



UNIVERSITY OF
CANBERRA

CANBERRA
HEALTH
LITERACY
NETWORK



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**Health literacy for nurses and midwives –
how it can help you make a difference**

Why it's important and how it can help your practice

Health literacy – what are we talking about?



Individual health literacy is a term to describe the skills, knowledge, motivation, confidence and personal networks that people need to get, understand and act on health information in daily life.



The health literacy environment describes the settings in which people seek health information, make health decisions, and use health services.



Why is health literacy important for nurses and midwives?

Registered nurse standards

- ▶ Standard 1: Thinks critically and analyses nursing practice
- ▶ Standard 2: Engages in therapeutic and professional relationships
- ▶ Standard 3: Maintains the capability for practice
- ▶ Standard 4: Comprehensively conducts assessments
- ▶ Standard 5: Develops a plan for nursing practice
- ▶ Standard 6: Provides safe, appropriate and responsive quality nursing practice
- ▶ Standard 7: Evaluates outcomes to inform nursing practice

Midwife standards for practice

- ▶ Standard 1: Promotes health and wellbeing through evidence-based midwifery practice
- ▶ Standard 2: Engages in professional relationships and respectful partnerships
- ▶ Standard 3: Demonstrates the capability and accountability for midwifery practice
- ▶ Standard 4: Undertakes comprehensive assessments
- ▶ Standard 5: Develops a plan for midwifery practice
- ▶ Standard 6: Provides safety and quality in midwifery practice
- ▶ Standard 7: Evaluates outcomes to improve midwifery practice



Balancing EBP and Health Literacy



Evidence based
practice



Health literacy

Australian nurses who spread anti-vaccination messages face prosecution

Industry regulator cracks down on nurses and midwives who promote anti-vaccination via social media



▲ The Nursing and Midwifery Board of Australia is urging members of the public to report nurses or midwives promoting anti-vaccination. Photograph: Voisin/Phanie/Getty Images/Canopy

Nurses and midwives who ignore scientific evidence by promoting anti-vaccination to patients and the public are being cracked down on in a tough new position statement from their industry regulator.



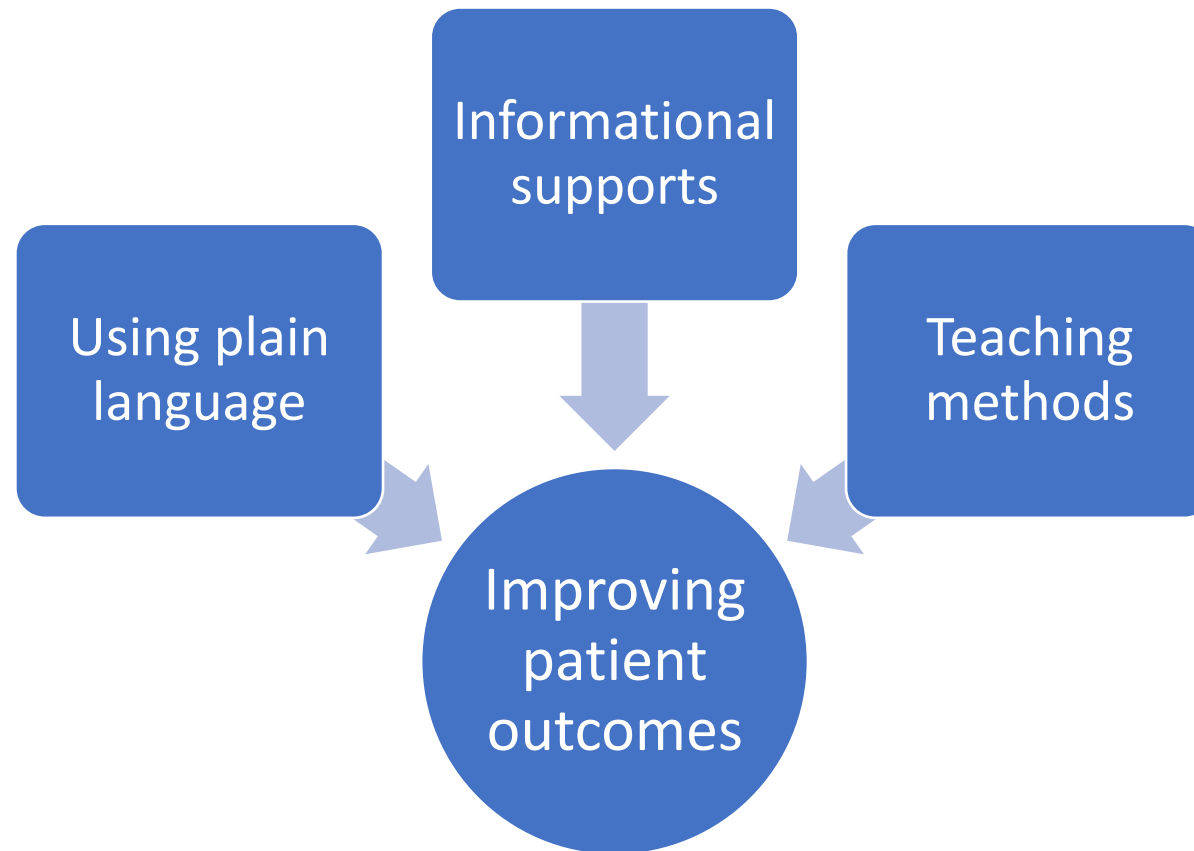
Tips and tricks for health care professionals

Health literacy

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Overview



Use plain language



Avoid jargon



One instruction at a time, and prioritise



*Need to know vs
nice to know*

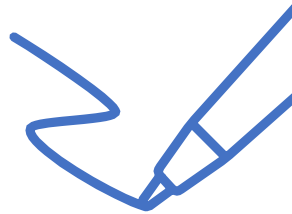


Watch your pace

Information Supports



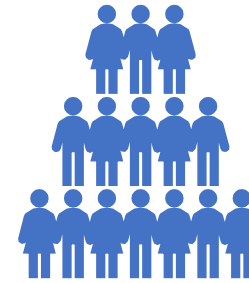
Use pictures



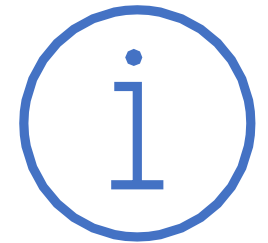
Follow up in
writing



Embed actions
into routine

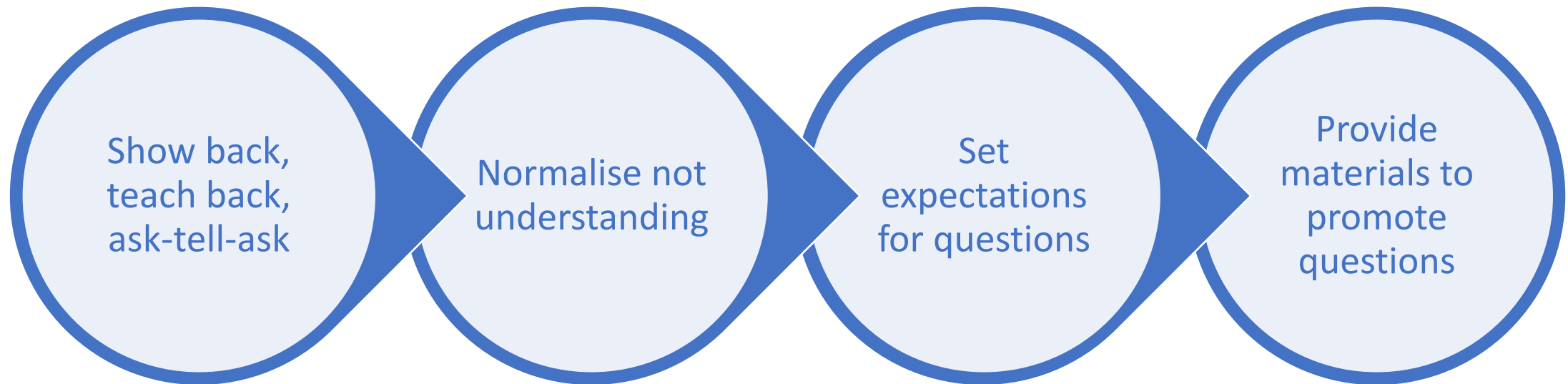


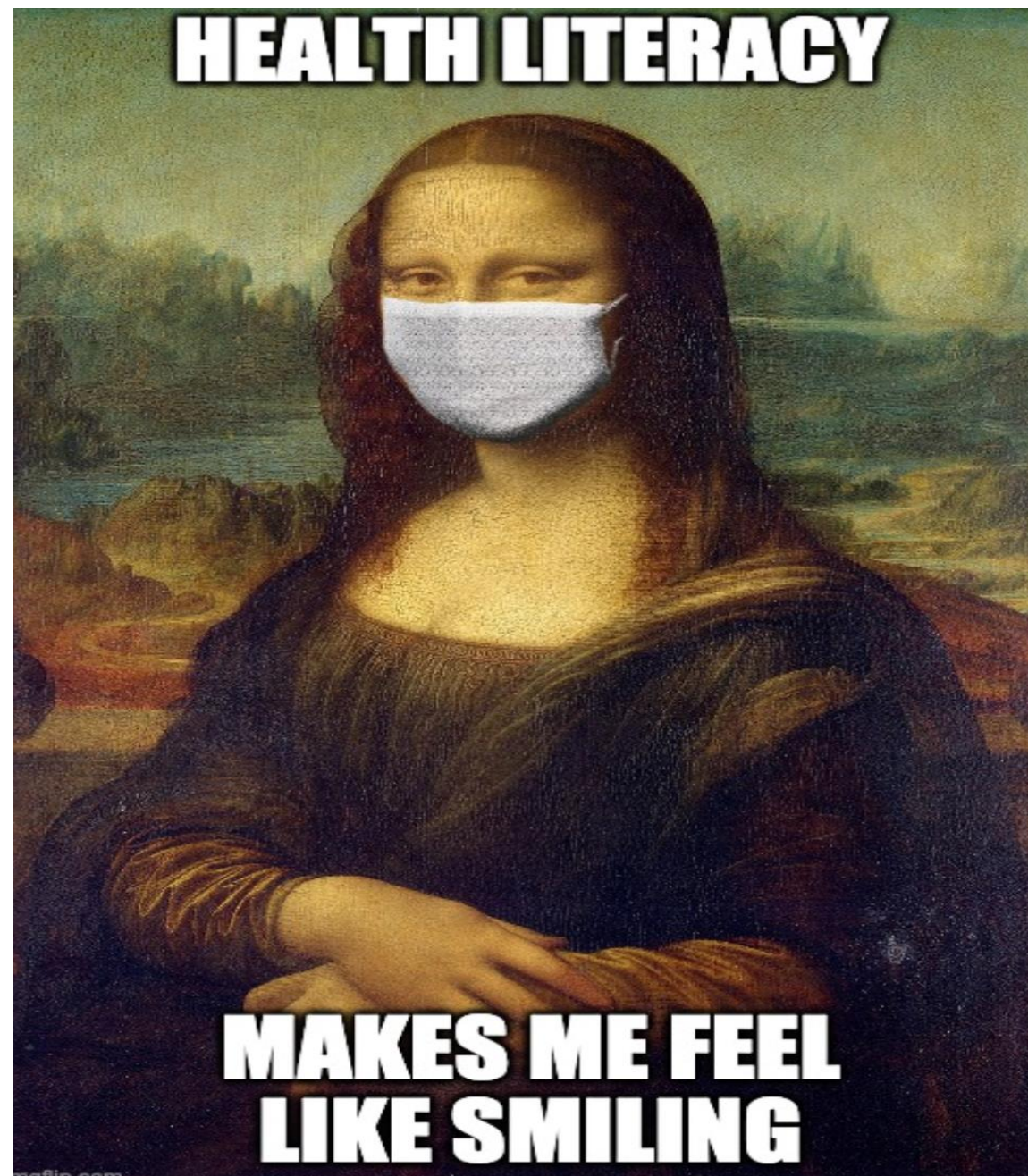
Know your
community
demographics




FAQ Sheets

Teaching Methods





<https://twitter.com/nnlmpnr/status/1320803099993395202/photo/1>



Vaccine hesitancy among nurses AND MIDWIVES: What does it mean for health literacy?

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What is Vaccine Hesitancy?

“...delay in acceptance or refusal of vaccines despite availability of vaccination services. Vaccine hesitancy is complex and context specific, varying across time, place and vaccines. It is influenced by factors such as complacency, convenience and confidence.”

(WHO Report of the Sage WG on Vaccine Hesitancy, 2014).

Nurses, Midwives and Vaccination

- Nurses/ Midwives are recognized as being one of the most significant and trusted sources of vaccine information.
- Responsible for vaccination advice, administration, managing vaccination programs or schedules, and facilitating mass public rollouts of vaccines (Covid 19).
- Nurses/Midwives are also highly exposed in community and healthcare settings to VPD.

(Dybsand 2019; Ciftici 2018; Costantino 208; AkMarzooqi 2018).



Vaccine Hesitancy among Nurses and Midwives?

1. **Leaske (2008)** examined the attitudes of HCP r/t childhood vaccines (NIP): Nurses and Midwives considered the vaccines to be safe (97%), effective (98%) and necessary (96%).
2. **Osman (2008)** Canberra: ED HCW where 56.4% (2007), 74.4% (2008) of the nurses surveyed accepted the SIV. Other studies have shown VH problematic among nurses.
3. **Pearce (2008)** Midwives attitude neonatal Hepatitis B vaccine: parental immunisation choices and concerns re safety and necessity.
4. **Wilson (2020)** France found Nurses self-reported vaccine coverage ranged from 27% (SIV, recommended, 2016/17) to 96% (BCG vaccine, mandatory).
5. Hesitant vaccine behaviour with SIV, Hep B (Wilson 2020) and HPV (Ebu, 2021)

Systematic Reviews Vaccination Behaviours among Nurses & Midwives

- **Zhang (2010): SIV**
Nurses/ Midwives' knowledge of influenza (a serious disease)/ vaccine = acceptance of vaccination;
Acceptance = SIV as safe and effective = promoting to consumers.
- **Paterson (2016): Vaccines general**
Self-vaccinating behaviours among Nurses/ Midwives: recommend to patients.
Indicated confidence in vaccine safety and efficacy.
- **Sallam, M. (2021): Covid 19 Vaccine**
Nurses vaccine acceptance rates ranging from 40% -63% (Hong Kong, Israel).
- **Our Systematic Review: SIV uptake among HCP globally**
Nurses/ Midwives generally had lower SIV uptake than their peers.
(Bonaccorsi, 2013; Ciftci, 2018; Fernandez, 2009; Looijmans van den Akker, 2009; Nutman, 2016; Petek, 2018; Tagajdid, 2011; Wicker, 2009).

Benefits of vaccination

As healthcare professionals, aware of benefits of vaccination:

- Occupational health and safety; safety of close contacts,
- Securitization of healthcare (essential) workforce;
- Set a good example for the community;
- Demonstrates confidence in safety and efficacy,
- Research has demonstrated: HCP accept vaccines, recommend them.

Nurses and Professional Obligations

The Nursing and Midwifery Board of Australia (National Board/ NMBA)


- To use the best available evidence in making practice decisions. Includes providing advice on vaccinations. (Australian National Immunisation Handbook 10th edition).

The Australian College of Nursing (ACN) considers

- The role nurses play is pivotal to the ongoing health of all Australians from birth to old age.

Department of Health, Australian Government

- Recommended vaccines include Hepatitis B, influenza, MMR (if non-immune), Pertussis (dTpa), Varicella (if non-immune). +/- Hepatitis A.



impact of nurse vaccine hesitancy on health literacy

- Nurse and Midwives role in **Health Literacy**:
to communicate effectively with consumers about vaccine benefits/ risks, the value and need for vaccinations and vaccine safety.
- Nurses/ Midwives have the knowledge and experience with vaccines; demonstrate confidence in their safety, efficacy and understand value of vaccination at a community level.
- **Vaccine Literacy**:
Looks at health literacy from point of view of vaccine attitudes and hesitancy to better understand and define determinants of vaccine acceptance (Lorini, 2018).
- Majority of parents look to their child's healthcare provider for information and advice on VPD, vaccines and recommended schedule. (Wheeler and Bутtenheim, 2013; Favin et al., 2012)



promoting Vaccine Literacy

- As healthcare professionals must examine and be aware of own vaccination biases;
 - Are we confident with our own knowledge around VPD, vaccines and vaccination process?
 - Confident in vaccine safety and efficacy?
 - Are we more accepting of some vaccines and not others?
 - Aware of our own knowledge gaps and know how to access information?
- Be aware of our professional obligations; professional duty.
- Vaccine curious! Open dialogue and discussion without fear or prejudice.
- Aid HC consumers to access reliable information that is evidence based

Health Literacy Responsiveness

- “The way in which health services make their information, environments, resources and supports available and accessible to the people.” (Osborne, 2016, p.101)
- Understand client/ healthcare consumer cognitive capabilities and capacity, social, cultural, linguistic influences, and beliefs to improve our health literacy responsiveness.
- How can we improve?
 - HCC engagement, and feedback.
 - Practical application of technology: text messaging appointments
 - Data collection/ survey / focus groups (C19)

Questions



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