

Health Literacy Development with Ophelia

2-Day Masterclass in Melbourne

A 2-day masterclass led by the globally recognised founder of health literacy development and the Ophelia (Optimising Health Literacy and Access) process Distinguished Professor Richard Osborne. This masterclass is for managers, executives, health professionals, health planners, policy makers, researchers, and those active in health promotion and community services.

This masterclass will:

- Demonstrate how to build fit-for-purpose interventions to reduce inequity in health service access and engagement.

- Introduce Ophelia, a structured process for identifying and responding to health literacy needs. <https://healthliteracydevelopment.com>

- Measure health literacy with the Health Literacy Questionnaire (HLQ) and eHealth Literacy Questionnaire (eHLQ) including their relevance to needs assessment, evaluation, and quality improvement.

Masterclass details

Thursday 25 – Friday 26 May 2023

9am – 5pm

Swinburne University of Technology

Advanced Technologies Centre

Room 322 and 323

427-451 Burwood Road, Hawthorn VIC 3122

Registration

\$900 plus GST per person

Includes:

- Ophelia Manual
- Morning and Afternoon Tea

<https://www.trybooking.com/CGLZO>

For information (including group registrations) contact Kerrie Paulger at: ghe-capacitybuilding@swin.edu.au

Learning outcomes

Participants will be able to:

- Describe social determinants of health, including health literacy, as influencers of health equity
- Explain how health literacy development creates enabling environments to lead to improved health access and equity
- Use tools and processes to identify diverse health literacy strengths and challenges
- Apply the Ophelia process to design, implement and evaluate actions and interventions to promote effectiveness, uptake and sustainability
- Design participatory and strengths-based approaches for health literacy development in organisations and communities in different contexts
- Integrate health literacy responsiveness into organisations to support community health literacy development
- Appraise international health literacy policy and practice



Richard Osborne BSc, PhD

Distinguished Professor of Health Sciences, Director, Centre for Global Health and Equity, Swinburne University, Australia; NHMRC Principal Research Fellow (2019-2023); Honorary Professor of Health Literacy, University of Copenhagen, Denmark; Prof (Hon), NOVA University of Lisbon, Portugal; Bualuang ASEAN Chair Professorship, Thammasat University, Thailand.

Richard has practical experience in a wide range of health sectors including community, hospital and health policy settings. He is an advisor to the WHO and has delivered health literacy capacity building in Asia, Africa, Europe and the Middle East. Prof Osborne led the development of new ways to measure health literacy and the development and implementation of health literacy interventions. This includes the widely applied Ophelia (Optimising Health Literacy and Access) process to strengthen health systems through co-design. He developed the Health Literacy Questionnaire (HLQ), and eHealth Literacy Questionnaire (eHLQ) which are used in more than 800 studies in over 60 countries, including in the ABS Australian National Health Survey. Richard is a dynamic and engaging workshop leader who brings practical experience from 20 years of research that has directly impacted public health and clinical practice, as well as health policy.

Health Literacy Development

Health Literacy Development refers to the ways in which health workers, services, systems, organisations and policy-makers build the knowledge, confidence and comfort of individuals, families, groups and communities. Enabling environments support people to access, understand, appraise, remember and use information for the health and well-being of themselves and those around them.

The WHO Report on Health Literacy Development for NCDs was a collaboration between the Centre for Global Health and Equity and the WHO. This publication has been classified as a WHO Global Public Health Good.



Shandell Elmer RN, BA (Hons), PhD
Associate Professor, School of Nursing, College of Health and Medicine, University of Tasmania, Launceston, Australia.

Shandell has a diverse work history in the health care and community sectors, as well as academia. As a registered nurse she has clinical experience in oncology, community health, and health administration. Shandell has extensive experience in quality improvement and health service design and evaluation and has led more than 15 accreditation and quality improvement reviews of community-based organisations in a variety of settings in NSW and Tasmania. Shandell has been recognised for her teaching excellence and led the development of curriculum. She has raised \$2.8M in funding for large and small-scale research and evaluation projects. A strong advocate for primary health care, Shandell has established a research track record that centres on helping health service providers to identify and respond to health literacy needs and support equitable access to healthcare.



Melanie Hawkins BA, BHSc, MPH, PhD
Postdoctoral Researcher, Centre for Global Health and Equity (CGHE), Swinburne University of Technology, Melbourne, Australia.

Melanie has 20 years of experience in qualitative health services research, health programme evaluation and questionnaire development. She has developed, implemented, and evaluated various aspects of the Ophelia methodology in a range of settings. She was involved in the development of the Health Literacy Questionnaire (HLQ), the Conversational Health Literacy Tool (CHAT), and the eHealth Literacy Questionnaire (eHLQ). She has managed projects with the primary health sector, NGOs, Australian regional health services, and State and Australian Governments. Her research on validity testing theory and methodology for patient-reported outcomes (PROs) is internationally recognised as advancing measurement practice in health. Melanie collaborates in Australia and internationally on health literacy measurement projects, the Ophelia process, and World Health Organization (WHO) National Health Literacy Demonstration Projects (NHLDPs).



Christina Cheng BA, PhD
Postdoctoral Researcher, Centre for Global Health and Equity (CGHE), Swinburne University of Technology, Melbourne, Australia.

Christina has an interest in digital health literacy and applied the Ophelia process in her PhD to co-design solutions to improve access and use of health information and services for community members. She specialises in quantitative research methods and has conducted the data analysis for Ophelia projects including 'Developing Mental Health Literacy Responsiveness', 'Optimising Health and Wellbeing for People with Inflammatory Bowel Diseases', 'High-Risk Accommodation Response' (HRAR), 'Optimising Health Care of Tasmanians' and Ophelia Gippsland, as well as advising the New Zealand Government on data interpretation of the New Zealand National Health Survey. Christina regularly provides advice to Australian and international researchers on the use of cluster analysis to develop health literacy profiles for projects using the Ophelia process.



Ranjit Gajendra FGIA FCMA
Manager, Strategic Research, knowledges exchange and engagement with Swinburne University of Technology and Chairman of Eastern Volunteers.

A Fellow of both the Governance Institute and Chartered Institute of Management Accountants, his postgraduate studies include education management, innovation, information and systems entrepreneurship. Ranjit has more than two decades of management, leadership, governance and advisory experience of higher education, research, social enterprise and corporate organisations in complex international settings, nurturing excellence with multi disciplinary cross functional teams responding to the challenges of globalisation. He has worked with research teams applying Ophelia principals, meaningful engagement and purposeful governance of design, implementation and evaluation of interventions and programs for health literacy development of individuals, communities and organisations. Ranjit is passionate about addressing inequities through community and corporate engagement in knowledge exchange and utilisation.

Examples of Ophelia projects

NSW Mental Health Literacy Initiative

<https://www.nswmentalhealthcommission.com.au/advocacy-work/health-literacy-development>

The Centre for Global Health and Equity formed and led a consortium with the University of NSW and the University of Newcastle to undertake a health literacy initiative for the Mental Health Commission of NSW. The overall aim of this initiative was to improve health services to make it easier for people with a lived experience of mental health issues, their carers, families and kinship groups to access, understand and use information and services to manage their health. Based on Ophelia, we developed a wide range of education and training resources to improve health literacy responsiveness of organisations to be implemented across NSW Primary Health Networks in partnership with local health districts and community services.

Health Literacy Development WHO Report

<https://www.who.int/publications/i/item/9789240055339>

The Centre for Global Health and Equity (CGHE) at Swinburne University of Technology collaborated with the World Health Organization (WHO) to write and publish the 4-volume report Health Literacy Development for the Prevention and Control of NCDs. The report is classified as a Global Public Health Good and outlines five practical action areas to support health literacy development for NCDs. Volume 4 provides 16 case studies to demonstrate how the Ophelia process is used and adapted to develop contextually relevant responses, interventions, and public health actions to prevent and manage NCDs and increase equitable access to health information and services, including in resource poor settings.

Actions to address health literacy and equity in public and social housing, Victoria

<https://healthliteracyandsocialhousing.com.au>

During the coronavirus (COVID-19) pandemic in Victoria, the Centre for Global Health and Equity lead an Ophelia project to rapidly improve services and systems within the High-Risk Accommodation Response (HRAR) program established by the Victorian Department of Families, Fairness and Housing. The settings included public housing, community housing, rooming houses, supported residential services and other sensitive settings. Ophelia was used to engage with and respond to the needs of vulnerable communities during the multiple COVID peaks and outbreaks. In partnership with five Community Health Services we undertook real-time research into the lived experiences of these communities to inform service provision, communication and engagement during the pandemic.

Crohn's & Colitis Australia

<https://crohnsandcolitis.org.au/advocacy/our-projects/cea-ibd/>

In collaboration with Swinburne University of Technology, Crohn's and Colitis Australia (CCA) is undertaking a 4-year research program to make it easier for people living with inflammatory bowel disease (IBD) to access, understand and use health information and services. The Ophelia process was used to understand the health literacy strengths and needs of people with IBD. Based on diverse health literacy action areas generated by people with IBD and health professionals, CCA redesigned its website and created resources for, among others, different cultural groups, people living rurally and regionally, and for clinicians to connect their patients with CCA.