

## ➤ Get involved!

Are you interested in following IROHLA activities?

### 10 reasons to get involved in IROHLA

1. Find out why health literacy is important.
2. Learn about when, how and why health literacy interventions for older people can make a difference.
3. Get new ideas on how to improve health literacy among older populations.
4. Get inspiration on how to involve families in improving health literacy of seniors.
5. Learn about better communication in the health sector.
6. Discover evidence-informed health literacy interventions for older people.
7. Learn about planning, implementation and evaluation of health literacy for the ageing population.
8. Network with other European organisations to make health literacy interventions more effective.
9. Contribute towards better quality of life for large groups in our society.
10. Contribute to make healthy ageing a reality in Europe.

Do not hesitate to subscribe to the IROHLA newsletter at [www.irohla.eu](http://www.irohla.eu)

And follow IROHLA on:

 **Twitter:** @irohla |  **LinkedIn:** IROHLA  
 **Facebook:** IROHLA FP7 Project on Health Literacy

## ➤ Who are we?

The project involves older people, people working in universities, all levels of government, the business community and other stakeholders.

### Project Coordinator:



**umcg**

University Medical Center Groningen (UMCG) Department of Health Sciences

### Partners:



innovative policies for healthy ageing



For more information, contact the IROHLA Coordinator at:

**irohla@umcg.nl**  
or **+31 50 363 28 60**

[www.irohla.eu](http://www.irohla.eu)



This leaflet is part of the project Intervention Research on Health Literacy among Ageing Population (IROHLA), which has received funding from the European Union's Seventh Framework Programme (FP7/2007-2013) under grant agreement n°305831.



## ➤ Why Health Literacy for older people?

The term **literacy** is linked to the ability to read, write and calculate. In a broader sense literacy is being knowledgeable in a particular subject or field.

### Health literacy: a tool for better quality of life

Health literacy refers to:

- people's knowledge and abilities to access, understand, assess and apply health information;
- people's capacities to take decisions about their own health.

Health literacy goes beyond health education; it addresses the environmental, political and social factors that determine health.

Older adult's health literacy can be improved with more knowledge, skills and self-confidence enabling them to make decisions about their own health.

Healthcare workers can also contribute by providing clear and simple communication on health issues.

## ➤ What is IROHLA?

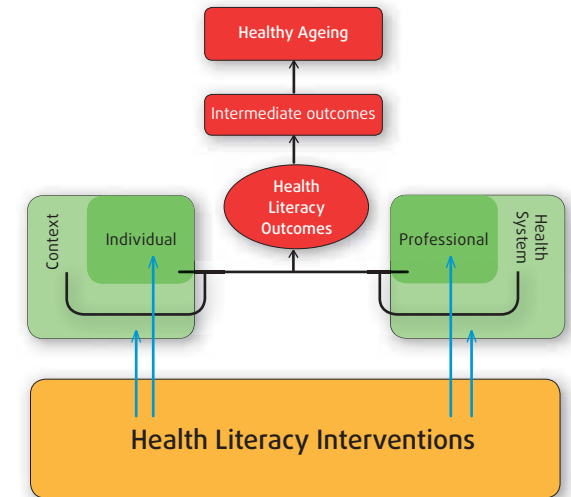
IROHLA stands for "Intervention Research On Health Literacy among the Ageing population". This research project focuses on improving health literacy for older people in Europe.

By the end of the year 2015, the project will identify a set of, at the most, 20 interventions.

These interventions will be sets of activities that have been tested and found to improve health literacy for older adults. The interventions will be based on good practices from the health, social and private sectors. This means that the best interventions will be identified from across the sectors, which is a comprehensive approach for addressing health literacy needs of the ageing population in Europe.

These interventions will be part of an **evidence-informed guideline for policy and practice for local, regional and national government** to start action.

## ➤ IROHLA Model for intervention



The ultimate goal of IROHLA is to better the health of ageing people by improving:

- communication between older people, their families and health professionals;
- access and use of services by older people, especially among those with low literacy levels;
- the ability of older people to manage their own health.

This will lead to better health, increase in participation in society and improved quality of life for the ageing population. It will also reduce the costs of health services.

These good practice interventions will then be widely available at national, regional and local level to contribute to the objectives of the **European Innovation Partnership on active and healthy ageing (EIP AHA)**.