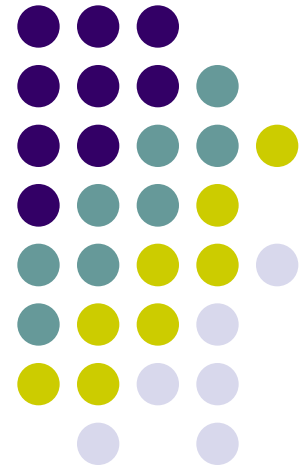


Targeting Health Literacy Research for Policy Makers

Jane Sixsmith



Intervention Research On Health Literacy among the Ageing population project



Purpose: to introduce evidence-informed guidelines for policy and practice for a comprehensive approach to improving health literacy in the ageing population (50+).

Activities: systematic reviews, consultation with older people, identification of interventions, selection of 20 to pilot test.



Workshop



Aim

- To distil a real world policy brief from a health literacy research project

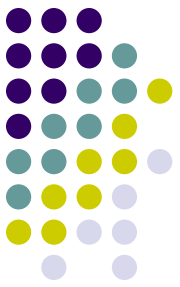
To

- One page of main message bullets

To

- A 'sound bite'

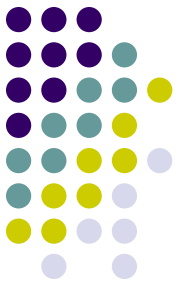
1:3:25 Reader Friendly Writing



- 1** page of main messages
- 3** page Executive Summary
- 25** pages of writing (The report)

Use language that a “*bright, educated, but not research trained person would understand.*”

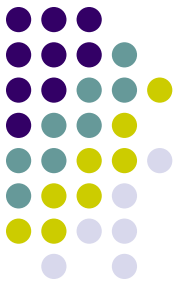
(The Canadian Health Services Research Foundation n.d.)



1 Page

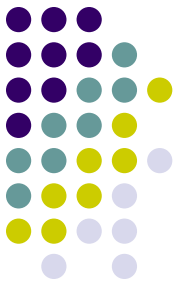
- Main messages in bullet points
- What do the findings mean to policy makers?
- What do policy makers most need to know about what has been learnt?
- Answer the question “*So what does this really mean?*”

“This is your chance based on the research, to tell decision makers what implications the research work has for theirs”



Sound Bite

- You have 25 seconds to tell the citizens of the nation on radio about the research in the policy brief which has been distilled to 1 page of bullet points.
 - What do you say?



Activities

- Divide into small groups (5-6)
- Read the policy brief
- Write the 1 pager based on the policy brief
- Develop the sound bite
- Write it up on flip chart paper put on wall
- Vote for the best with post-its.