“Health Literacy Friendly”
Stoke-on-Trent

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A little bit about Stoke-on-Trent
Health Literacy

TWO SIDES OF THE SAME COIN
What is a “Health Literacy Friendly” organisation?

A Health Literacy friendly organisation does everything it possibly can to ensure that everyone is able to access, understand, appraise and use its information and services relating to making decisions about their health...

- Good communication (verbal and written);
- Helping people get around premises;
- Staff and volunteer training;
- Offering help to everyone as a matter of routine.

It is good for the people you are aiming to help
✓ 49% of adults in Stoke on Trent have inadequate Health Literacy

It is good for your organisation, in terms of...
✓ Economics
✓ How effective you are
✓ Reputation
✓ Being recognised by the WHO and the NHS as best practice in terms of health care delivery
How are we doing so far?

• Frontline people are key
• “We do some of this already”
• Making it easy for the organisations
• Being a partner, not an “assessor”
• Formal evaluation of the impact