneself on health issues	10) Ability to understand health related information and derive meaning	11) Ability to interpret and evaluate information on health related issues	12) Ability to form a reflected opinion on

Matrix of sub-dimensions of health literacy based on the HLS-EU conceptual model (Sorensen et al. 2012)  
Used for Questionnaire Construction

# Health literate environment and health literate organisations



# Aim and objectives

The aim of the project is to develop guidelines and a model for implementation of health literate organisations in the BSR

## OBJECTIVES

- To increase the capacity of organisations in health, public health and social services by strengthen their competence in health literacy, and thereby improve conditions for end-users.
- To advance the BSR performance to reduce the burden of NCDs, by implementing and evaluating health literacy guidelines and models for organisations in health, public health and social services.

# Changing systems and improving individual skills

The model is aimed at encouraging awareness and action in planning and designing “health-literate-friendly” settings and communities. Health literate organisations are intended to:

- compensate for individuals’ limited health literacy;
- increase the ability of vulnerable groups and to facilitate their access to community resources and health care systems,
- be responsive to individual needs as well as to improve health outcomes.

# Partnership - funding

- Sweden - The Public Health Agency
- Russian Federation - National Medical Research Center for Preventive Medicine
- Poland - Nofer Institute of Occupational Medicine
- Lithuania - Institute of Hygiene, Public Health Technology Centre
- Latvia - Riga Stradins University, Institute of Public Health
- Additional partners?



### Nutrition Facts

Serving Size ½ cup  
 Servings per container 4

Amount per serving

Calories 250 Fat Cal 120

%DV

**Total Fat** 13g 20%

Sat Fat 9g 40%

**Cholesterol** 28mg 12%

**Sodium** 55mg 2%

**Total Carbohydrate** 30g 12%

Dietary Fiber 2g

Sugars 23g

**Protein** 4g 8%

\*Percentage Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**Ingredients:** Cream, Skim Milk, Liquid Sugar, Water, Egg Yolks, Brown Sugar, Milkfat, Peanut Oil, Sugar, Butter, Salt, Carrageenan, Vanilla Extract.





Folkhälsomyndigheten

