

Webinar Series



Health Literacy
Solutions Center





Promoting Health Literacy at Ontario Health

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Welcome to the Webinar

- **Connect to audio** using your computer speakers
- **All attendees will be muted** during the webinar
- **Ask questions** using the Question & Answer (Q&A) feature
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About the Speakers

Sarah McBain is a librarian who has focused on Patient Education, health literacy and person-centred care, primarily in oncology settings, for over 15 years. She sits on the board of the Canadian chapter of the Cancer Patient Education Network.

Sophia Wong is an internationally trained physician who has focused on Patient Education in clinical and research settings for more than 8 years. She is the Assistant Chair of the Practice Standards Committee for the International Health Literacy Association and part of the Expert Panel of the Health Literacy Solutions Center for Integrated Healthcare Advancement (IHA).



Objectives

After this session, you will be able to:

- Understand how cancer care is structured in Ontario
- Describe the different ways to promote health literacy in a public system
- Promote the use of health literacy practices to achieve health equity



About Ontario Health

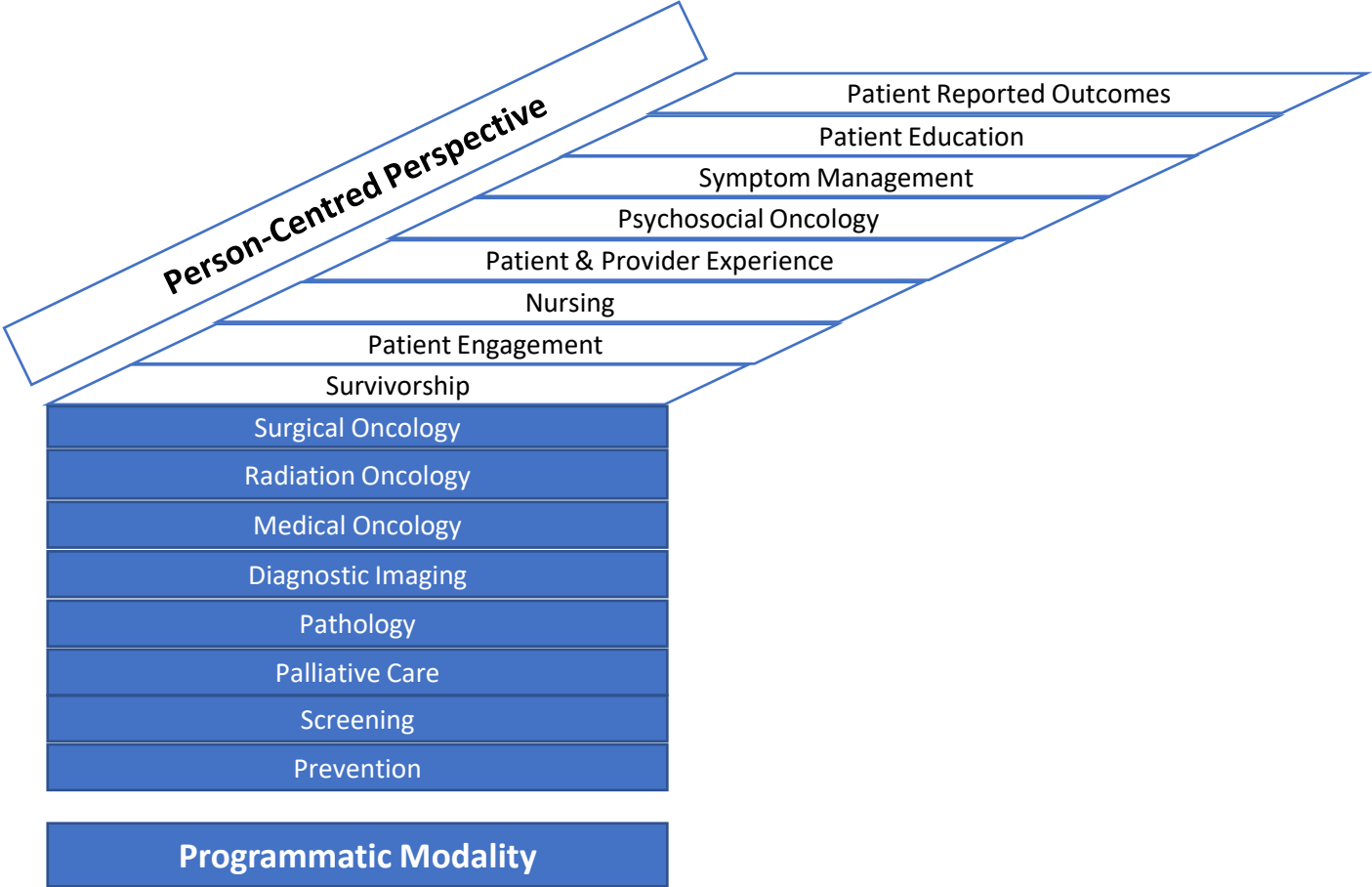


Ontario Health – background

- Ontario Health is an agency created by the Government of Ontario to connect, coordinate and transform our province's health care system.
 - We work with partners, providers and patients to ensure everyone in Ontario has equitable access to high-quality care, when and where they need it.
- **Cancer Care Ontario**
 - eHealth Ontario
 - Trillium Gift of Life Network
 - Health Quality Ontario
 - HealthForce Ontario
 - CorHealth Ontario
 - HealthForce Ontario
 - Ontario Telemedicine Network
 - 14 Local Health Integration Networks

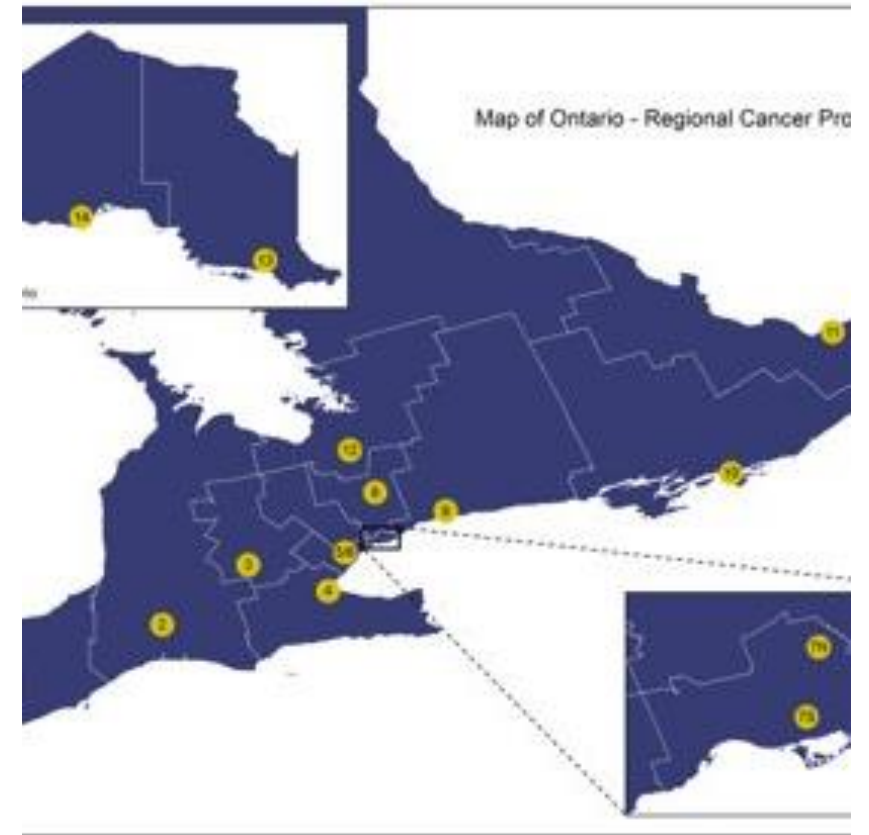


Disease Site Model Integration



Clinical Programs

- The programs have **14 Regional Clinical Leads** (for PSO, Health Literacy and Patient Education, Symptom Management, Oncology Nursing and Experience & Engagement and other clinical programs)
- Each Program has a **Provincial Committee** attended by the Regional Leads, Provincial Clinical Lead (if applicable) and others in the regions
- We have a network of over **100 patient and family advisors** that are embedded in all programmatic work and on all committees



Health Literacy and Patient Education Program



- The Health Literacy and Patient Education (HLPE) Program works to promote access to high-quality patient education resources and to advance health literacy principles across the cancer continuum
- Supporting 14 regional patient education leads
- Consult across Ontario Health to bring the health literacy lens to various information/education products and projects

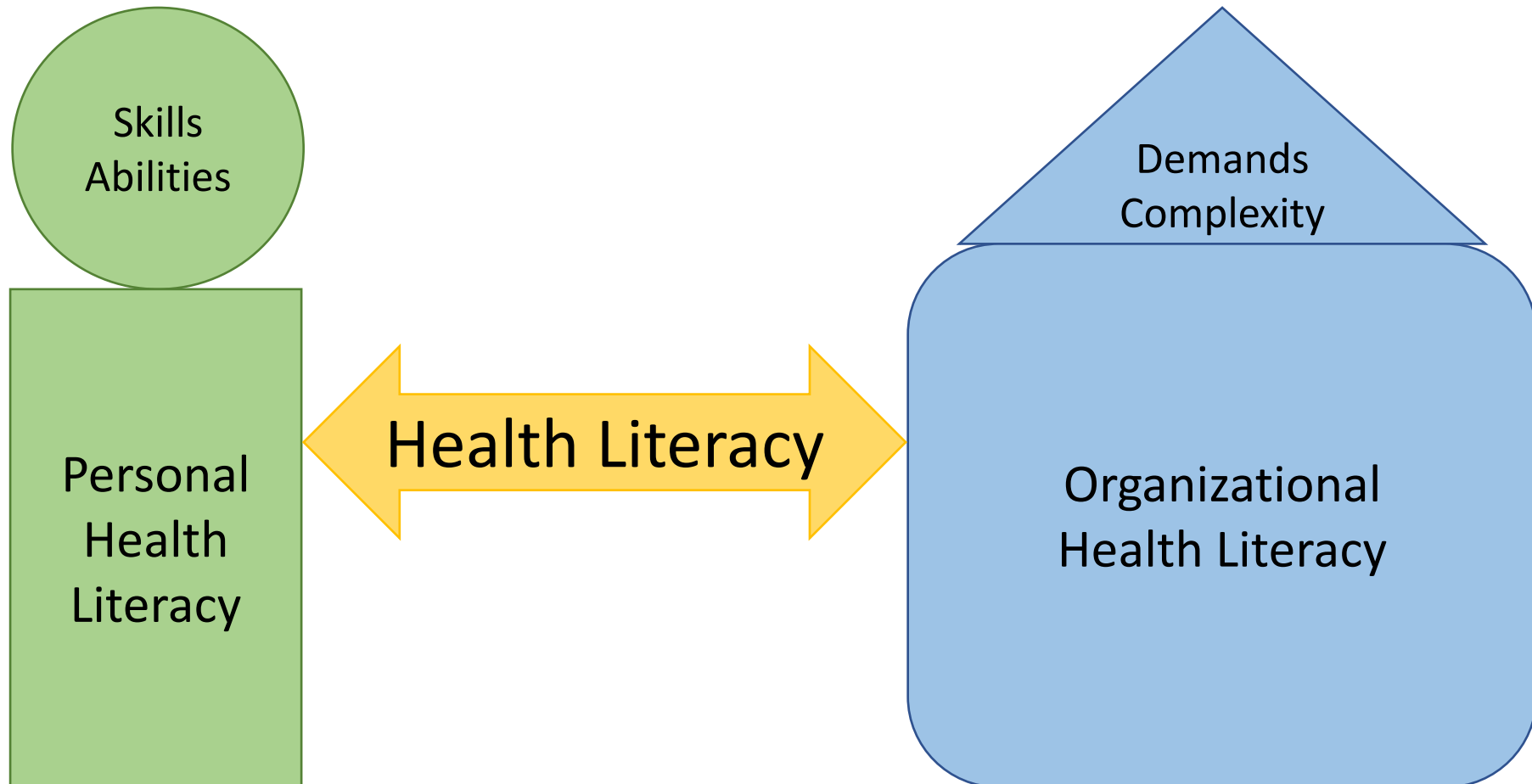
Health Literacy and Patient Education Program (HLPE)



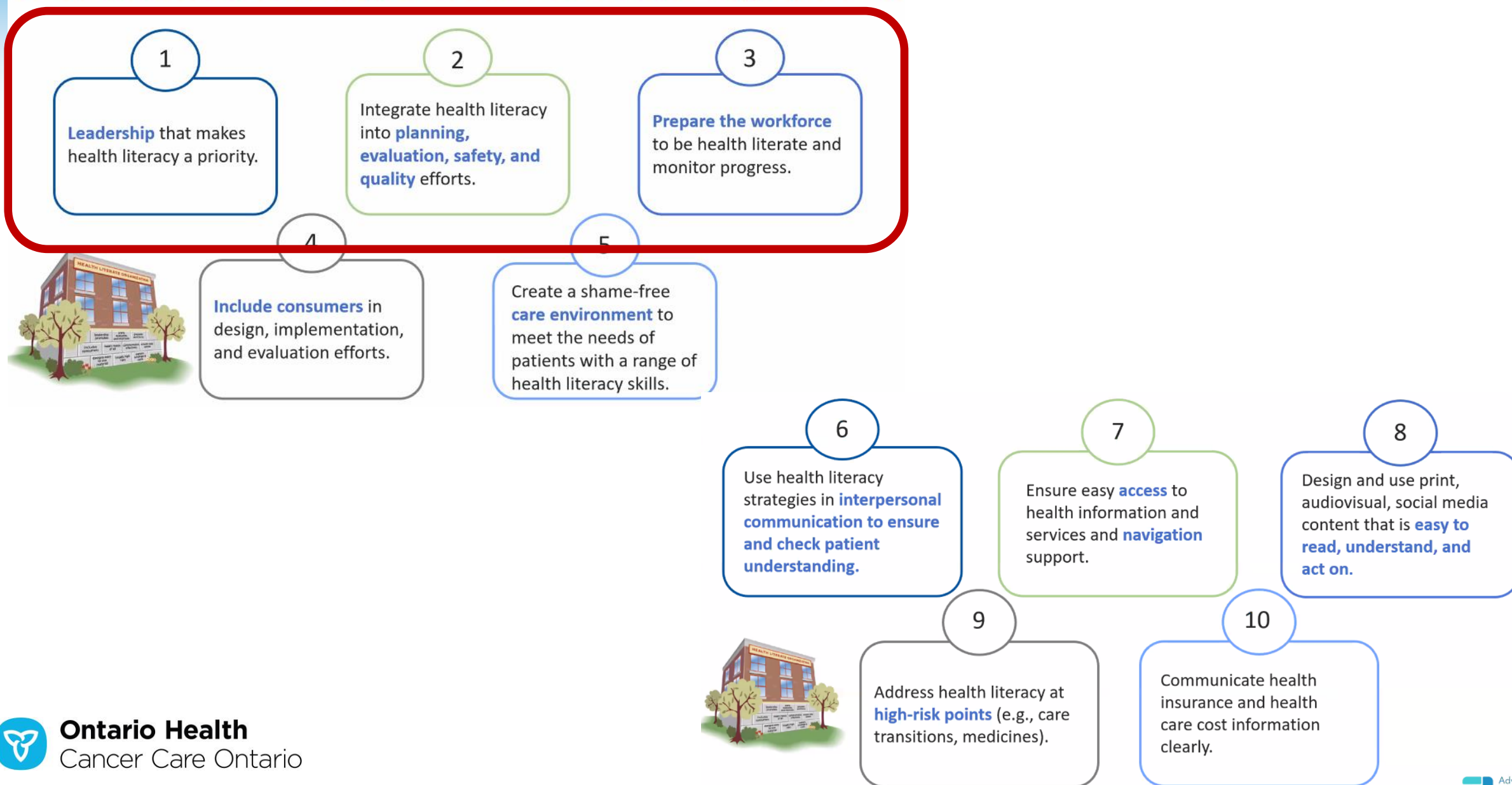
- **Set the standard for quality cancer patient education** at Ontario Health and within the Regional Cancer Programs
- **Ensure patients and families have access to information**, tools and opportunities for skill development and support across the cancer continuum
- **Advance health literacy in cancer care**
- Deliver equitable care by providing **inclusive health information** that caters to patients with different literacy levels and social determinants of health.



Health Literacy Definition



10 Attributes of a Health Literate Health Care Organization





Health literacy is directly linked to health equity

- Health equity refers to the opportunity for all people to reach their full health potential and receive high-quality care that is fair and appropriate to them and their needs, no matter where they live, what they have or who they are. (Health Quality Ontario, 2016)
- Health literacy principles make information clearer.
- Health equity principles make it more inclusive.
- When organization consider both health literacy and health equity together the best outcomes in supporting patients can be achieved.



Four Key Elements of Success for Health Literacy at Ontario Health

- Leadership
- Strategy
- Capacity building
- Accountability



Leadership



Why we focus on leadership

- Attribute: Leadership that makes health literacy a priority
- Top-down buy-in can be challenging to achieve in a large health care organization with many competing priorities
- Health literate best practices must be woven into the organizational level
- Staff and health care providers may see health literacy as more of a frontline responsibility, but HL best practices should be reflected in all work



How we focus on leadership

- Leveraging existing programs that have been successful with leadership buy-in
- Building reputation and walking the walk
 - Establishing programs across the province
 - Successful leadership support to transition our program name to “Health Literacy and Patient Education”
- Looking for opportunities to connect with senior leadership
 - Presenting at leadership meetings, attending town halls and asking relevant questions etc.



Strategy



Why we focus on strategy

- Attribute: Integrate health literacy into planning, evaluation, safety, and quality efforts
- Integrating health literacy into the strategic objectives of the organization reflects its importance and signals to staff and external stakeholders that resources and consideration will be given to health literacy



How we focus on strategy

- Advocating for health literacy to be identified as a priority in our strategic objectives
- Developing a health literacy and health equity framework to showcase its relationship and importance
- Making sure our program objectives align with organizational strategic objectives

Ontario Cancer Plan 5

2019–2023

cancercareontario.ca/cancerplan



Person-Centred

STRATEGIC OBJECTIVES:

Expand the use of patient-reported outcomes and improve symptom management

Expand patient experience measurement and equitable engagement with patients, caregivers and the public

Promote early conversations relating to advance care planning, prognosis and goals of care, and share identified goals with the care team

Improve health literacy competencies among healthcare professionals, patients and caregivers, to improve communication, self-management and quality of life

Improve access to cancer information for patients and caregivers



Safe

STRATEGIC OBJECTIVES:

Implement a model of care to provide comprehensive symptom and side-effect management

Develop and implement clinical standards and practices to improve treatment quality and safety

Strengthen the culture and system-level oversight for safety



Equitable

STRATEGIC OBJECTIVES:

Build capacity to address health equity through expanded use of data, tools and partnerships at provincial and community levels

Develop health policy advice and implement strategies for supporting identified underserved and vulnerable populations

Implement the fourth First Nations, Inuit, Métis and Urban Indigenous Cancer Strategy with a focus on engagement with local communities

Plan and allocate funding, capital equipment and infrastructure, and health human resources to support equitable care across the province



Efficient

STRATEGIC OBJECTIVES:

Advance the chronic disease prevention strategies

Strengthen Ontario's organized cancer screening programs for breast, colorectal, cervical and lung cancer

Reduce variation in the quality of care for patients undergoing diagnostic assessment, from suspicion of cancer to treatment decision

Develop approaches to address healthcare professional burnout

Increase value of services through funding models, evaluation, policy development and new models of care

Assess real-world clinical benefit and value of treatment strategies

Facilitate the adoption of biosimilar drugs



Effective

STRATEGIC OBJECTIVES:

Expand measurement of clinical outcomes and compare outcomes against other jurisdictions

Examine the association between patients' receipt of evidence-based cancer care, and clinical and patient-reported outcomes

Develop strategies to support evaluation and implementation of innovative technologies and interventions

Implement a framework for using personal and tumour genetics (personalized medicine) to strengthen quality, service delivery and system planning

Work with system partners to promote effective and appropriate care for adolescents and young adults

Expand tobacco smoking cessation programs

Expand quality measurement to include non-hospital settings and reporting at the facility and provider level

Advance integrated standardized clinical documentation (synoptic reporting) and enable real-time clinical decision-making and system reporting



Timely

STRATEGIC OBJECTIVES:

Improve transitions across the cancer care continuum

Expand and support timely access to psychosocial oncology services

Expand and support timely access to palliative care

Improve timeliness of diagnostic and treatment services by advancing wait time monitoring and performance management strategies

In time, the work of Cancer Care Ontario will be taken on by Ontario Health. Ontario Health is a single health agency that will oversee healthcare delivery, improve clinical guidance and support providers to ensure better quality care for patients.

Patient Education Program Strategic Framework 2019-2023



VISION

To support Ontarians affected by cancer to access, understand, communicate, and use information to make informed decisions, take actions about their health, and effectively navigate the continuum of cancer care, in partnership with their healthcare team

OCP 5

Equity: Improve health equity across the cancer system such that people are disadvantaged by who they are, where they live, or what resources they have;
Person-Centred: Deliver responsive and respectful care, optimizing individuals' quality of life across the cancer care continuum;
Timely: Deliver timely care and information across the cancer care continuum

GOALS

OBJECTIVES

Set the Standard for Quality Cancer Patient Education	Advance Health Literacy in Cancer Care	Promote Self-Management and Self-Management Support as a Cancer System Responsibility
Develop a systematic process to identify and evaluate the quality of patient education resources in Ontario and establish plans to address gaps	Understand the effect of health literacy on cancer care and how it impacts health and health systems	Develop standards and guiding principles for cancer self-management in Ontario
Apply evidence-based best practices to develop patient education resources that include patient, family and caregiver engagement in the identification of learning needs	Develop an understanding of the current state of health literacy to identify opportunities for improvement	Assess and evaluate interventions that promote cancer self-management support
Promote the access and utilization of patient education resources	Build health literacy competencies among healthcare providers, patients, families and caregivers	Build self-management competencies among healthcare providers, patients, families and caregivers
Conduct ongoing review, and continuously improve patient education resources	Engage healthcare organizations to build health literacy capacity	Engage healthcare organizations to build capacity in the provision of self-management support
Promote uptake of evidence-based patient education best practices among patient educators and build healthcare provider patient teaching competencies	Engage provincial agencies and ministries to support and advance cancer health literacy	

LONG TERM OUTCOMES

Patients, families and caregivers are engaged, knowledgeable, and equipped to participate in and contribute to their cancer care

Healthcare providers value patient, family and caregiver participation in care, are skilled educators, and know how to build effective partnerships for self-management

Health care organizations value patient, family and caregiver participation in their care, and make it easier for the patient, family and caregiver to navigate, understand, and use information and services to take care of their health



Capacity Building



Why we focus on capacity building

- Attributes:
 - Prepare the workforce to be health literate and monitor progress
 - Ensure easy access to health information services and navigation support
 - Design and use content that is easy to read, understand and act on
- We aim to give staff and regional partners the tools to build health literacy into all aspects of their work



How we build capacity

- Health literacy and plain language consultations
- Health literacy and plain language training
- High-quality patient education materials
- Writing toolkits: plain language and inclusive writing toolkits
- Two-way communication about best practices and sharing with our Regional Health Literacy and Patient Education Leads



Accountability



Why accountability is important

- Attribute: Integrate health literacy into planning, evaluation, safety, and quality efforts
- Need to have a measurable, strategic approach to health literacy
- Incorporating health literacy into the requirements of the work holds the organization to account



How we build accountability into our work

- Look for the levers you have in your organizations
- At Ontario Health we have:
 - Regional agreements and performance deliverables
 - Regional leads, reporting and performance



A note about personal accountability

- Where can you build health literacy into your own work?
- Can you make a personal goal to grow your knowledge or integrate a project into your work and into your job performance measurement?
- This is a good way to trickle up accountability



Key Points

Four Key Elements of Success:

- Leadership
 - Building reputation and leading the work
- Strategy
 - Promoting health literacy to be a priority in strategic objectives and aligning program objectives to organizational priorities
- Capacity Building
 - Providing materials, trainings and toolkits to promote health literacy
- Accountability
 - Capitalize on reporting measures and performance deliverables



What questions do you have?

Please type your questions in the Q&A box.



Thank you for Attending

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