

# HEALTH LITERACY

INTERNATIONAL CONFERENCE

## CONFERENCE ON HEALTH LITERACY INTERVENTIONS FOR PREVENTION AND CONTROL OF NONCOMMUNICABLE DISEASES

16TH JANUARY 2019

### Aim:

To inspire for health literacy effective interventions at health services and community

### Objectives:

- 1 To detail the concepts of health literacy, health literacy responsiveness of organisations and the state of the art of health literacy
- 2 To outline WHO's key policies, strategies and concrete plans for the implementation of effective health literacy interventions for the prevention and control noncommunicable diseases (NCDs)
- 3 To explore and document how a national strategy can be designed and implemented according to the principles of equity, empowerment and sustainability
- 4 To develop an understanding of the principles of Ophelia (OPTimise HHealth Literacy and Access) process, as well as its application within WHO National Health Literacy Demonstration Projects (NHLDPs)
- 5 To launch the Portuguese NHLDP

### Preliminary Programme:

#### 09.00 Registration & Welcome Coffee

#### 09.30 Opening Session

NOVA University | WHO | MoH Portugal | MoH Russian Federation

#### 09.45 Conference | Health Literacy: Concepts, responsiveness and state of the art

Isabel Loureiro, ENSP-NOVA

Moderation: João Raposo, APDP

#### 10.00 Health Literacy Strategy: Global and national levels

- The WHO European Regional Office vision for implementation of health literacy interventions to accelerate impact on NCDs across the life course  
Guy Fones, WHO HQ

- Making it Easier: Scottish National Health Literacy Strategy

Blyth Robertson, NHS Scotland

- The Portuguese experience

Miguel Arriaga, DGS Portugal

Moderation: Portuguese Healthy Cities Network

#### 11.15 Coffee-break

#### 11.30 The Ophelia Process and the globalization of NHLDPs to accelerate impact on NCDs

Richard Osborne and Roy Batterham, WHO Collaborating Centre for Health Literacy.

Moderation: Ana Rita Goes, ENSP-NOVA

#### 12.00 The National Health Demonstration Project in Portugal

João Raposo, APDP

Moderation: Isabel Loureiro, ENSP-NOVA

#### 12.20 Discussion

#### 13.00 Lunch break

#### 14.30 Round Table | Progress on implementation of NHLDPs in Europe

Moderation: Richard Osborne & WHO

Denmark | Norway | France | The Netherlands | Ireland / Slovakia

#### 16.00 Audience Discussion

#### 16.30 To launch the Portuguese NHLDP

João Breda, WHO Europe

Isabel Loureiro, ENSP-NOVA

João Raposo, APDP

#### 17.00 Closing Ceremony

Organisation



Escola Nacional  
de Saúde Pública  
UNIVERSIDADE NOVA DE LISBOA



Partnership

Institutional Support