

Are your patients struggling to understand health information?



Scan the code and be their guide this October for Health Literacy Month.



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Health Literacy Campaign Review

Date

November 2024

Campaign Name

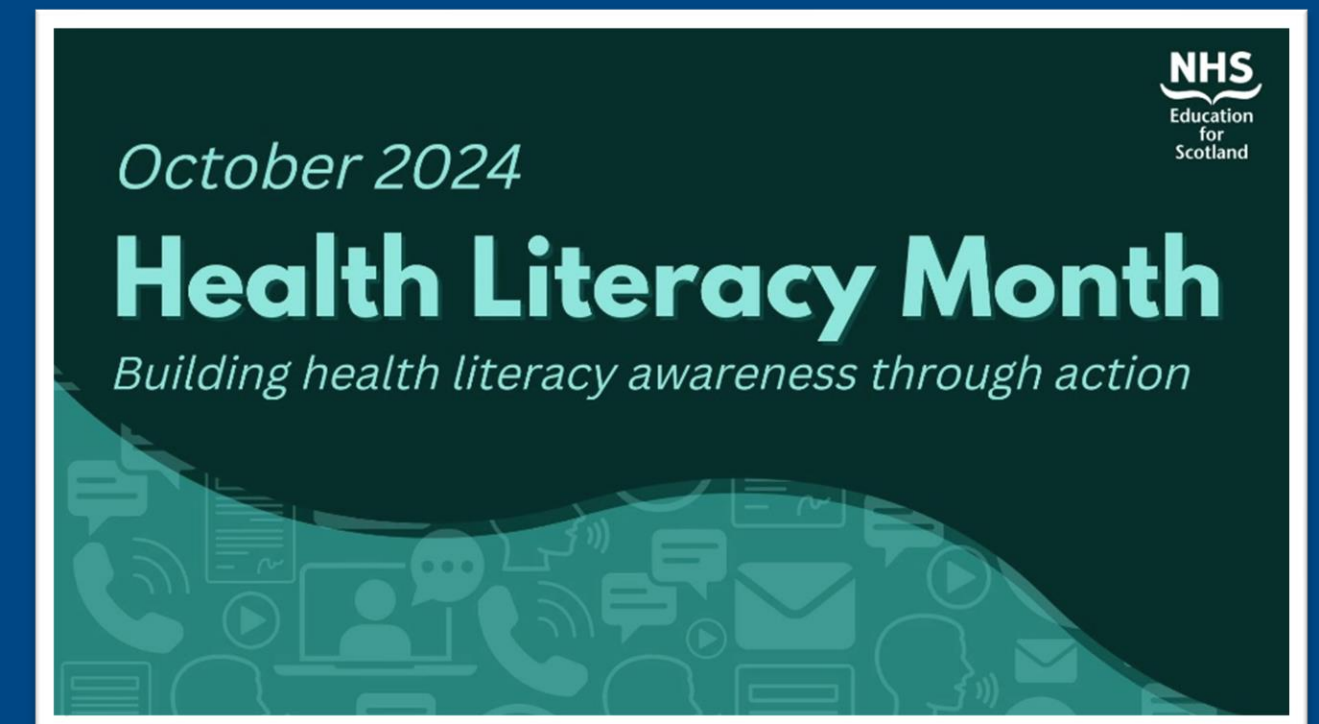
Health Literacy Month

Prepared By

Martin Dalziel: Health Improvement senior (Communications)

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- Key messages
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- Future planning



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Campaign Overview

The Public Health team ran an internal communications campaign in October 2024 for Health Literacy Month.

Objectives

- Raise awareness of Health Literacy amongst NHSGGC Staff
- Sign-post staff to available Health Literacy assets and resources
- Improve patient experience by reaffirming NHSGGC's commitment to Health Literacy

Audience

NHSGGC staff from all services. This linked directly to our key objectives.

Strategy

Direct staff to a pre-prepared Microsoft Sway packed with information and advice on health Literacy. Use a combination of the Core Brief, case studies on SharePoint and posters to sign-post to the Sway.

Implementation/Evaluation

Views of the Sway and our case studies were recorded on a weekly basis and totaled at campaign conclusion. We were unable to apply tracking to the Core Brief or Poster QR Code but were able to use a post-campaign survey to capture wider feedback.

Campaign Key Messages

What is Health Literacy?

Health Literacy describes how well someone can find, use and understand health information. For NHSGGC staff, it's about ensuring we communicate with our patients in the right way so they can make informed choices and be active partners in their care.

Why is it important?

We work in a world where the terminology, treatments and statistics we use can be overwhelming. The more complex the information, the harder it is to understand. Health literacy affects us all so it's important to have the confidence to communicate with patients in a way that lets you know they understand the information you've given them.

What can I do about it?

The NHSGGC Public Health Team has prepared a guide to understanding and improving Health Literacy. The guide has lots of helpful resources, including techniques, advice and links to online training.

Throughout October, we'll also be sharing stories from staff across NHSGGC who have used easy-to-learn Health Literacy techniques to improve patient care. Click the links to find out more and use the resources pack to back up the conversations you have this Health Literacy month with good quality information in a format that suits the person you are talking with.

Tactics: Microsoft Sway

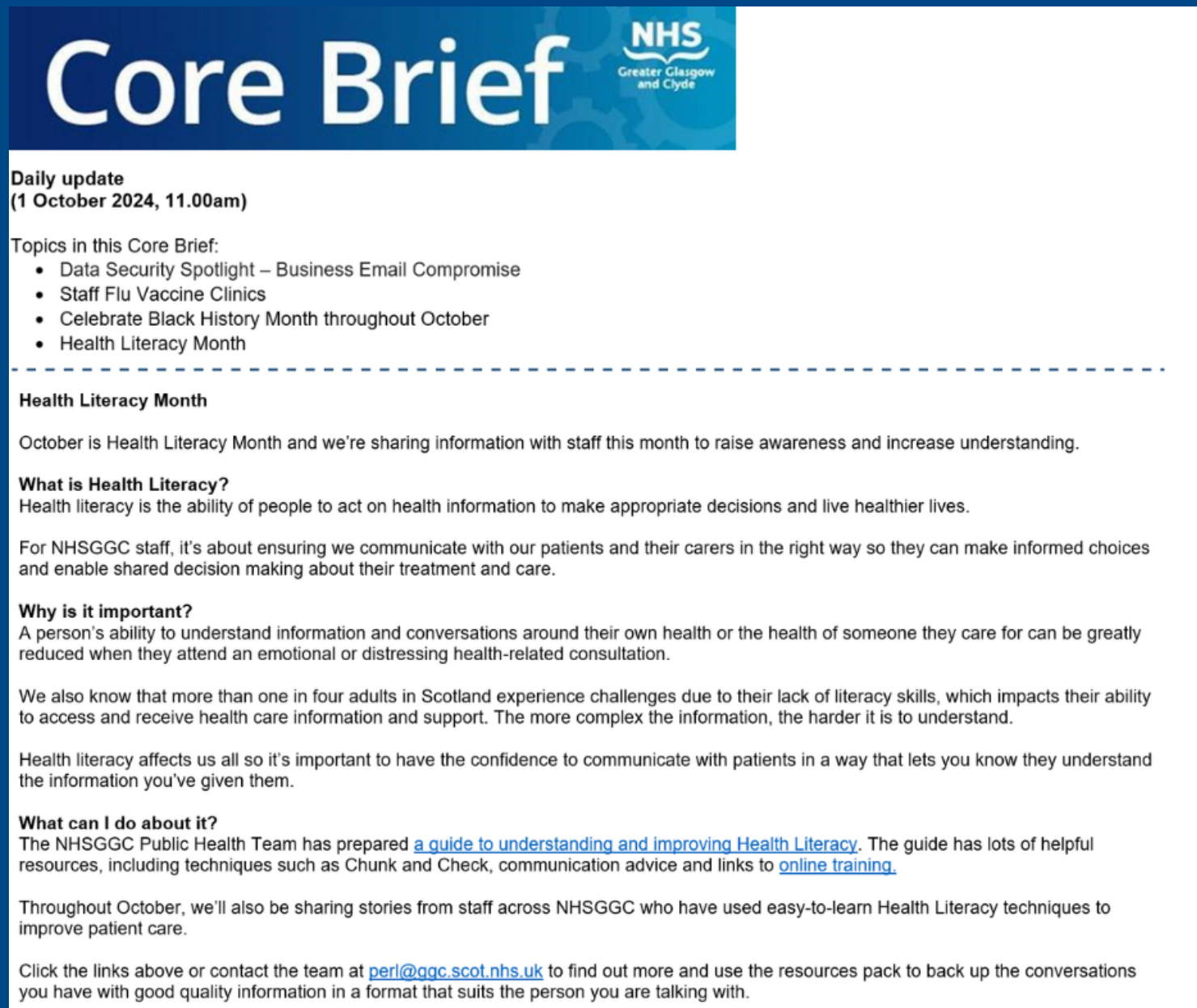
Introduction to Health Literacy




Prepared by: Janice Blair
Information and Publication Specialist
Information Management Team
Public Health Directorate

- Our primary aim in this campaign was to raise awareness of Health Literacy with staff. Our Microsoft Sway gave us the best opportunity to do that.
- The Sway was ready-made from a previous exercise relating to Health Literacy and was packed with verified information, guidance and advice.
- This tool gave us an anchor piece of content which we used to raise awareness of Health Literacy over the course of the campaign.

Tactics: Core Brief



Core Brief 

Daily update
(1 October 2024, 11.00am)

Topics in this Core Brief:

- Data Security Spotlight – Business Email Compromise
- Staff Flu Vaccine Clinics
- Celebrate Black History Month throughout October
- Health Literacy Month

Health Literacy Month

October is Health Literacy Month and we're sharing information with staff this month to raise awareness and increase understanding.

What is Health Literacy?
Health literacy is the ability of people to act on health information to make appropriate decisions and live healthier lives.

For NHSGGC staff, it's about ensuring we communicate with our patients and their carers in the right way so they can make informed choices and enable shared decision making about their treatment and care.

Why is it important?
A person's ability to understand information and conversations around their own health or the health of someone they care for can be greatly reduced when they attend an emotional or distressing health-related consultation.

We also know that more than one in four adults in Scotland experience challenges due to their lack of literacy skills, which impacts their ability to access and receive health care information and support. The more complex the information, the harder it is to understand.

Health literacy affects us all so it's important to have the confidence to communicate with patients in a way that lets you know they understand the information you've given them.

What can I do about it?
The NHSGGC Public Health Team has prepared [a guide to understanding and improving Health Literacy](#). The guide has lots of helpful resources, including techniques such as Chunk and Check, communication advice and links to [online training](#).

Throughout October, we'll also be sharing stories from staff across NHSGGC who have used easy-to-learn Health Literacy techniques to improve patient care.

Click the links above or contact the team at perl@ggc.scot.nhs.uk to find out more and use the resources pack to back up the conversations you have with good quality information in a format that suits the person you are talking with.

- The Core Brief gave us access to a channel with a distribution list of around 28,000 recipients.
- This is a well-known and trusted method of daily, internal communication accessed by staff across the organisation.
- It is issued daily, which gave us the opportunity to have multiple messages, and sign-post to the Microsoft Sway across our month-long campaign.

Tactics: Staff Stories



The screenshot shows the NHS Greater Glasgow and Clyde Staffnet Hub page. At the top, there is a navigation bar with the NHS logo, 'GGC-Staffnet Hub', and links for 'Home' and 'Help and Guidance'. A 'Following' indicator is visible. Below the navigation bar, there is a banner for 'October 2024 Health Literacy Month' with the tagline 'Building health literacy awareness through action'. The main content area features a title 'Health Literacy Month: Carol Duguid, Senior Occupational Therapist'. To the left of the title is a short paragraph: 'Next up in our Health Literacy Month staff stories is Carol Duguid, Community Rehab Occupational Therapist in East Renfrewshire. As someone who works with adults of all ages and'. To the right of the title is a photograph of Carol Duguid, a woman in a blue NHS uniform. Below the photo are two document icons with titles: 'Making it easier is everyone's job' and 'Health Literacy Month'.

- We interviewed three members of staff from various positions and seniority on the topic of Health Literacy.
- These were: Janice Blair, Information and Publication Specialist; Carol Duguid, Community Rehab Occupational Therapist; and Malcolm Watson, Consultant Anaesthetist based at the Queen Elizabeth University Hospital.
- We themed each interview around a specific Health Literacy topic, such as Health Literacy in printed assets, or how Realistic Medicine relates to Health Literacy.
- These interviews were conducted and recorded on Microsoft Teams then compiled into individual Q&A case studies and published on the news section of the Staffnet SharePoint site.
- Specific stories were also shared on wider SharePoint sites.
- Using various staff to tell the story of how health literacy is implemented in their line of work helped showcase the importance of Health Literacy in different parts of the organisation, helping us appeal to as wide an audience as possible.

Tactics: Posters



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- Our final tactic was the use of printed posters.
- These posters showcased a “health professional-patient” interaction and included a QR code which sign-posted to the Microsoft Sway.
- The posters were placed in NHSGGC libraries to target professional staff.

Campaign inputs

- OASIS Strategy
- Consultation with senior management, publications team and case studies
- Content creation
- Creation of Microsoft Sway
- Securing case studies
- Interviewing case studies
- Writing, edits and approval of case studies
- Creation of posters
- Creating new training dates



Planning, consultation, implementation, evaluation (16 Sept – 8 November).



20 hrs spent prepping/interviewing/writing/editing/sharing/promoting written content.



Digital content creation and communication at the core of our activities.

Campaign outputs

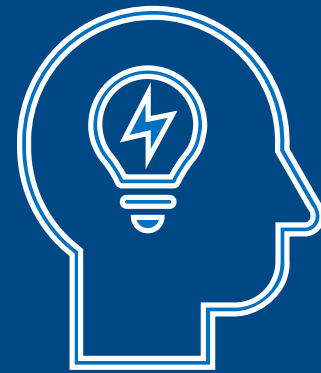
- Core Brief launch message
- Core Brief/Staffnet Case Studies x 3
- Poster distribution through Libraries
- Sway production and promotion
- Training promotion
- Feedback Survey issued (4 Nov)

Campaign performance

Between 1 October and 4 November, we achieved:



716 views of Case Studies on Staffnet



26 Training sign-ups



562 views of Microsoft Sway



5 messages in Core Brief

- Case studies

The case studies were published on SharePoint and promoted via links in the Core Brief. This is a cumulative total for all three stories.

- Sway Views

The Sway was promoted in the Core Brief emails (x5) and linked to in every SharePoint case study (x3).

- Training sign-ups

Near the end of the campaign, we managed to upload new Health Literacy training dates and started to promote these in our final case study and via the final two Core Brief emails.

Campaign analysis

While the Core Brief is sent to around 28,000 email addresses, open-rates are not tracked. This means:

- We don't know how many people read the Core Brief
- We cannot track how many times our content was read or clicked in Core Brief emails.
- We can't extrapolate an engagement rate for our content.

However, our messages were only accessible through the Core Brief, SharePoint and posters, so we know all traffic flowed through one of, or a combination of, these channels. The data recorded for this year data will serve as a performance benchmark for Health Literacy Month 2025, at which point we can set KPIs and make comparisons.



Post-campaign survey

While the lack of tracking on the Core Brief limited our initial campaign performance insights, we still embarked on an effort to capture staff feedback on the campaign.

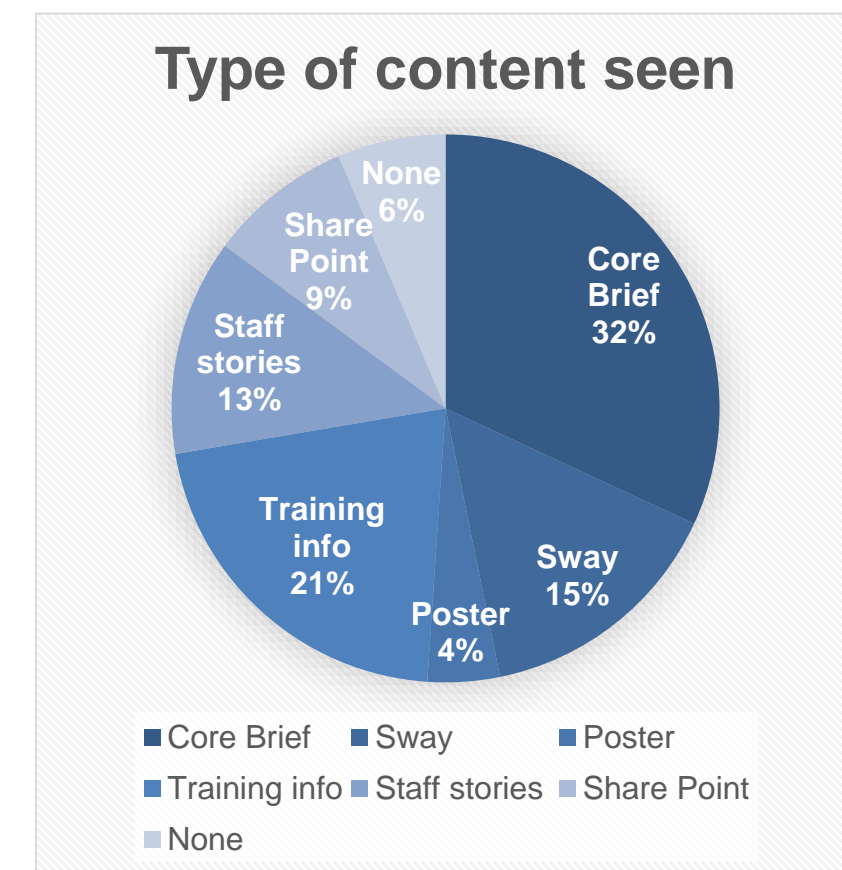
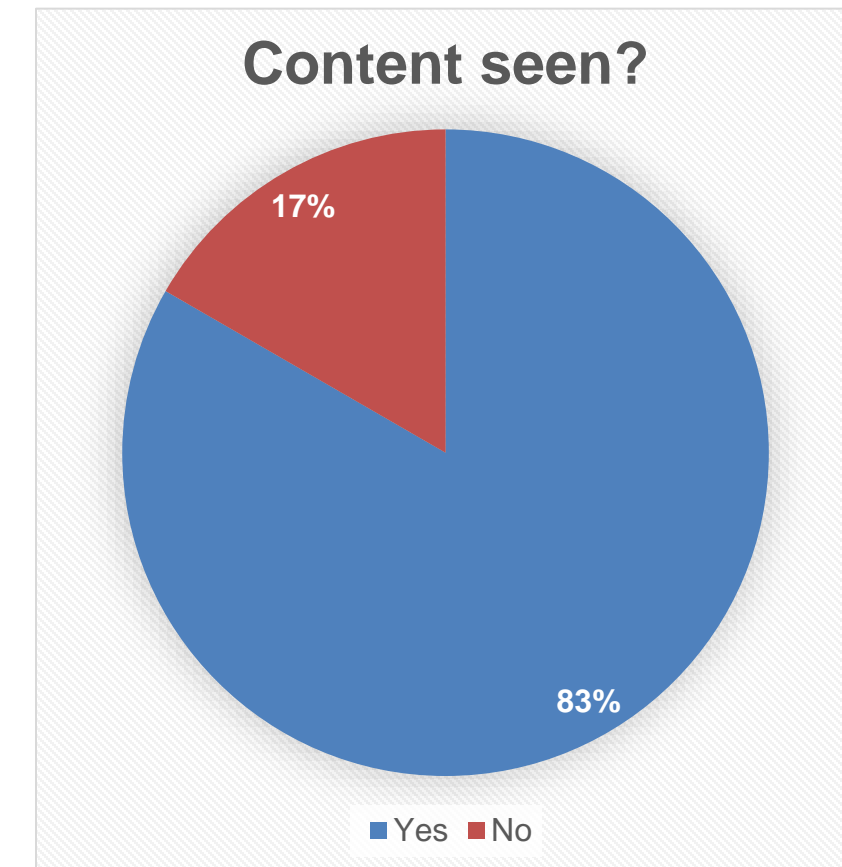
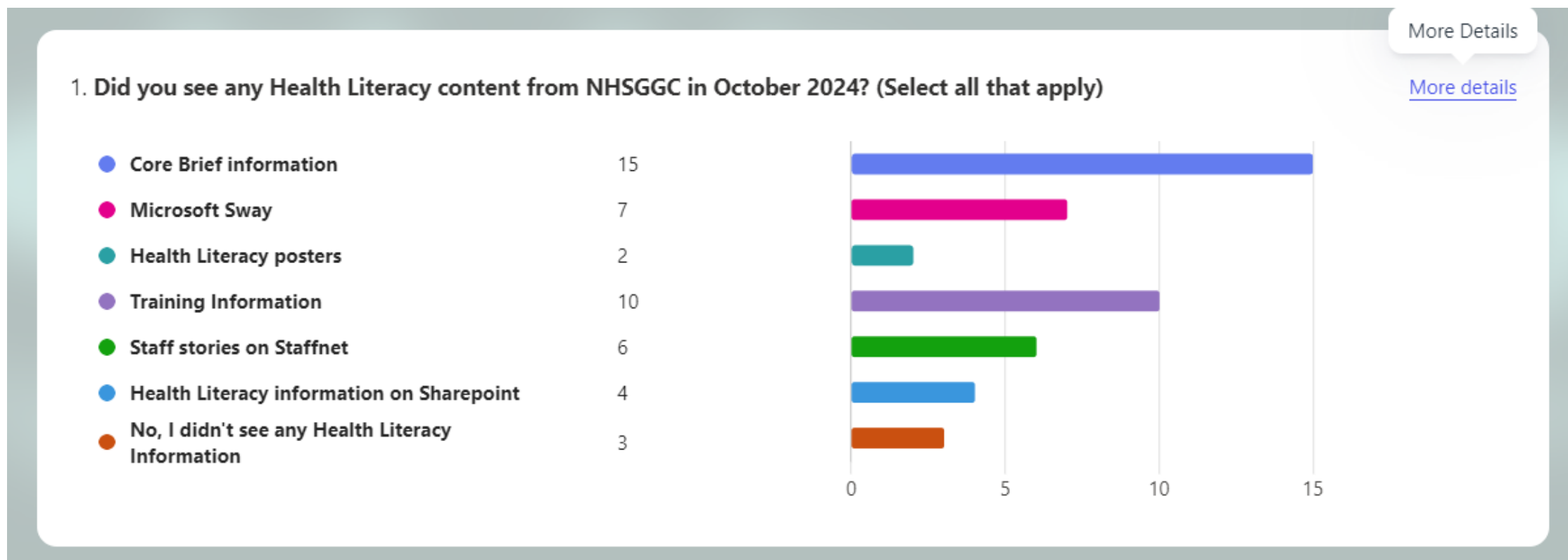
We did this by issuing a survey via Microsoft Forms, which was issued through the Core Brief on Monday 4 November.

This survey asked:

- Did you see any Health Literacy content from NHSGGC in October 2024?
- If yes, how useful did you find the information?
- Has the campaign influenced your approach to Health Literacy in your work?
- What did you like most about the campaign?
- What improvements would you suggest for future campaigns?

The survey remained open for a week and closed on Monday 11 November after receiving 18 responses.

Post-campaign survey 1



Post-campaign survey: Analysis

The low number of respondents (18) was disappointing in comparison to the total number of views of our Sway and SharePoint content. However, we were still able to glean the following insights from the feedback received:

- Most respondents saw at least one piece of campaign content.
- Three people responded to the survey via the Core Brief despite not seeing any previous campaign content issued through the Core Brief.
- For those who did see campaign content, the Core Brief was the most popular channel of communication, whereas posters were seen by the least number of respondents.
- The staff stories resonated with those who read them.
- Most respondents found the campaign content 'somewhat' or 'very' useful.
- Half of the respondents said the campaign would not influence their approach to Health Literacy in their work.

Post-campaign survey: Analysis continued

- The Core Brief is a useful tool for sending information. Although open rates are not tracked, we can confidently say it was one of the most successful routes for sign-posting people to our content.
- The survey feedback also highlights the possibility that staff do not read the Core Brief every day. This could be down to habit, shift pattern, skim-reading headings or lack of interest.
- We also know that the placing/order/ranking of content in the Core Brief can have an impact on engagement. Health Literacy Month competed with Black History Month and several other corporate messages in October.
- Our message was ranked last in all five Core Brief emails where it featured. A higher placing in the order, with content issued on at least one of each of the five working-week days could create greater engagement next year.

Campaign Learning

Objectives

- We can run a more successful campaign with objectives that are more specific and measurable.

Audience

- Better, more specific audience segmentation can give us more accurate methods of communication and tracking.

Strategy

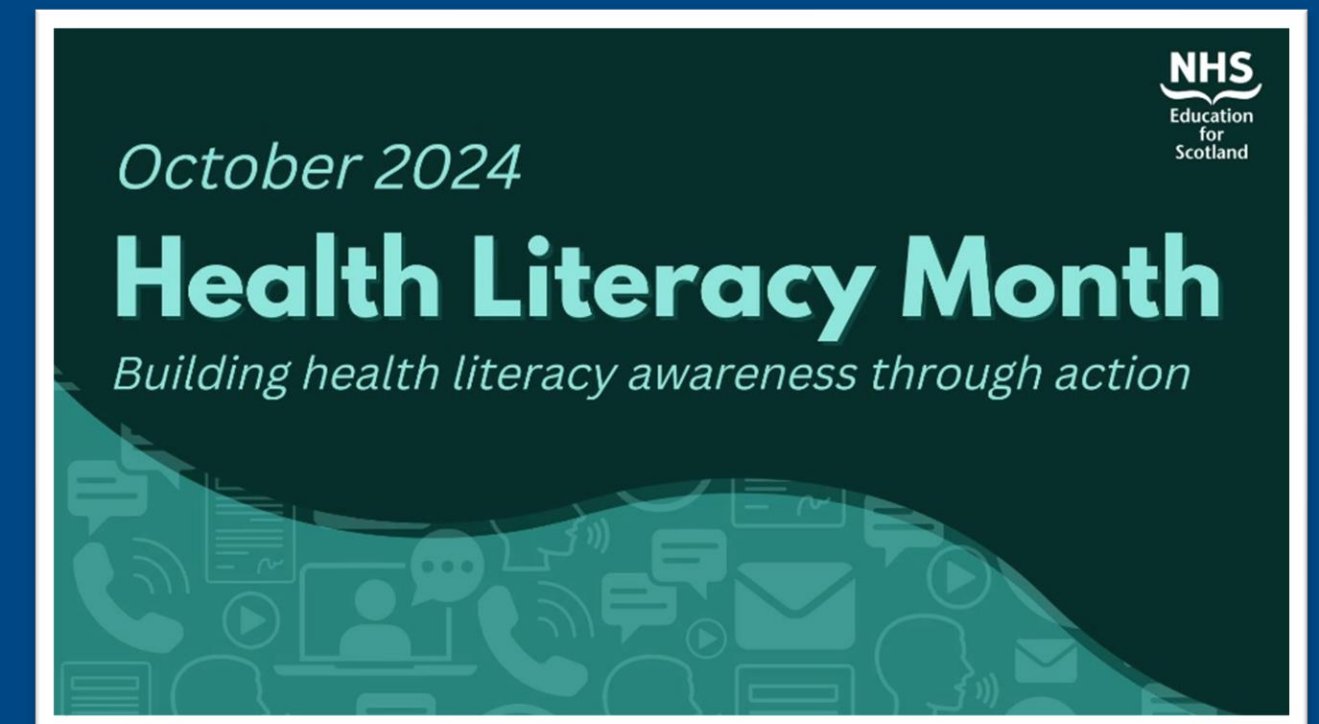
- Having a multi-channel approach to the campaign worked well.
- Due to time constraints, our content was largely text-driven, and we can consider more engaging methods of communication in 2025.
- We can also consider key messages for an external/public-facing campaign element in 2025.

Implementation/Evaluation

- Although the total number of post-survey respondents was low, this was still a useful exercise in getting strong feedback from those who did and those who did not see the original campaign material.

Future Planning

- Planning for Health Literacy Month 2025 to begin in August 2025.
- Earlier engagement with Internal Comms necessary to secure higher billing in Core Brief
- Additional methods of digital and off-line communication to be considered.
- External/public campaign element to be considered



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