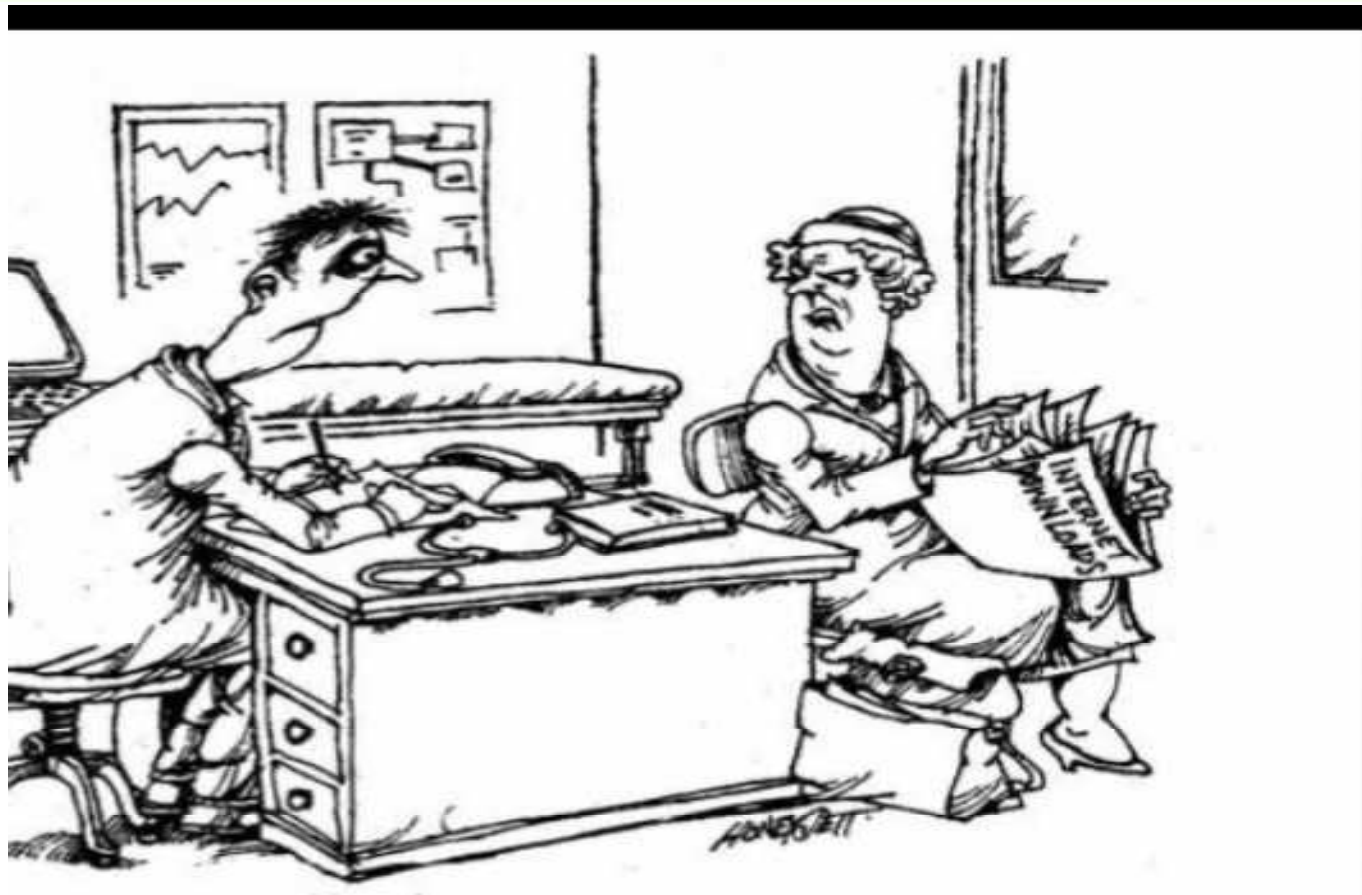


Health Information Brochures



3. Grundtvig meeting, Health Literacy, Zurich, Nov 12, 2013

Sylvia Groth
Women's Health Center



I'm sorry, doctor, but again I have to disagree



- **European Health Literacy Survey, Austrian Results**

Pelikan, J.; Mag. Röthlin, F.; Bakk. Ganahl, K.; 2012,
Gesundheitskompetenz in Österreich im internationalen Vergleich, Wien,
14. August 2012

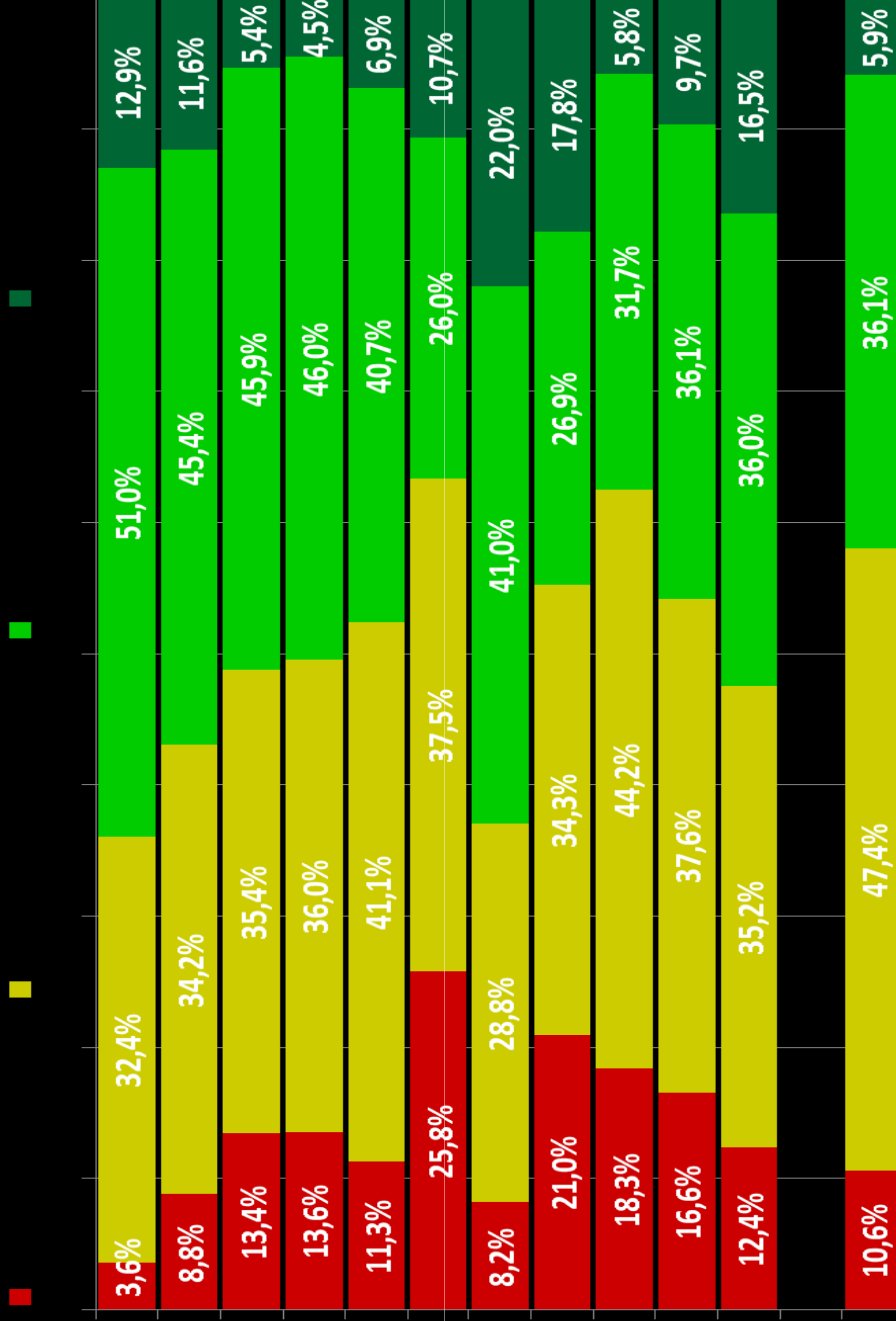
- Austria last but Bulgaria
- Large differences among Austrian countries
- Styria last: 64,3% inadequate or problematic health literacy

Inadequate problematic sufficient excellent

Styria is in the 6 th row on the subsequent slide



frauengesundheitszentrum





Early Detection of Breast Cancer Information on Mammography Screening

A Decision Aid

2006



Early detection of
Cervical Cancer

HPV Vaccination

Information and
Experiences

A Decision Aid

2010

FRÜHERKENNUNG VON
GEBÄRMUTTERHALSKREBS
HPV-IMPfung

*Informationen und Erfahrungen
Eine Entscheidungshilfe*

Frauengesundheitszentrum



ungewollt schwanger

Informationen zum Thema
Schwangerschaftsabbruch



Unwanted Pregnancy

Information on Abortion

2010



Patients` rights

2010

PATIENTINNEN- UND PATIENTENRECHTE

Graz 2010



frauengesundheitszentrum



Kompetent als Patient

Gut informiert entscheiden



Techniker Krankenkasse
Gesund in die Zukunft.



Competent as a Patient

Well informed
Deciding making

2013



Objective: inform and empower women, wide dissemination

Target group: all women (!?)

Method: written material, evidence based patient information, easy to read, “translated” from German to Austrian health system

Participation: user advisory board

Documentation: circulation 20.000-250.000

Assessment and evaluation: German brochures had been evaluated. Effects in Austria were not assessed.

Bunge, Martina; Ingrid Mühlhauser, Anke Steckelberg; What constitutes evidence based patient information? Overview of discussed criteria. Patient Education and Counseling 78 (2010) 316–328



Commissioned and financed by: City of Graz;
Country of Styria; Main Association of Social
Insurers, Austria

Conflict of Interest

Reception

Illustrations: adequate for content: non sexist, non
ableist...



Title pages of brochures on early detection of cancer

Styrian Health Insurance

on the left: breast cancer

www.stgkk.at



on the right: prostate cancer

www.stgkk.at

