

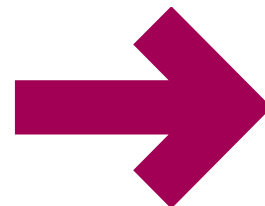
Improving decision making through improved conversations – national support for local action

Ian Benson

Head of Person-centred Care
and Supported Self Care

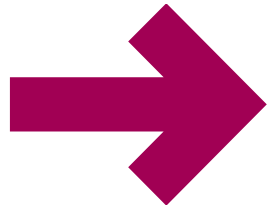
Healthchecks 9 Feb 2017

Changing behaviour



The Person-centred Care programme

- Health literacy/risk communication
- Shared decision making/personalised care and support planning
- ‘Activation’: knowledge, skills and confidence
- Health coaching, peer support, social prescribing



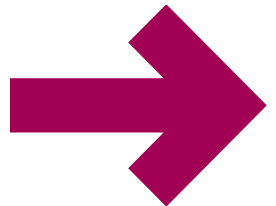
Health literacy

The starting point

- Between 43% and 61% of English working age adults routinely do not understand health information.
- Equates to c 3% to 5% of the annual UK health budget.
- Equates to poorer outcomes.

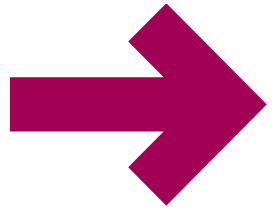
The response

- National health Literacy Collaborative
- Developing a national strategy for health literacy
- Supporting two Health Literacy Demonstrator sites
- Skilled for Health



Personalised care and support planning

- Conversations tailored to the knowledge, skills and confidence of the individual.
- Proactive and personalised
- Understanding treatment, care and support options
- Facilitates Shared decision making



And also....

- Workforce competencies
- A national resource of support tools ('patient decision aids') and risk communication tools

