

# Producing reliable consumer health information: challenging but rewarding

Maurella Della Seta

[maurella.dellaseta@iss.it](mailto:maurella.dellaseta@iss.it)

Arianna Gasparini

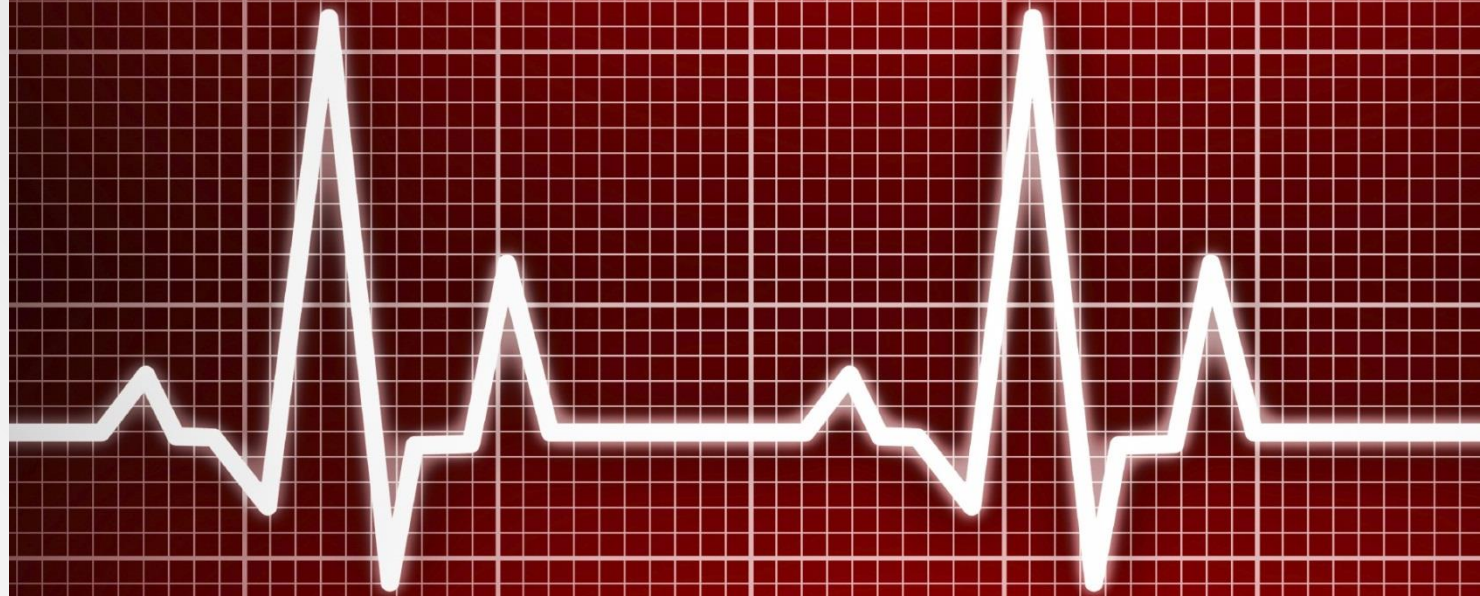
[arianna.gasparini@iss.it](mailto:arianna.gasparini@iss.it)

For the Editorial Board of ISSalute



**ISSalute**

INFORMARSI CONOSCERE SCEGLIERE



Ysbrydoledig • Cynnwys • Hysbysu

**EAHIL 2018**

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Inspiring • Involving • Informing

# What is Health Literacy?

- **Health Literacy (HL):** the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate decisions <sup>(1)</sup>
- **Health Literacy is an important health determinant:** low HL competencies result in less healthy choices, riskier behavior, poorer health, less self-management and more hospitalization
- **Patients with a good level of knowledge on health information play a key role in the implementation of patient-centered clinical research strategies, approval processes, access to treatments and treatment optimization**
- <sup>(1)</sup> *Health literacy: a prescription to end confusion.* Washington: National Academies Press; 2004. DOI: [10.17226/10883](https://doi.org/10.17226/10883)

# Health Literacy Level in Europe and in Italy

- How can HL be measured?
- The first European Health Literacy Survey (HLS-EU) was conducted in summer 2011 in eight countries: Austria, Bulgaria, Germany, Greece, Ireland, the Netherlands, Poland and Spain (*HLS-EU-Q47 HLS-EU Consortium (2011): HLS-EU-Q47. The European Health Literacy Survey Questionnaire - original matrix related version*)
- No official definition for HL has been introduced in Italy
- Studies have been carried out evaluating the HL skills of different samples of the Italian population, adopting the existing concepts found in literature.

# Information Specialist Involvement in HL (ISS experiences)

- **Health literacy and health education fostering participation and improving women's and men's health. EC funded Grundtvig Partnership (2011-2013)**
- **Research Project funded by the Italian Ministry of Health: Health literacy and patient empowerment through the development of an e-health information system (2014-2017) <https://medusa.iss.it>**
- **A recent project and publication: Evaluation of Health Literacy Skills in Family Doctors' Patients by two Brief, Self-Administered Italian Measures**

# Rawson et al. The METER: A Brief, Self-Administered Measure of Health Literacy. J Gen Intern Med. 2010 Jan;25(1):67-71.

## APPENDIX: METER INSTRUCTIONS AND ITEMS

The following list contains some real medical words. For example, some of the words have to do with body parts or body functions, kinds of diseases, or things that can make your health better or worse. The list also contains some items that may look or sound like medical words but that are not actually real words.

As you read through the list, put an "X" next to the items that you know are real words.

You should not guess. Only put an "X" next to an item if you're sure it's a real word.

- |                                    |   |
|------------------------------------|---|
| <input type="checkbox"/> Irrity    | <input type="checkbox"/> Inlest         |
| <input type="checkbox"/> Arthritis | <input type="checkbox"/> Pollent        |
| <input type="checkbox"/> Obesity   | <input type="checkbox"/> Malories       |
| <input type="checkbox"/> Flu       | <input type="checkbox"/> Cancer         |
| <input type="checkbox"/> Behaviose | <input type="checkbox"/> Alcoholiose    |
| <input type="checkbox"/> Syphilis  | <input type="checkbox"/> Antibiotics    |
| <input type="checkbox"/> Potassium | <input type="checkbox"/> Antiregressant |
| <input type="checkbox"/> Hormones  | <input type="checkbox"/> Colittis       |
| <input type="checkbox"/> Nerves    | <input type="checkbox"/> Diabetes       |
| <input type="checkbox"/> Pilk      | <input type="checkbox"/> Occipitent     |
| <input type="checkbox"/> Rection   | <input type="checkbox"/> Nausion        |
| <input type="checkbox"/> Blout     | <input type="checkbox"/> Impetigo       |
| <input type="checkbox"/> Boweling  | <input type="checkbox"/> Menstrual      |
| <input type="checkbox"/> Exercise  | <input type="checkbox"/> Abghorral      |
| <input type="checkbox"/> Pustule   | <input type="checkbox"/> Seizure        |

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Cerpes      | <input type="checkbox"/> Appendix    |
| <input type="checkbox"/> Kidney      | <input type="checkbox"/> Fam         |
| <input type="checkbox"/> Emergency   | <input type="checkbox"/> Infarth     |
| <input type="checkbox"/> Potient     | <input type="checkbox"/> Dose        |
| <input type="checkbox"/> Menopause   | <input type="checkbox"/> Hemorrhoids |
| <input type="checkbox"/> Diagnosis   | <input type="checkbox"/> Testicle    |
| <input type="checkbox"/> Depretion   | <input type="checkbox"/> Eye         |
| <input type="checkbox"/> Jaundice    | <input type="checkbox"/> Midlocation |
| <input type="checkbox"/> Gallbladder | <input type="checkbox"/> Insomniate  |
| <input type="checkbox"/> Miscarriage | <input type="checkbox"/> Bloodgatten |

# Internet in Italy (some data)

- In October 2017 75.2% of Italian population was connected to the Internet
- 89.3% of young persons under 30 owns a smartphone
- The overall growth of web users in the period 2007-2016 was equal to + 28.4%: in the last ten years internet users have gone from less than half to more than three quarters of Italians (from 45.3 % of total users in 2007 to 75.2% in 2017)
- **More than half of internet users happened to give credit to fake news circulated on the net: it often happened at 7.4%, sometimes at 45.3%**

The spread on the Net of fake news and misleading health information, amplified by social media, could lead to incorrect or dangerous behavior or habits.

Source: *14 rapporto Censis-Ucsi sulla comunicazione: i media e il nuovo immaginario collettivo*. Milano; Franco Angeli, 2017.



# Debate on vaccines: where is the truth?

IAN BIRRELL

MARCH 6 2018, 12:01AM, THE TIMES

## Populist revolt in Italy leaves young at risk of measles

IAN BIRRELL



# The new portal ISSalute <https://www.issalute.it/>



Home

Notizie

La salute dalla A alla Z

Stili di vita e ambiente

Falsi miti e bufale

Chi siamo

LA SALUTE  
DALLA A  
ALLA Z

Health from A to Z

STILI DI VITA  
E  
AMBIENTE

Lifestyles and Environment

FALSI MITI  
E  
BUFALE

Myths and Fake News



## ULTIMI AGGIORNAMENTI



Cellulite



Eczema



Ecocardiografia  
transesofagea  
(esami di  
accertamento)



Vitamina B12 e  
Folati

## IN EVIDENZA



Attività fisica



Dieta mediterranea



Allergia



Temperature  
ambientali elevate -  
colpo di calore

## ULTIME NOTIZIE



Efsa, antiossidanti tè  
verde sicuri,  
attenzione a  
integratori



Allarme smog, 95%  
popolazione mondo  
respira aria inquinata



Individuati 4 sottotipi  
di melanoma, verso  
nuove cure



Scoperta nei  
dromedari malattia  
simile a mucca pazza

## MULTIMEDIA

<https://issalute.blob.core.windows.net/media/Macchie.mp4>



I cosmetici non sono farmaci



Corretto uso dei cosmetici



Macchie



Autoimmunità e gravidanza

# Links to ISS Hotlines, Blood Donation, Organ Donation



telefoni verdi ISS



donazione sangue



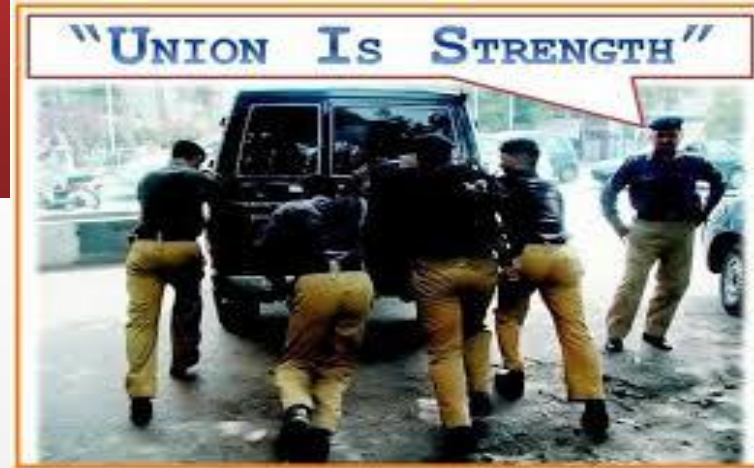
donazione organi

# ISSalute main features

Medical doctors, researchers, communication experts, and medical information specialists joined their forces in a common effort to give birth to a product with the following characteristics:

- Trustworthy and detailed health information, revised by scientists and experts
- Plain language, understandable by people with different cultural background
- Eye-catching multimedia information, attractive for younger population, or for specific user groups
- Updated health news section, carefully selected on the basis of reliability, significance and relevance

# Union is strength



- The Scientific Board (Researchers, Medical doctors) is in charge of:
  - proposing health topics
  - revising the contributions developed by the Editorial Board
- The Editorial Board writes the records on health topics, using reliable sources
- The Editorial Board is organised into subgroups, each focused on specific aspects

# Editorial Board subgroups

- Video and tutorial production
- Social media diffusion
- Search engines optimization (SEO), information tags, keywords, and links
- Fake news and false beliefs
- Pictures and photographs



# ISSalute Test (before its launch)

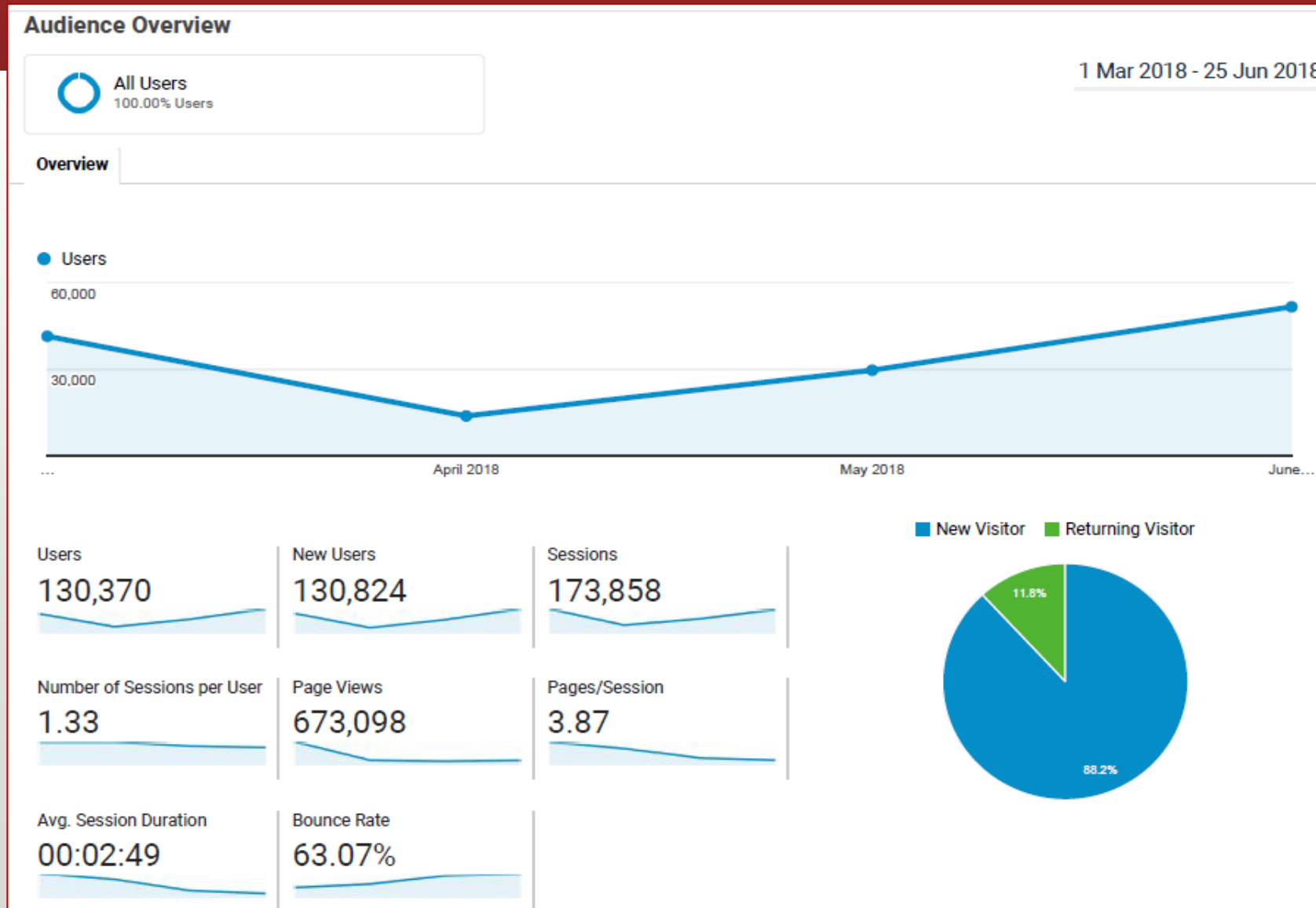
- **6 focus groups composed of 50 persons aged between 13 and 86 with a degree ranging from the primary school diploma to University degree**
- **86% search the Internet for health information**
- **Only 21% believe that health information on the Internet is reliable**
- **98% believe the information disseminated by ISS is reliable**
- **100% considered the ISSalute website not only useful but necessary to respond to the clear and comprehensible information needs of citizens**
- **94% considered that the objective of the site should be to provide clear information with simple and understandable language and only 2% that it should give information using scientific language**
- **96% considered the website easy to navigate and immediately found the information of interest**
- **100% thought it was easy to understand the records about diseases that he/she explored**

# Other data about the website ISSalut

- The contributions published until now are 315
- There are 114 videos linked to contributions, 4 original creative videos on women's cosmetics, men's cosmetics, melanoma prevention, gender differences.
- From the launch of the portal to today (3 months) there has been a slow but constant increase in the number of users



# Google Analytics – ISSalute Website data



# Issalute on Facebook

- 2948 like
- 3036 followers
- 42 reviews
- 40 five \*
- 2 four \*



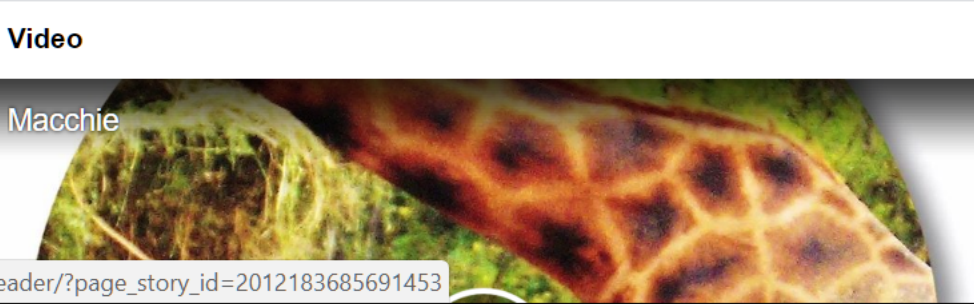
- ISSalute
- @ISSalute
- Home
- Recensioni
- Informazioni
- Video
- Foto
- Post
- Community
- Informazioni e inserzioni

Ti piace | Pagina seguita | Condividi

Scopri di più | Invia un messaggio

**Recensioni**  
 5,0 ★★★★★ 42 recensioni

- Maurella Della Seta**  
 ★★★★★ · 13 marzo 2018
  - Pier Luigi Auddino**  
 ★★★★★ · 29 aprile 2018  
 Senza scadere nel qualunquismo del "non funziona niente", in Italia ci sono persone che lavorano e pure bene. Questa pagina spiega tante cose. Soprattutto sfata miti e convinzioni a cui tanti di noi c... Altro...
- Mostra tutte



Organizzazione governativa  
 5,0 ★★★★★

**Il Portale ISSalute**  
 ISSalute è un progetto innovativo realizzato dall'Istituto Superiore di Sanità (ISS).  
 Il progetto...  
 Altro...

**Community** Mostra tutti

- Invita i tuoi amici a mettere "Mi piace" a questa Pagina
- Piace a 2948 persone
- Seguito da 3036 persone
- Piace a **Gabriella Poppi** e 1 altro amico

Contatta le Pagine Mostra tutto

- CONTATTI**
- Anna Michielon
  - Rita Mancini
  - Anna Kågedal
  - Daniele Ajo'
  - Gigliola Benoffi
  - Sabrina Lostumbo
  - Maria Tereza Berruti 12 h
- Conversazioni di gruppo**
- EAHIL Board  
Karen, Tuulevi, Ghislaine e ...

# Embedded librarian



- **Research Informationists**
- **Librarians who don't stay in their Libraries, but move around, and go into laboratories, clinics, departments, classrooms**
- **Partners in research activities, supporting and enabling research**
- **Disseminating publications and data of their Institutions**
- **Librarians designing their own research projects, conducting research, and communicating research results**