

L2

DATE & LOCATION

12.00 – 13.30

Thursday 5 October 2017

New location:

Hotel Norica

/changed on 19.09.2017/

Health literacy in all politics

Demographic change and chronic diseases, personalised medicine and public health genomics, electronic health records and eHealth – these and many other developments will be key features of future health. At the same time, citizens and patients will have to play a more central role in decision-making. Is health literacy sufficiently reflected in current health policy? Are citizens & patients sufficiently empowered? Do health systems sufficiently allow citizens & patients to take their role?

The workshop will discuss future health, the role of citizens and patients and implications for health policy:

- Who should drive health literacy?
- How can citizens be further involved to create a ‘whole of society approach’?
- What policies are so that citizens, patients & healthcare systems can truly benefit from improved health literacy?

Health literacy requires the support of the healthcare community working together with politicians, governments and citizens to include health in education and policy, as well as to reduce inequalities. Without a cross-sectoral approach, the potential of health literacy to truly revitalise our healthcare systems will not be fully expounded.

KRISTINE SØRENSEN

Founder, Global Health Literacy Academy

DEEPAK KHANNA

Senior Vice President and Regional President (EMEAC), MSD Oncology

KATRÍN FJELDSTED

Immediate past president of the Standing Committee of European Doctors (CPME)

KAISA IMMONEN

Director of Policy, European Patients' Forum (EPF)

ORGANISED BY*The Health Literacy Coalition**Sponsored by MSD*

Moderated by **JOHN BOWIS** OBE, International Health Policy Advisor and Honorary President, Health First Europe