## **IMPACT CANVAS EXAMPLE: HEALTH LITERACY**

Dr Gerardine Doyle is a Senior Lecturer in Accounting and Tax in the UCD College of Business.

Gerardine's research is interdisciplinary spanning the disciplines of accounting, taxation, economics, medicine, public health and sociology. Gerardine has been Principal Investigator in the conduct of large inter-disciplinary EU funded comparative research projects that have addressed key health policy and societal challenges.

Gerardine was the principal investigator for Ireland on a study of health literacy across eight European countries (HLS-EU) funded by the European Agency for Health and Consumers (2009-2012).

The European Health Literacy Survey is the first ever pan-European study of health literacy. The study aimed to extend our understanding of the concept of health literacy, moving beyond the clinical setting to include health literacy in the context of disease prevention and health promotion. The study sought to enhance our understanding of the consequences of low levels of health literacy for citizens and for the state. The study generated first time population data on health literacy in eight European countries – Austria, Bulgaria, Germany, Greece, Ireland, The Netherlands, Poland and Spain.



# UCD IMPACT PLANNING CANVAS

**UCD RESEARCH & INNOVATION** 



#### **CHALLENGE**

What are the key research challenges/problems that need to be addressed?

Global concerns surrounding the sustainability of Health Care Systems

Lack of empowerment of patients/citizens in terms of managing their health, leading to poorer health outcomes

Lack of research within Europe on Health Literacy including definitions and data



Identification of:

- Determinants of health literacy
- Consequences of poor health literacy levels
- Different health settings relevant to health literacy

Design and validation of the first measure of health literacy within Europe, at a population and an individual level



## **RESOURCES AND TEAM**

- Public Health Institutions in Europe
- Other European Universities
- Health promotion experts
- Health psychologists
- Public health experts

## **UNIQUE VALUE PROPOSITION**

What unique value will your research results bring to each beneficiary?

## **Patient Organisations/ Groups:**

Greater understanding of the Health Literacy needs of patients, leading to better self management and better health outcomes

Citizens: Receive health information in a more effective manner leading to better health outcomes and quality of life

#### **Healthcare Professionals:**

Healthier patient profiles meaning less demand on services

Government: Better health outcomes for citizens leading to a more optimal use of scarce resources



## **REACH AND ENGAGEMENT**

- Annual International Health Literacy Conference
- Keynote speeches
- Briefings to Ministers of Health • European Parliamentary debates
- Publication of reports to the European Commission (EAHC)
- National and international press interviews
- Professional Medical Journals e.g. Irish Medical Times



## MEASURES OF IMPACT

**Economic:** Quality of life via a before and after study of health literacy. Time frame 5 to 7 years

**Health:** Change in care pathways and patient health outcomes - via a before and after study. Time frame 5 to 7 years

Policy: Inclusion in health strategy government policy document



## **BENEFICIARIES**

Who will benefit or use the results from your research?

#### **Patient Organisations/ Groups:**

- National Adult Literacy Agency
- Irish Cancer Society & others
- HSE

#### **Citizens**

#### **Healthcare professionals**

#### **Government:**

- Department of Health
- Department of Finance



## **FUNDING**

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#### **Funding and Sustainability:**

- EU Agency of Health and Consumers
- Pharmaceutical Companies (under their Corporate Social Responsibility budgets)
- Department of Health
- EU FP7 and H2020



## POTENTIAL IMPACT

What potential impact(s) will your research have? Cultural, Economic,

#### **Economic:**

- Reduced medical
- More efficient health service utilisation
- Greater sustainability of healthcare systems

#### **Health:**

- Empowerment of citizens to manage their own health
- Improved health outcomes tor citizens
- Better health behaviours of citizens
- Greater equity of access to healthcare services

#### Policy:

• Influence health strategy in Ireland and other EU member states

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See related video at: www.ucd.ie/research/portal/impact