

CANYONRANCH *Institute*™

THE POWER & POSSIBILITY OF A HEALTHY WORLD



## *Strategies to Advance Health Literacy and Disease Prevention*

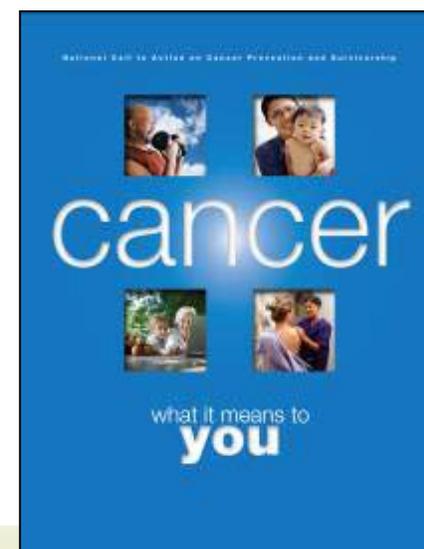
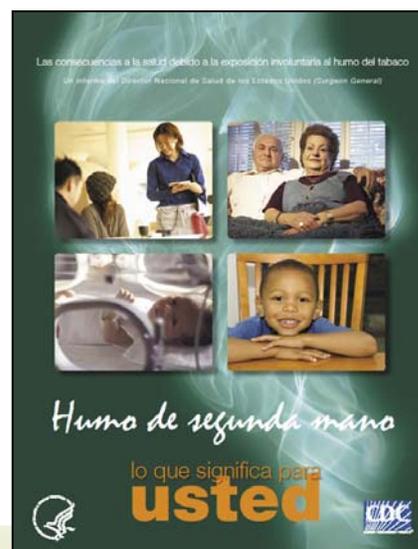
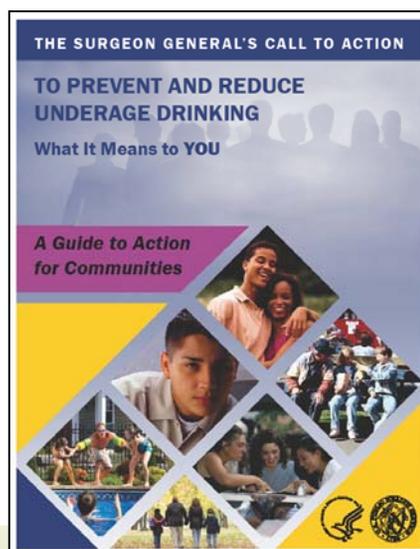
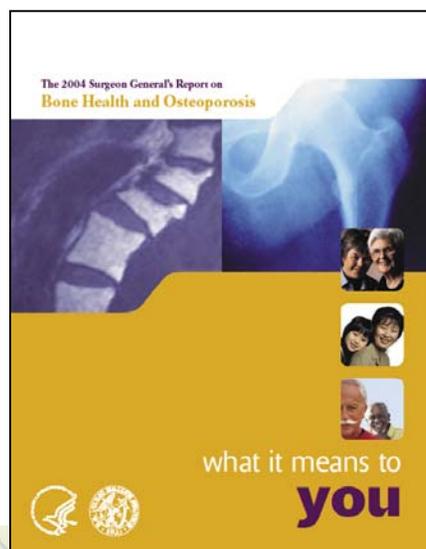
**The Challenges of Chronic Diseases Along the U.S.-Mexico Border  
Center for Strategic and International Studies**

**Jennifer Cabe, M.A.  
Executive Director, Canyon Ranch Institute – Tucson, Arizona**

March 17, 2010

# My Health Literacy “Lens”

- A “traditional” public health communication perspective
- Office of the Surgeon General – 2002-2006
  - “Health in all policies” – led to focus on health literacy
    - Speeches, Articles, Lectures
    - Collaborations across public and private sectors: HHS, other Cabinet-level Departments, policymakers, policy brokers, schools, communities, companies, non-profit organizations, health professionals, etc....
    - Peoples Pieces Issued with Surgeon General Reports and Calls to Action



# Canyon Ranch Institute

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## CANYON RANCH *Institute*

Canyon Ranch Institute catalyzes the possibility of optimal health for all people by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and embrace a life of wellness.



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### welcome

At Canyon Ranch Institute, we are collaborating with our partners to realize *The Power & Possibility of a Healthy World*.



CRI Video: *our Mission*

To become a healthier world, we must transform our fundamental approach to health. We must move toward a system focused on embracing a life of wellness through prevention. [Read more](#)

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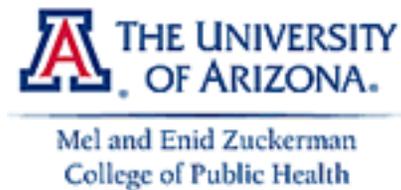
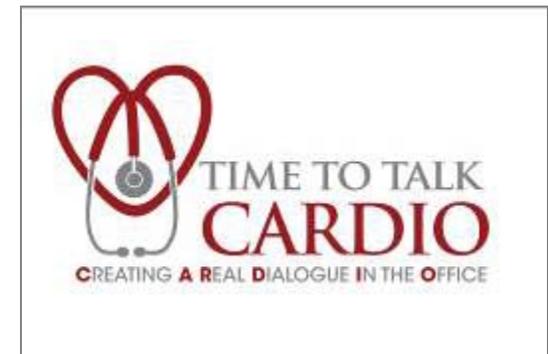
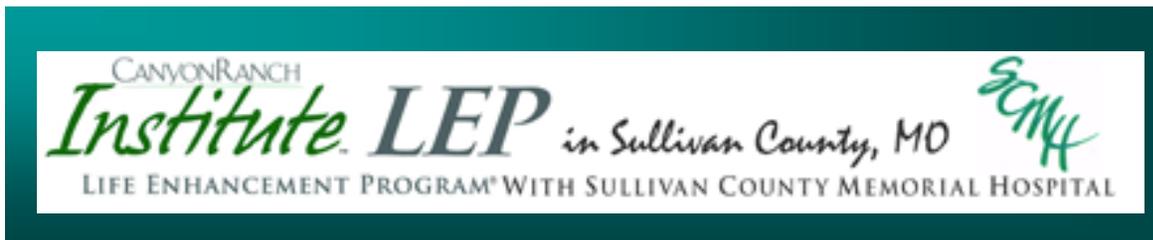
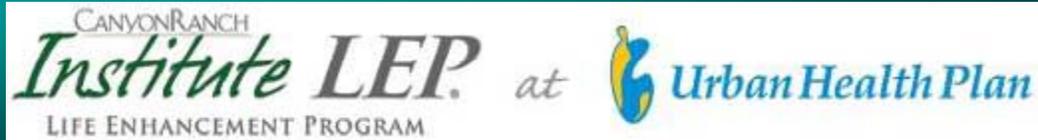
- | [STOP Obesity Alliance announces open discussion about recommendations for addressing obesity in health care reform](#)
- | [CRI Partner Organization George Washington University's STOP Obesity Alliance announces National Employee Wellness Month in collaboration with Virgin HealthMiles](#)
- | [CRI Partner Organization Time to Talk CARDIO Launches in Ohio, Where Heart Disease is the Leading Cause of Death](#)
- | [National Call to Action on Cancer Prevention and Survivorship: First Anniversary of New War on Cancer Marks Many Advances](#)

## An Integrative Approach

**“Health literacy is the currency of success for everything that we do in health, wellness, and prevention.”**

*Richard H. Carmona, M.D., M.P.H., FACS  
Canyon Ranch Institute President  
17th Surgeon General of the United States (2002-2006)*

# CRI Partnerships



# Community-Powered Disease Prevention – From “Cell to Society”



Lance Armstrong and Four Former U.S. Surgeons General  
join together at 2008 launch of  
*National Call to Action on Cancer Prevention and Survivorship*

# Four Goals to Make Cancer Prevention and Survivorship a Priority

*National Call to Action on  
Cancer Prevention and Survivorship*

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July 2008  
Washington, D.C.

- 1. Empower healthy lifestyles to prevent cancer**
- 2. Apply what we know about cancer screening and early detection to all people**
- 3. Ensure that all people can navigate through the health care system**
- 4. Provide survivorship care plans and systems of support for all cancer survivors.**

# How We View Health Literacy...

- **Tool for disease prevention and better care.**
- **Important for clinical, public health, K-12 education, adult literacy, advocacy and navigation, and workplace wellness and workforce productivity.**
- **Includes the skills and abilities that determine the extent that *all people* can find, understand, evaluate, communicate, and use health information.**
- **Leads to informed choices, reduced health risks, better navigation of the health care “system,” reduced inequities in health, and increased quality of life.**
- **Includes culture and society – such as mobilizing community to address social determinants of health.**

# The Reach of Health Literacy

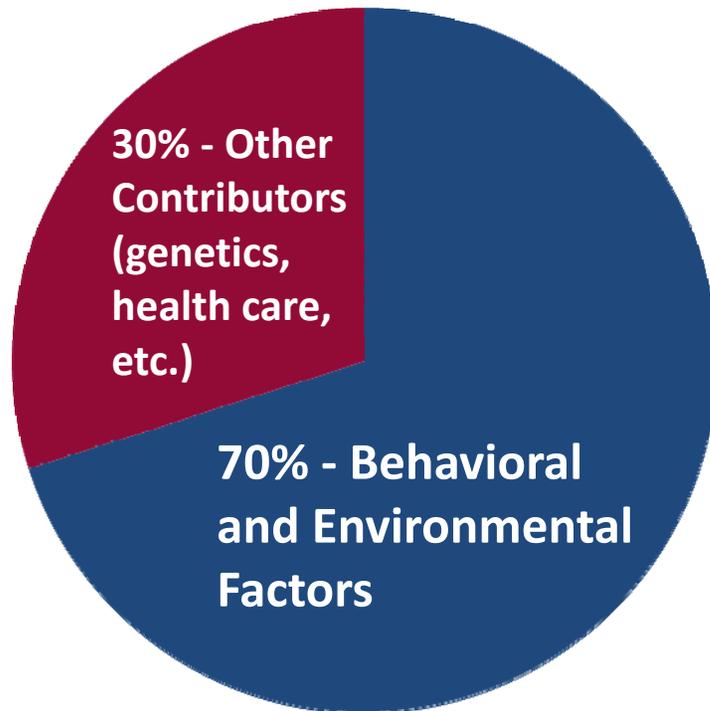
- **Individuals**
- **Parents**
- **Educators**
- **Health care professionals**
- **Health care systems**
- **Policymakers and policy brokers**
- **Government staff and officials**
- **Media**
- **Community leaders**

**Everyone**

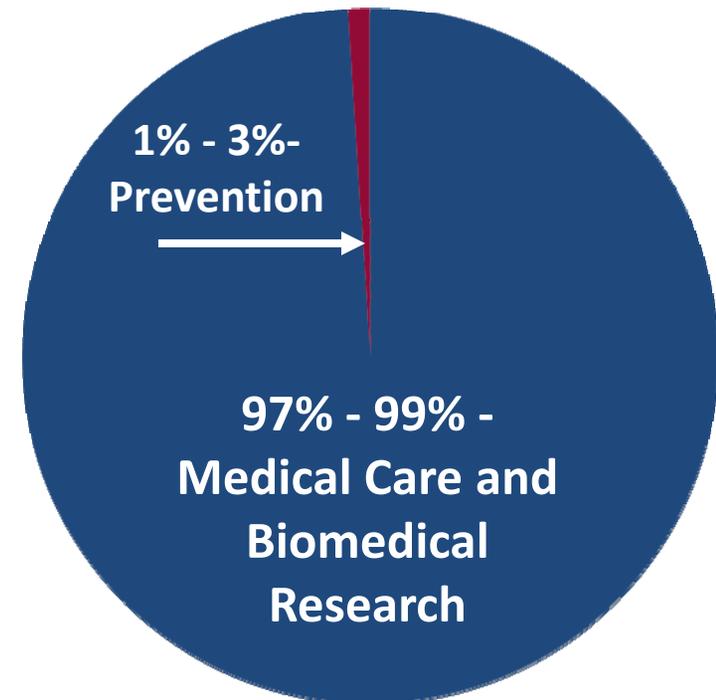
# Why Health Literacy and Prevention Can Lead the Way in Public Health

**Preventable diseases caused by behavioral and environmental factors account for 70 percent of deaths in the United States.**

**Causes of Avoidable Mortality**



**U.S. Investment in Prevention**



# How Health Literacy and Disease Prevention Can Lead the Way in Public Health

- **Communication must be at the appropriate literacy level for the audience.**
- **Create health literacy courses in Adult Basic Education, in K-12, and in training of all health care workers.**
  - Establish health literacy learning standards across the lifespan
- **Establish health literacy centers of excellence for each state.**
- **Incorporate health literacy in all health / medical certification courses.**
- **Incorporate health literacy into global health surveillance efforts.**
  - First, fund development of a comprehensive measure of health literacy
- **Build demonstration projects specifically targeting reductions in health disparities by using health literacy.**
  - Specifically target changes in cost, health status, equity, and sustainability issues as priority outcome areas
- **Create and monitor standards for health care organizations.**
  - Mandate local participation on evaluation teams

# What Does It Mean To “Leverage” Health Literacy In Prevention Programs?

**There is a difference between:**

- **Ensuring that programs are accessible to people with low health literacy (a worthy goal, to be sure!)**

**and**

- **Designing programs to advance health literacy**
- **Prospectively identifying and then measuring outcomes in health literacy, behavior, physical changes, and physiological changes**
- **Measuring process and program effectiveness and adapting to the needs of all partners and participants**
- **Preventing disease**
- **Improving health and well-being**
- **Eliminating health disparities**

# A Health Literacy and Prevention Demonstration Project

## Healthy Steps for Families

- Adaptation of a CDC curriculum – Pasos Adelante
- Spanish-language curriculum developed by CRI, University of Arizona, and Arizona community partners – Family Literacy and Head Start staff and participants
- Demonstrations – in Tucson and Douglas, AZ – 2007-2010
  - Looks at whether changing health behaviors of parents can impact health outcomes of children
  - Outcomes to be reported in Fall 2010
  - Future of program uncertain because of state cuts to adult education

# A Successful Health Literacy and Prevention Program

## Canyon Ranch Institute Life Enhancement Program

- Spanish- and English-language program
- Increases participants' engagement with their health by advancing health literacy
- Curriculum includes nutrition, cooking, food shopping, physical activity, integrative medicine, stress management, spirituality, and social support
- Demonstrations – in South Bronx, NY; Milan, MO; Cleveland, OH
  - Start by training “core team” of health professionals in integrative health and health literacy practices and evaluation methods
  - Meet needs of each partner – example: in the South Bronx, we collaboratively designed and built a world-class Health & Wellness Center



# CRI Life Enhancement Program: Selected Participant Outcomes

## **Change at individual and community level**

- Access to fresh fruits and vegetables
- People exercising indoors – led by time at Health & Wellness Center and dancing!
- Sharing the Program Guide

## **Improved health literacy skills and behavior change**

- Improved nutrition habits - food labels and food shopping
- Increased physical activity
- Improved interaction among health care professionals and patients

## **Health outcomes**

- Weight loss, stress reduction, lower Ha1c, less depression
- More data is coming in via EHR for analysis
  - Sustainability – monthly reunions, six-month and annual follow-ups



# CRI Life Enhancement Program – Participant Response

## **Visiting a health care professional ...**

“What impacted me was the talk about how to prepare yourself for a doctor’s visit. I never imagined before – it never crossed my mind – that one could prepare themselves for a doctor’s visit. I said, ‘How can I prepare myself for a doctor’s visit?’

One thing is that I saved all the information that they gave me in the program. I saved it so that now when I go to the doctor and he tells me that my cholesterol is high and to take a pill, nothing more – take a pill and nothing more...

I ask everything. He has to find the time because I came to the appointment and it is my time.”

# CRI Life Enhancement Program – Process and Program Learning

## Common suggestions for improvement

- **More time – to go into greater detail**
- **Specifically – More science!**
  - Explain more about how nutrition affects our body  
*“We have to learn more about nutrition. We haven’t learned everything.”*
  - Use more charts and graphs  
*“I would add ... information ... on the BMI graph. Because they did show so much interest and it’s really easy to show them how to calculate it.”*



# What's Next for the CRI Life Enhancement Program

- **More partners –**
  - Engage our existing partners in U.S.-Mexico border communities (health care organizations, promotoras, adult literacy centers, etc.)
  - Develop CRI LEPs with more communities
- **Continue learning**
- **Adapt training to meet new partners' needs**
- **Refine the business case**
- **Measure the sustainability of change in individual lives – toward prevention of chronic disease**
- **Measure the diffusion of change in community health**
- **Pilot test more health literacy measures**
  - Uniform but also reflective of community needs

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