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Nota di contenuto

ABSTRACT; Contents; Foreword; Contributors; Introduction; Making the case for investing in strengthening health literacy; European Health Literacy Survey; Health literacy - a key determinant of health; Example: noncommunicable diseases; Limited health literacy: an underestimated problem and equity challenge; Example: migrants and minorities; Health literacy builds resilience among individuals and communities; Example: Netherlands Alliance for Health Literacy; Taking action to create and strengthen health literacy-friendly settings; Attributes of health-literate settings
Health literacy is a key attribute of a healthy city
Attributes of health literacy-friendly organizations; Educational settings; Marketplace and community settings; Workplace settings; Health care settings; Example: adherence to medication; Example: programmes for self-managing chronic disease; Media and communication; Social media and mobile health; Developing policies for health literacy at the local, national and European Region levels

Sommario/riassunto

As societies grow more complex and people are increasingly bombarded with health information and misinformation health literacy becomes essential. People with strong health literacy skills enjoy better health and well-being while those with weaker skills tend to engage in riskier behaviour and have poorer health. With evidence from the recent European Health Literacy Survey this report identifies practical and effective ways public health and other sector authorities and advocates can strengthen health literacy in a variety of settings including educational settings workplaces marketplaces health systems
