



INVITATION to a lunch debate

Brussels, 12. January 2014

Dear colleagues,

The IROHLA Consortium (Intervention Research into Health Literacy of the Ageing population) would like to invite you to the policy debate on *best interventions for improving health literacy among older population*. The policy debate, which is facilitated by **EuroHealthNet** and hosted by **Mr. Heinz Becker, Member of the European Parliament** will take place during a lunch meeting on the 28th of January 2015 in the European Parliament.

The purpose of the debate is to discuss:

- **The importance of health literacy as an asset to improve healthy ageing of the European population**
- **The role of the European Parliament and European institutions in stimulating health literacy and healthy ageing**
- **The best ways to implement policy guidelines and interventions for health literacy**

Background

The IROHLA project is a European Project that aims at formulating guidelines for policy and practice based on best interventions for improving health literacy levels among older people. The first results of the project will be presented and discussed during the debate on the 28th January.

Why are you invited?

The debate is for leaders and decision makers at European, Member State and Regional level who are responsible for shaping policies and strategies on active and healthy ageing. Participants in the debate are knowledgeable in the uptake of policies to improve health literacy levels, to empower patients and care givers and to reduce health and social inequalities.

For further information on the project, visit the website: www.irohla.eu

For more information about the event and for registration, please contact Ms Karoline Noworyta: k.noworyta@eurohealthnet.eu

If you are interested please register by Friday, 16th January 2015 as places are limited.

With many thanks in advance for your interest!



The importance of health literacy for active and healthy ageing

Best interventions for improving health literacy among older population

Lunch debate 12.30 – 14.00

Draft Agenda

12.30 – 13.15

Welcome by **Heinz Becker, MEP**

IROHLA project and the importance of health literacy for healthy ageing:

Andrea de Winter, scientific coordinator

The importance of health literacy on healthy ageing: ***Ann-Sophie Parent, Director of AGE Platform Europe***

The link between health literacy and health inequalities: ***NHS Scotland speaker, TBA***

Upcoming initiatives on health literacy within the EU: ***DG Santé, European Commission, TBA***

13.15 – 13.55

Discussion led by ***Caroline Costongs, Director of EuroHealthNet***

13.55 – 14.00

Closing remarks