

# “Health Literacy Friendly” Stoke-on-Trent

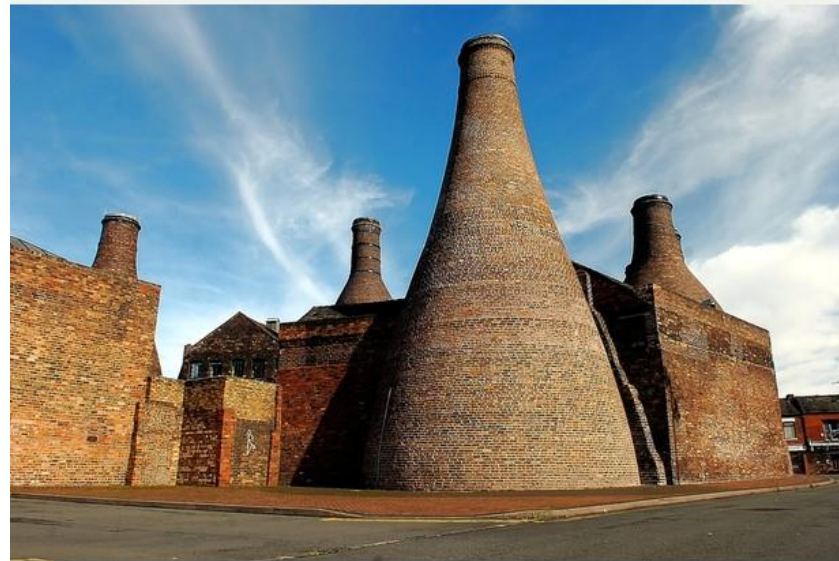
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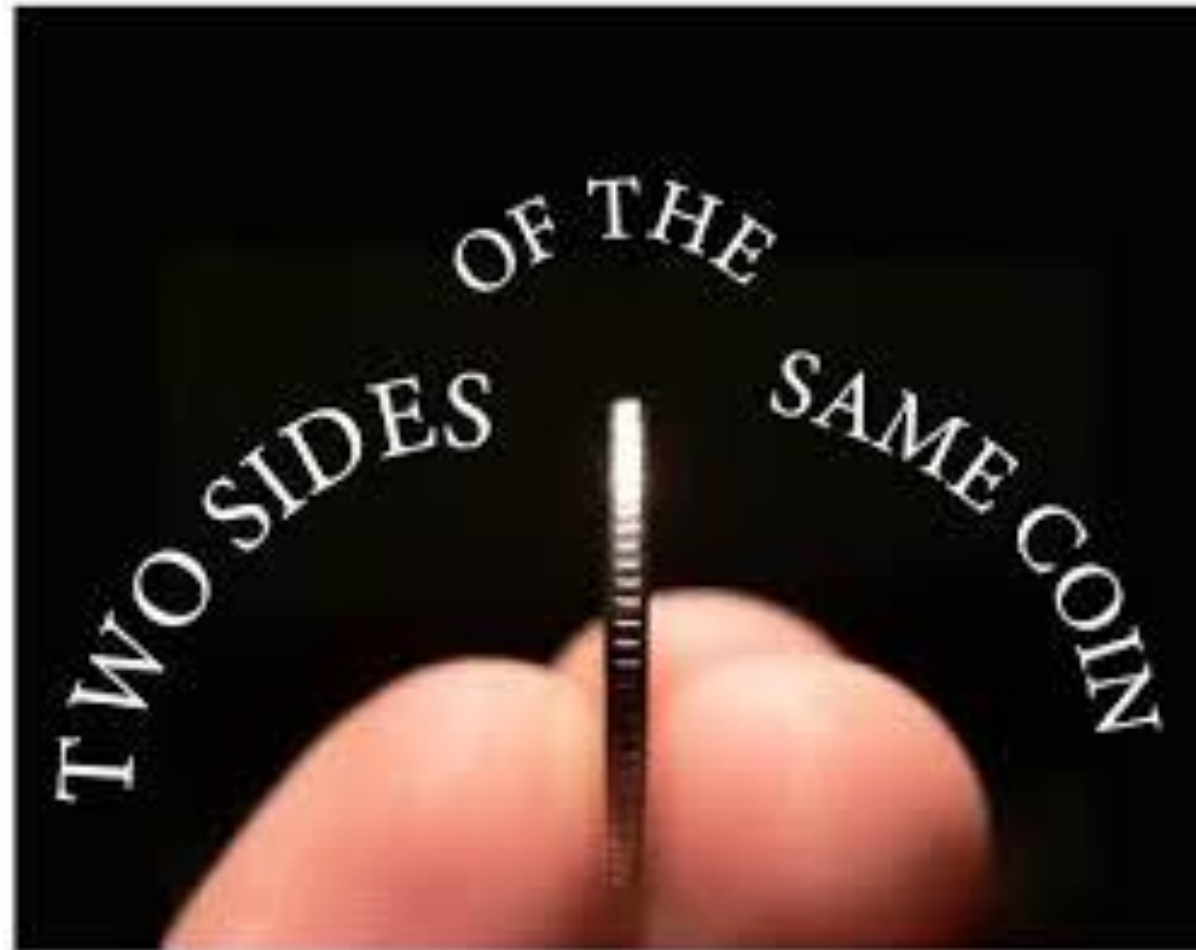
26<sup>th</sup> September 2017



# A little bit about Stoke-on-Trent



# Health Literacy



VIS UNITA FORTIOR



# 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



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CITY—  
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