



Health Literacy Initiative

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Public Health Advisory Council

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WASHINGTON COUNTY
OREGON

Department of Health and Human Services

Project Partners



Virginia Garcia Memorial
HEALTH CENTER

A B  **CULTURAL DRIVERS**





Overview

- \$4 million over two years funded by the Office of Minority Health to improve health literacy.
- Part of a \$250 million two-year initiative to identify and implement best practices for improving health literacy to enhance COVID-19 vaccination and other mitigation practices among underserved populations
- Aligning with the Healthy People 2030 Health Communication and Health Information Technology goals.

Healthy People 2030 HC/HIT goals

- HC/HIT-01: Increase the proportion of adults whose **health care provider checked their understanding**
- HC/HIT-02: Decrease the proportion of adults who **report poor communication w/ their health care provider**
- HC/HIT-03: Increase the proportion of adults whose **health care providers involved them in decisions** about their health care as much as they wanted
- IID-D02: Increase the proportion of **people with vaccination records** in an information system

Project Background & Context

- HL residents had **3.7 times the rate of COVID-19 disease** compared to non-HL residents of WC.
- HL residents were over **3 times more likely to have a positive test** than non-HL residents of WC.
- About one-third of people with confirmed or presumptive COVID-19 in WC were **interviewed in Spanish** which was about 20% higher than the county estimates for language other than English spoken at home.
- HL residents have the lowest proportion of community members with a **COVID-19 vaccination** in WC.

Project Background & Context

- Challenges to health literacy regarding sharing information for the purpose of COVID-19 prevention (e.g., vaccination) and mitigation (e.g., staying at home when sick) include **social determinants of health** (e.g., lack of economic support), **historical mistrust** and recent **undesirable lived experiences** with healthcare providers, methods of communication, scheduling systems, and availability of information.



Project Background & Context

- Our health literacy initiative will focus on improving patient experience during provider interactions and engagement with the healthcare system and increasing the HL population's access to information about COVID-19 resources, including care, testing, and vaccine services.
- Dedicated grant support staff – Washington County Health Equity, Planning, and Policy and partners.
- Project Timeline: July 2021 – June 2023 (2 years)



Project Goals

- Goal 1: **Increase the number of Washington County healthcare organizations** that provide equitable, understandable, and culturally responsive quality COVID-19 care, testing, and vaccination services, and are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy, and other communication needs.

Goal 1: Objectives

Increase HL residents who report that their health care provider checked their understanding by 10%.

Increase HL residents who report that their health care provider always involved them in decisions by 15%.

Decrease the HL residents who report poor patient and provider communication by 5%.

Increase confidence of HL residents to consult their provider about COVID-19 prevention, mitigation, and vaccination decisions for them and their families.

Increase confidence of HL residents in making COVID-19 prevention, mitigation, and vaccination decisions for them and their families.

Project Goals

- Goal #2:
Increase the number of Washington County HL residents who report knowing where and how to access COVID-19 care, testing, and vaccine services, and being willing to access them as needed.

Goal 2: Objectives

Increase Spanish advertising of COVID-19 testing and vaccine events by 10%.

Increase community-based organizations offering Spanish language information about COVID-19 prevention and mitigation by 15%.

Increase the number of CHWs serving HL residents, providing information about COVID-19 prevention and mitigation strategies, by at least 10.0 FTE.

The percentage of CHWs reporting that they have gained effective skills, resources and strategies for COVID-19 Health Literacy is above 50%.

HL residents that had an interaction with partner organization CHW have increased understanding of COVID-19, COVID-19 vaccination, available testing and vaccination events.

HL residents that had an interaction with partner organization CHW have increased their level of confidence in making COVID-19 prevention, mitigation and vaccination decisions for them and their families.



Main Project Components

- Increase CHW workforce in Washington County
- Create a CHW Learning Collaborative
- Pilot and share health literacy key learnings and best practices with health system partners



1. Increase CHW workforce

- Part of the grant funding will go to trusted community-based organizations in Washington County to hire CHWs.
- We aim to increase the CHW workforce by at least 10 FTEs.

2. CHW Learning Collaborative

- Provide ongoing support to CHWs and build CHW network capacity
- Provide insight to barriers/challenges/successes related to Latinx/e community accessing COVID-19 vaccines and other COVID-19 related resources and education
- Share ideas regarding COVID-19 health education with local health care providers
- Create health literacy training tools/modules

3. Integration of Health System Partners

- Work with health system partners to identify areas where health literacy could be improved.
- Provide technical assistance to health system partners to increase the use of health literacy tools.
- Create a sustainability plan to ensure that health literacy learnings continue to be implemented beyond the grant.



Questions?



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