

HEALTH LITERACY

INTERNATIONAL CONFERENCE

Conference on health literacy interventions for prevention and control of noncommunicable diseases

16th January 2019 | Rectory of NOVA University

Programme:

Aim:

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

Objectives:

- 1 To clarify the concepts of health literacy, health literacy responsiveness of organizations 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 HEalth Literacy and Access) process, as well as its application within WHO National Health Literacy Demonstration Projects (NHLDPs)
- 5 To launch the Portuguese NHLDP

09.00 **Registration & Welcome Coffee**

09.30 **Opening Session**

João Sàágua, Rector of NOVA University of Lisbon
João Breda, World Health Organization
Marta Temido, Minister of Health

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

Isabel Loureiro, NOVA National School of Public Health

Moderation: João Raposo, Portuguese Diabetes Association

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, World Health Organization

- Making it Easier: Scottish National Health Literacy Strategy

Blyth Robertson, National Health Service Scotland

- The Portuguese experience

Miguel Arriaga, Directorate-General Health Portugal

Moderation: Ana Umbelino, 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, NOVA National School of Public Health

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

João Raposo, Portuguese Diabetes Association

Moderation: Isabel Loureiro, NOVA National School of Public Health

12.20 **Discussion**

13.00 **Lunch break**

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

Moderation: Richard Osborne

Helle Terkildsen Maindal, Denmark

Astrid Klopstad Wahl, Norway

Xavier Debussche, France

Mark Bakker, The Netherlands

Peter Kolarcik, Slovakia

16.00 **Audience Discussion**

16.30 **To launch the Portuguese NHLDP**

João Breda, World Health Organization Europe

João Pereira, NOVA National School of Public Health

José Manuel Boavida, Portuguese Diabetes Association

17.00 **Closing**

Organisation



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