

Health Information News January 2016

This newsletter is intended for staff who provide health information to the public to keep informed of latest news and resources available in the Health Information field. If you would like to submit a news item – email sarah.greening@wm.hee.nhs.uk

News

BMA Patient Information Awards 2016 now open for entries - The British Medical Association has run a Patient Information Awards for the last twenty years in order to recognise excellence in the provision of information to patients and to support the valuable work which is done by many organisations. [\[Read more\]](#)

A digital health and social care strategy for Wales puts information and support at the centre - On 11 December the Welsh Government launched a [strategy](#) to set out a clear vision for improving access to information in health. They believe greater use of technology will transform health and care services and achieve better outcomes for patients and service users. The strategy has been developed in collaboration with the NHS and local government representatives. The strategy is sponsored by the NHS Informatics Management Board (NIMB), NHS Chief Executives and Directors of Social Services. It aims for a future where People in Wales will have the information, advice and support they need, and in a format that they understand, to motivate them to take action to maintain, improve and protect their own health and well-being and be active participants in their care. It aims for patients to use digital technologies and self management support to become more knowledgeable about their condition, to take responsibility for their health, to self care and actively contribute to the design and delivery of their care plans. People will use digital channels, such as social media and apps, to share their knowledge and experiences and, if desired, engage with a wider social network. The strategy can be read in full on the Welsh Government website [here](#).

How do people deal with conflicting health information? An article has been published in the Health Expectations journal highlighting the prevalence, causes and effects of conflicting health information. The authors found only a small number of studies that considered the prevalence of conflicting health information. [\[Read more\]](#)

Survey on navigational support needs when searching web for health information - Research has been published in the Journal of Medical Internet Research exploring online health information-seeking behaviours (HISB) and online navigational support needs in people living with chronic conditions in Australia. [\[Read more\]](#)

Health advice from internet discussion forums: a useful platform for peer to peer sharing? - A [study](#) by Royal Holloway University, published in the Journal of Medical Internet Research, has explored the quality of information found in online discussion forum websites. It aims to assess the likely value of such information as a peer-to-peer health information-sharing platform. A total of 25 health discussion threads were selected across 3 websites (Reddit, Mumsnet, and Patient) covering 3 health conditions (HIV, diabetes, and chickenpox). Assessors were asked to rate information found in the discussion threads according to 5 criteria: accuracy, completeness, how sensible the replies were, how they thought the questioner would act, and how useful they thought the questioner would find the replies. The findings suggested that health threads on Internet discussion forum websites are more likely than not (by a factor of 4:1) to contain information of high or reasonably high quality. Extremely poor information is rare; the lowest

available assessment rating was awarded only 11 times out of a possible 353, whereas the highest was awarded 54 times. Although assessors tended to agree on which discussion threads contained good quality information, what constituted poor quality information appeared to be more subjective. Most of the information assessed in the study was considered by qualified medical doctors and non-medically qualified respondents to be of reasonably good quality. Although a small amount of information was assessed as poor, not all respondents agreed that the original questioner would have been led to act inappropriately based on the information presented. The authors conclude that the study suggests that discussion forum websites may be a useful platform through which people can ask health-related questions and receive answers of acceptable quality. The full study can be read [here](#). Cole J, Watkins C, Kleine D *Health Advice from Internet Discussion Forums: How Bad Is Dangerous?* *J Med Internet Res* 2016;18(1):e4 DOI: [10.2196/jmir.5051](#) PMID: [26740148](#)

Mood Boosting List 2016 of the Reading Agency - is available on [Reading Groups for Everyone](#) website with jacket images and a review from the reader who nominated the book. This list is also supported with a social media campaign around #moodboosting, and will be framed within a general discussion of how reading, sharing, borrowing and giving books can help lift people's mood. Please do join in the conversation by sharing your thoughts on [Twitter](#) and [Facebook](#) using [#moodboosting](#).

How are developing digital technologies being used in health and care? - The King's Fund have published a review of eight technologies they believe will revolutionise health and care, with practical examples of how they are being developed and used. [\[Read more\]](#)

Consumer Use of "Dr Google": A Survey on Health Information-Seeking Behaviors and Navigational Needs Kenneth Lee, Kreshnik Hoti, Jeffery David Hughes, Lynne M Emmerton *J Med Internet Res* 2015 (Dec 29); 17(12):e288 HTML (open access):

<http://www.jmir.org/2015/12/e288/> PDF (members only): <http://www.jmir.org/2015/12/e288/PDF>

Background: The Internet provides a platform to access health information and support self-management by consumers with chronic health conditions. Despite recognized barriers to accessing Web-based health information, there is a lack of research quantitatively exploring whether consumers report difficulty finding desired health information on the Internet and whether these consumers would like assistance (ie, navigational needs). Understanding navigational needs can provide a basis for interventions guiding consumers to quality Web-based health resources. Objective: We aimed to (1) estimate the proportion of consumers with navigational needs among seekers of Web-based health information with chronic health conditions, (2) describe Web-based health information-seeking behaviors, level of patient activation, and level of eHealth literacy among consumers with navigational needs, and (3) explore variables predicting navigational needs. Conclusions: Approximately half of the population of consumers of Web-based health information with chronic health conditions would benefit from support in finding health information on the Internet. Despite the popularity of the Internet as a source of health information, further work is recommended to maximize its potential as a tool to assist self-management in consumers with chronic health conditions.

Joint declaration on dementia care highlights importance of information provision - A [joint declaration](#) has been published on post diagnostic dementia care and support. It is based on a recognition that people living with the effects of dementia and their families and carers have a need for the right information and support so they can live as fulfilling lives as possible, prepare for the future and their preferences for end of life are acted upon. It sets out a number of ambitions including:

- Families and carers are supported by receiving appropriate information and training on caring for someone with dementia and given access to appropriate support to meet their needs.

- People living with the effects of dementia, their families and carers, as well as health, social care and third sector professionals, are aware of what local services are available and how to access them, to enable people to live and die as well as possible with dementia.
- People living with the effects of dementia and their families and carers are made aware of and given the opportunity to participate in relevant research.

Signatories to the declaration include Alzheimer's Society, Association of Directors of Adult Social Services, Dementia UK and the Department of Health. You can access the declaration and a full list of supporting organisations [here](#).

New guidelines put patient and shared decision making at centre of end of life care -

NICE has launched the first guidelines for the NHS on improving care for people who are in their last days of life. The guidelines aim to put the dying person at the heart of decisions about their care, so that they can be supported in their final days according to their wishes. [Read more](#)

Report published on 17th Self Care Conference - The Self Care Forum have published a report on their 17th annual conference that took place in November. The theme of the conference was 'achieving self care for life'. This year's annual self care conference showcased a forthcoming student health app, health literacy, presentations on exemplar Self Care Week campaigns, inspirational local pharmacy initiatives, CLANGERS, and insights from a People's Panel on how to support people to look after their health better. The co-chair of the Self Care Forum, Dr Pete Smith took participants on a journey of self care and highlighted the next phase of the Self Care Forum which will be known as the Self Care Foundation. [Here](#) is the full report which is also separated into three smaller reports below for a shorter read:

[Self Care is Crucial for NHS Survival.](#)

[Getting Serious about Prevention.](#)

[Public Health is Crucial for Self Care.](#)

Presentations from the Self Care Conference are available on the Self Care Forum [website](#).

Events

11-29th Jan 2016 - Supporting implementation of the Accessible Information Standard - The [Accessible Information Standard](#) directs and defines a specific, consistent approach to identifying, recording, flagging, sharing and meeting the information and communication support needs of patients, service users, carers and parents, where those needs relate to a disability, impairment or sensory loss. NHS England are holding a series of events to support the implementation of the standard. These events are aimed at Commissioners, Health and Adult Social care providers and voluntary and community organisations that are promoting and working in this area. The events are being held as follows:

[11 January 2016, 10am – 3.30pm – Middlesbrough](#)

[13 January 2016, 10am – 3.30pm – Leeds](#)

[15 January 2016, 10am – 3.30pm – Manchester](#)

[18 January 2016, 10am – 3.30pm – Peterborough](#)

[20 January 2016, 10am – 3.30pm – Guildford](#)

[22 January 2016, 10am – 3.30pm – Nottingham](#)

[25 January 2016, 10am – 3.30pm – Birmingham](#)

[27 January 2016, 10am – 3.30pm – London](#)

[29 January 2016, 10am – 3.30pm – Bournemouth](#)

NHS England will be capturing the conversations and learning from these events and will be sharing this for the benefit of those that are not able to attend one. They anticipate that these will

be oversubscribed and advise booking early. For further information about these events, or to cancel/amend your booking, please contact Gary Conduct: gary.conduct@nhs.net

Tuesday 26th January 2016 in London. PiF is delighted to announce they will be holding a 1 day event. '[Communicating risk in health information](#)'. Risks and statistics are an essential part of patient information. As information and support professionals, your job is to make sure you can guide patients through the minefield of data and figures to help them feel confident in making their own decisions. This one day event will: look at the challenges many patients experience when trying to understand risk; hear from experts in the field of communicating risk; and share case studies from health information professionals who have addressed this in their work. The event will close with a practical group session that allows delegates to discuss the key challenges they face and how they can apply the findings or recommendations from the presentations in their work. Please get in touch now for more information or to secure your place at: <http://www.pifonline.org.uk/pif/?ee=73> or email claire.murray@pifonline.org.uk

27th January 2016 - Making Every Contact Count Conference HEE is hosting a national conference on Making Every Contact Count, taking place in Manchester on Wednesday 27th January 2016. The conference aims to provide support to people who commission, develop or deliver training in Making Every Contact Count (MECC) or Behaviour Change. Further details, including the programme for the day will be available in due course, but in the meantime please save the date, or for more details and to register an interest you can contact prajwala.anthapurusha@nhs.net

24 February 2016 - Commissioning person-centred care for vulnerable groups – what role does pharmacy play? Recent statistics suggest that most of us visit a pharmacies every 28 days, including people in vulnerable groups that are considered 'hard to reach' in health service terms. Those who live in care homes or are temporarily in hospital also deserve high quality care from pharmacy. The King's Fund is holding a conference on Wednesday 24 February 2016 in London to that will explore how pharmacists are now playing a more important role than ever – from supporting people to stay well in care homes to making sure pharmacy is "dementia friendly". The conference, Commissioning person centred care for vulnerable groups: what part does pharmacy play, will also explore best practice in care for people with learning disabilities and children in hospital and those with mental health conditions. Shining a spotlight on four specific groups – children and young people, people with mental health conditions, older people living in care homes and people with learning disabilities – this conference provides an opportunity to learn from best practice areas. For more details, including the draft agenda and registration details, visit the King's Fund website [here](#).

11 March 2016 - Public Health Excellence Conference – Save the Date –

Due to take place in Friday 11 March 2016 in Wolverhampton, registration will open in early January.

25 May 2016 – PiF Annual Conference - The Power of Partnership: Working in collaboration to deliver high-quality health and care information and support

at the Royal College of Physicians, London. Partnership working is about developing inclusive, mutually beneficial relationships across a range of sectors that improve the quality of health information and support, and the experience of care for patients and the public. The interactive and participatory style of the conference will include:

- **Case studies** on targeted information for hard to reach groups, developing digital approaches for self-management, and much more, will allow you to learn from a range of projects that have involved partnership working.

- 'Question Time' style Keynote Conversations with **panelists from a range of sectors**, across the UK, will enable you to take part in the discussions and contribute your views.
- Dedicated **networking sessions** will allow you to share your experiences, make connections and create, and discover, new partnerships to drive your work and projects forwards.

With the chance to submit an entry to our Best Poster Competition, and a range of sponsorship and exhibition opportunities available there is something for everyone. Please get in touch now for more information or to secure your place at: www.pifonline.org.uk/2016-conference or email nicole.naylor@pifonline.org.uk

4th -10th July 2016 – Health Information Week - <http://learning.wm.hee.nhs.uk/resource/health-information>

There a calendar of Health Awareness Events that is regularly updated and is on - <http://learning.wm.hee.nhs.uk/events>

Other online newsletters:

Knowledge for Healthcare updates – Keep in touch with progress from all of the themes on the blog page: <http://kfh.libraryservices.nhs.uk/> which includes the blogs from the Patient and Public Information Group who also tweet on @K4H_PPI

Voluntary Action Coventry Newsletter - <http://www.vacoventry.org.uk/news>

Reading Agency (National) - <http://www.readingagency.org.uk/>

Other links to health-related news -

<http://www.nice.org.uk/news/nice-newsletters-and-alerts>
http://www.nice.org.uk/newsroom/pressreleases/press_releases.jsp
<http://www.who.int/en/>
<https://www.gov.uk/>
<http://www.nhs.uk/>
<http://www.ukhealthforum.org.uk/>
<http://www.hscic.gov.uk/ibulletin>