

LANGUAGE AND LITERACY IN PUBLIC HEALTH

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(with input from Nicole Robins and Anna Blennerhassett)

NEED FOR CHANGE

- 88% of Sandwell residents speak English as their main language, compared to 92.3% nationally
- Data potentially underestimates language barriers since an understanding of verbal English does not necessarily correlate to English reading competency
- Communities should be able to make health decisions for themselves based on information that is available to them

WHAT DOES THE DATA SAY?

Proficiency in English	Number of People	%
All usual residents aged 3 years and over whose main language is not English	54,039	100.0%
Main language is not English: Can speak English very well	17,226	31.9%
Main language is not English: Can speak English well	20,420	37.8%
Main language is not English: Cannot speak English well	13,420	24.8%
Main language is not English: Cannot speak English	2,973	5.5%

30.3% cannot speak English well or cannot speak English at all.

LANGUAGES IN SANDWELL

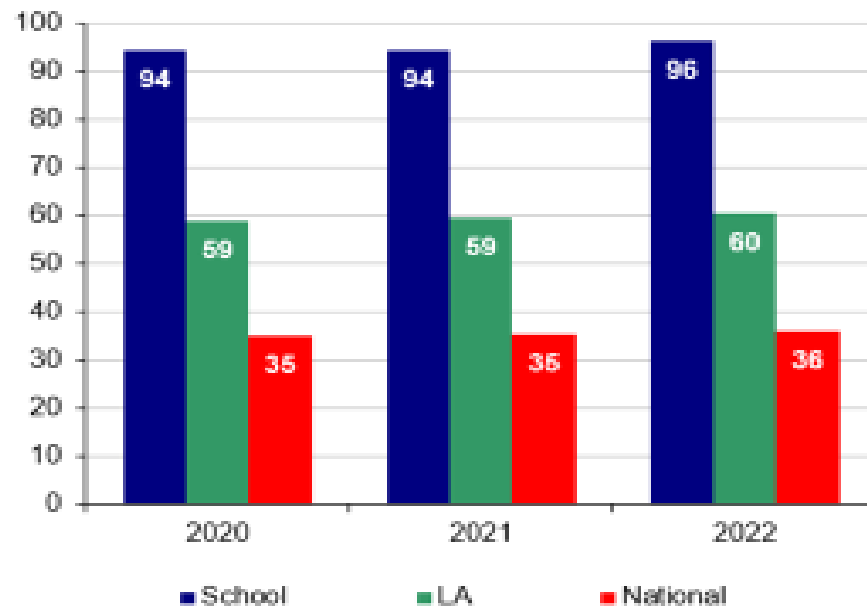
Top 10 Main languages		
All usual residents aged 3 years and over		
Main language	Number of people	%
English (English or Welsh in Wales)	274,709	83.6%
South Asian language: Panjabi	20,984	6.4%
Other European language (EU): Polish	5,685	1.7%
South Asian language: Bengali (with Sylheti and Chatgaya)	3,313	1.0%
South Asian language: Urdu	3,146	1.0%
Other European language (EU): Romanian	2,394	0.7%
West or Central Asian language: Kurdish	1,423	0.4%
South Asian language: Pakistani Pahari (with Mirpuri and Potwari)	1,158	0.4%
Arabic	1,081	0.3%
West or Central Asian language: Persian or Farsi	992	0.3%

By focusing on the top four languages after English; Panjabi, Polish, Bengali and Urdu we could reach an extra 10.1% of our population in Sandwell.

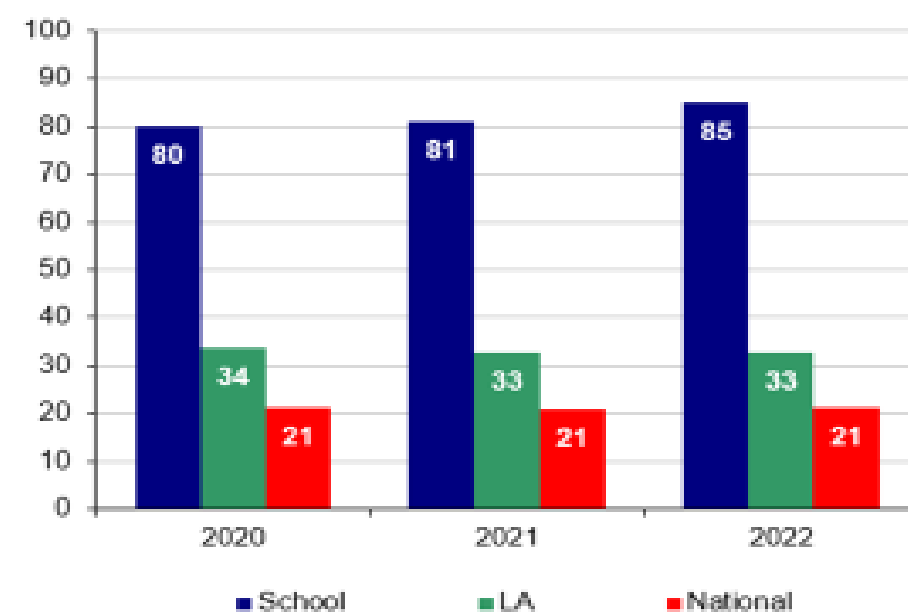
WHAT'S THE POINT?

Sandwell Primary School Census Data January 2022

Ethnic Minority



EAL – English as an Additional Language

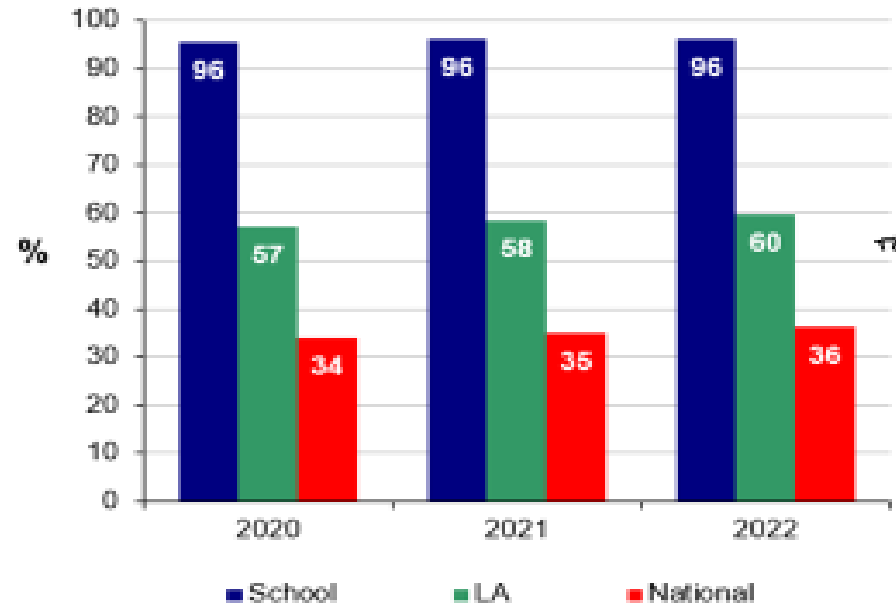


Sandwell School Census Data January 2022 – Devonshire Primary School

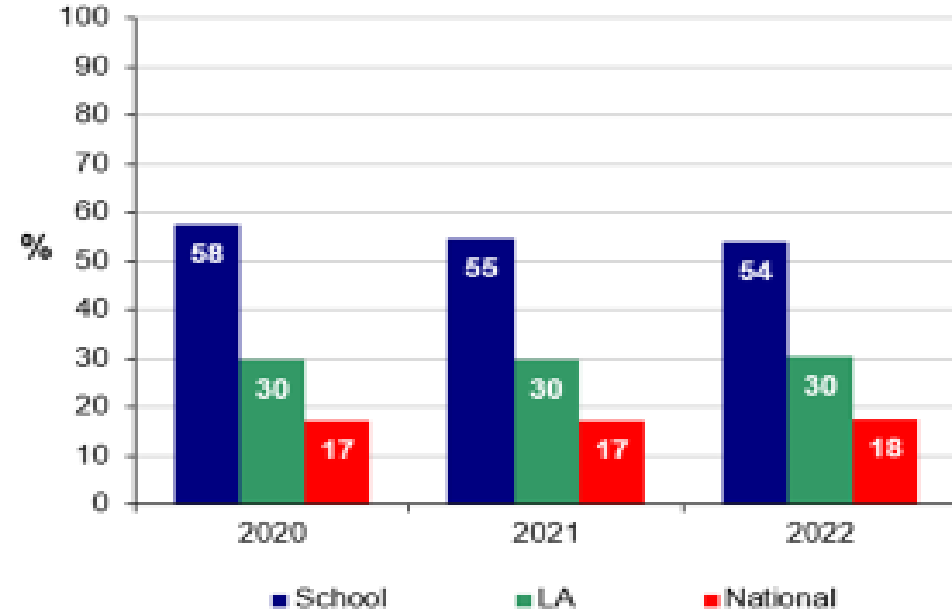


Sandwell Secondary School Census Data July 2022

Ethnic Minority



EAL – English as an Additional Language



Sandwell School Census Data July 2022 – Holly Lodge School



LANGUAGE LEARNING PROVISION

- **Sandwell Language Network (SLN)**
- For people who cannot speak English or cannot speak English well
- SLN delivers informal community-based English classes using a hub and spoke model co-ordinated by **Sandwell Consortium CIC** (hub) and **16 local delivery partners** (spokes).
- **SLN Health-related Objectives**
 - Improve health literacy and access to healthcare services
 - Reduce social isolation and promote better mental health
 - Reduce health inequalities for migrant and ethnic minority communities



“When I go to the hospital, they would ask me ‘what language do you speak’ I want to tell them something, but I don’t know how to speak English”.

“A big problem is when I go to the doctor, he speaks English, I don’t understand.”



SLN SUCCESSES

- Wolverhampton University evaluation 2022
- **524** learners on the programme, representing **19** ethnicities, **53** nationalities and **39** different main languages
- **75** local volunteers recruited and trained
- **64%** of participants in receipt of benefits, unemployed, or from low socio-economic backgrounds
- **88%** of learners achieved progression and/or take up of additional support services
- Almost **9 in 10** respondents surveyed said that SLN improved their ability to understand the NHS, book an appointment with a doctor or nurse, explain health concerns to a health professional and get to know others in their local area.
- Secured funding from the Sandwell Health and Care Partnership for 2022-24.
- LCG Award Nomination 2023

“Learner S is now more able to communicate in confidence. Her ability to comfortably book appointments on her own is an accomplishment in itself” ESOL Tutor

LITERACY LEVELS

- In England and Northern Ireland, around 5.8 million (16%) of people score at the lowest level of proficiency in literacy. This is estimated to cost the UK £81 billion a year in lost earnings and increased welfare spending.
- In 2021, almost 30% of Sandwell residents aged 16 and over (28.9%, 76,840) reported having no qualifications. This is much higher than the England and Wales figure of 18.2%.

Local Authority	% of people with essential skills needs	People with essential skills needs
Sandwell	25.7	52,401
Wolverhampton	24.9	30,578
Dudley	24.2	46,044
Birmingham	24.0	175,700
Walsall	23.7	40,730

It also shows Sandwell to have one of the lowest literacy levels in England.

Backpacker.
south america

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Top 10 Best Treks in South America

28 August 2014 Adventure, Bolivia, Chile, Colombia, Ecuador, Peru, Trekking

A 21-day trek was strung together by two big hands to follow giant peaks. The jagged peaks of the Andes rise up along the West coast of the continent. The second biggest mountain range in the world is a constant presence as you travel through South America – affecting climates, cultures and the lives of those who live in their mighty shadows. Is it your ends then, your this part of the world offers some of the best trekking and most awesome scenery known to man? As backpackers we merely skirt around the edges of the impossible. It's not just the foothills on footpaths, which cut through the mountains and allow us a taster of their terrifying beauty. Like many adventures in South America (unlike South East Asia), even the most simple 'day treks' can be a test of endurance and you'll need to be fit and well prepared to enjoy yourself. As local guides bound through ice and snow at high altitudes in nothing but flip-flops as your only footwear and body struggles with every step – you'll wonder if humans are made differently after all.

At times the treks reward you with ancient treasures – stunning turquoise lagoons, Desert Mountains, Inca ruins and lost cities. At times the reward is solely in the incredible landscapes that you walk through, the dead silence of the deserts to nature. Here are the Top 10 Hikes in South America:

1. **S Cruz PERU**

- Difficult
- Best time to go: September

The quirky mountain city of Huaraz is the starting point for this three-day trek in the Cordillera Blanca region of the Peruvian Andes, deemed the highest tropical mountain range in the world. You'll drive out of the city by mini bus to a small village (called Cashapampa) in the foothills of the Cordillera, where you'll begin walking through a valley with 6,000-meter mountains all around you. Most of the walking is done in the morning (five-six hours / day) before the weather closes in and you'll make camp each day around 2pm. The trek takes you past amazingly blue glacial lakes, through a strange sandy desert that feels like a mountain beach and on the last day (depending on which way round

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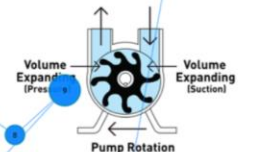
Water Pump

Your water pump is responsible for keeping your engine cool. It's a simple system that works very well. Cooling water is drawn in through the intake grates on your lower unit, up and through a rubber impeller keyed to the drive shaft on top of the lower unit, and pumped up into the powerhead of your outboard. There it circulates and eventually exits back down through the propeller to help keep it cool from the outboard's exhaust. A telltale hole emits a small, visible stream of water after it has passed through the powerhead, to help indicate that cooling water is flowing.



Tip: If water should stop flowing from the telltale hole on your outboard, or if the stream becomes weak, carefully check the outlet tubing for obstructions. Mud daubers and other insects love to call these places home, especially during periods of extended storage.

Tip: Not all outboards will emit waterflow from the telltale hole at idle speed, even when operating normally. Once RPM increases a bit, however, you should see it. If you don't, keep a close watch on your temperature gauge and listen for a warning horn. Additionally, Yamaha outboards have an RPM reduction mode (as do most brands) which will limit the engine RPM if an overheat condition is detected.



Time without use can lead to the impeller "taking a set", or becoming permanently deformed, due to its off-center positioning inside the cup. This condition makes water flow much weaker. Additionally, periods of non-use can cause the rubber to become more brittle, perhaps even breaking pieces off and sending them into the cooling system. For these reasons, it's best to replace your water pump impeller or the entire water pump assembly when servicing these items, and never rotate your outboard's crankshaft or driveshaft in a counterclockwise direction.

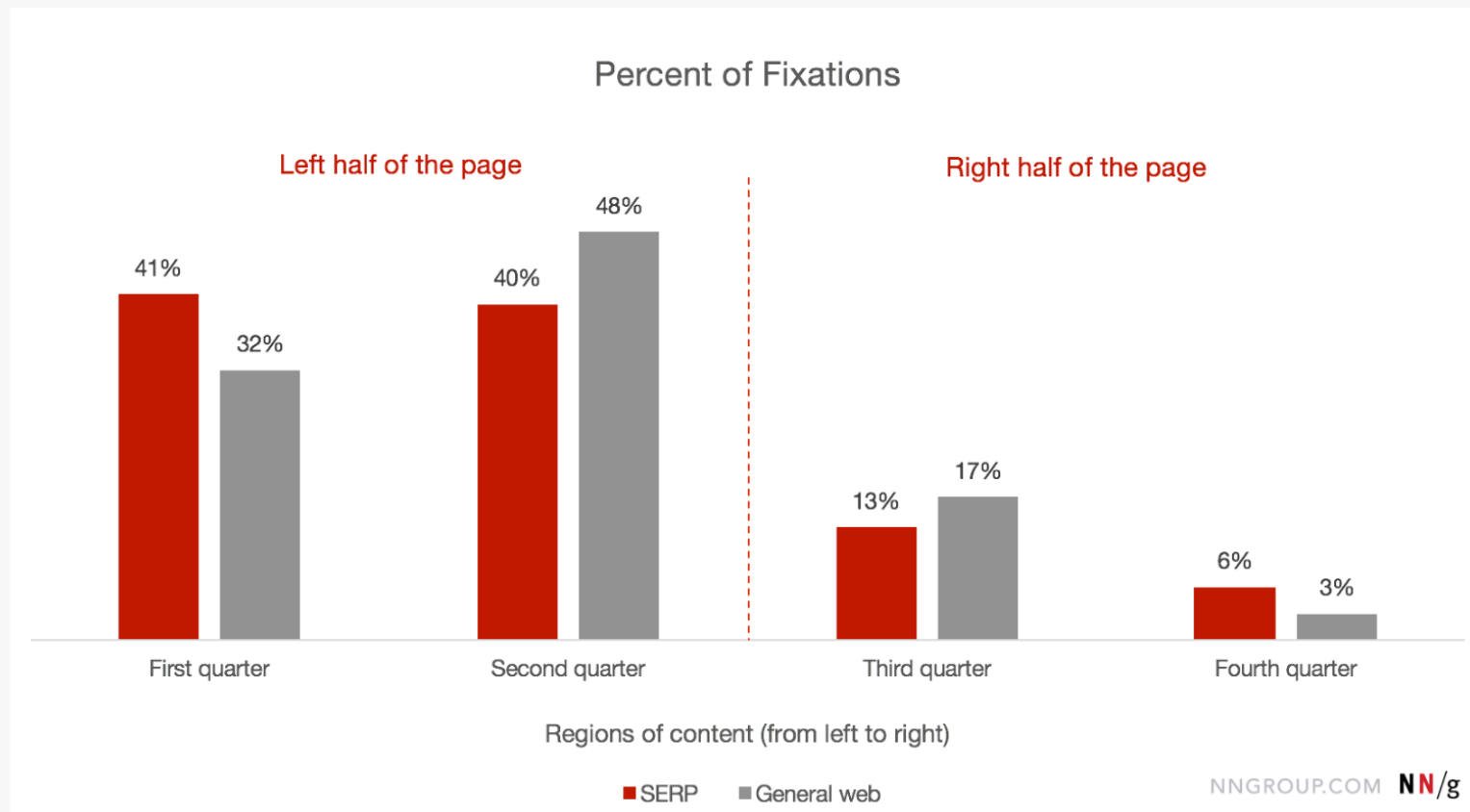
Tip: The rubber impeller is located inside a stainless steel cup, and uses the water for lubrication. If this water is not present, the friction of the rubber on stainless steel will very rapidly overheat and destroy the rubber impeller. This is why it's imperative NOT to operate, or even turn over, your outboard without there being a proper supply of water to the outboard beforehand.

As a general rule, inspect the impeller and water pump assembly every year if operating in salt, brackish or turbid water, and replace if necessary. The debris in these waters acts like sandpaper. If operating in freshwater that is clear and clean, this interval may likely stretch to two seasons, provided no dry operation has occurred. Be sure to check your particular owner's manual for your outboard's specific service interval.

Tip: If you're at all uneasy about performing impeller/water pump inspection and replacement procedures, have your local Yamaha Marine dealer do the work. They have the tools, materials and training to do it right, for your peace of mind.

Belts & Hoses

Any belts and hoses your outboard has have to operate in the brutally harsh marine environment. Give them a glance once in a while, and heed the manufacturer's schedule for their replacement. If you find cracking or fraying, be safe and replace. Do not attempt to "flip" a belt in order to extend its life, nor handle the belt with lubricant of any kind on your fingers. Keep these safe from spray on lubricants, too.



SERP and general-web browsing patterns are not all that different from each other when you control for the width of content.

LITERACY IS CONTEXT SPECIFIC



HEALTH LITERACY

- The health literacy levels in England are very low: 43% of 16 to 65-year-olds struggle with text-based health information; and 61% of 16 to 65-year-olds cannot understand health information that includes both text and numbers.
- 30-minute online training module for internal staff and partners including service providers
 - <https://www.e-lfh.org.uk/programmes/healthliteracy/>

WHY WE SHOULD BE HEALTH LITERATE

We have a real opportunity here to make our organization health literate:

- As you know, health literacy is not just about the ability of people to understand and act on the health information we share with them. Of equal importance is also how we, as the provider, make sure we communicate clearly to help people understand and act on that information.

When this change has been successful:

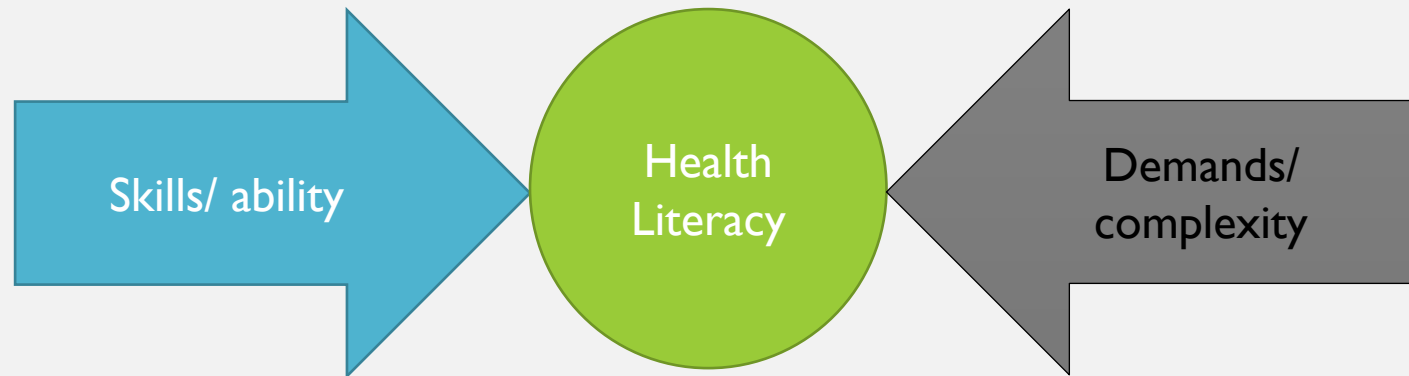
- We will see improved health outcomes for our service users. It will also help us to be more effective, efficient, save us money – and will enhance our reputation.

To achieve this, we are going to:

- Make sure our colleagues, especially those who have frequent interaction with our service-users, know how to help our service users to understand and act on the information we share with them
- Involve our service users in the review and production of communication that is intended for them
- Change our policies to recognize the importance of being a health literate organisation
- Think how we can change our public-facing areas and website to make it easy for our service users to interact with us
- Check that this work is making a difference

SO, WHAT IS IT?

- Health literacy is a balance between the skills of the patient / family / community and the environment in which they live (health systems, education systems, social care systems etc.) Demands/ complexity



WHY IS IT IMPORTANT?

Limited health literacy is linked with unhealthy lifestyle behaviours such as:

- poor diet
- smoking
- lack of physical activity

Limited health literacy is associated with:

- increased risk of morbidity
- premature death

People with limited health literacy are:

- less likely to use preventive services
- less likely to respond well to public health campaigns
- less likely to successfully manage long-term health conditions
- more likely to use emergency services
- more likely to incur higher healthcare costs

READABILITY SCORES

Flesch Reading Ease test

This test rates text on a 100-point scale. The higher the score, the easier it is to understand the document. For most standard files, you want the score to be between 60 and 70.

Flesch-Kincaid Grade Level test

This test rates text on a U.S. school grade level. For example, a score of 8.0 means that an eighth grader can understand the document. For most documents, aim for a score of approximately 7.0 to 8.0.

The average reading age in England is 9 years old.

OUR AIMS

- Work with the public health procurement team on commissioning and Voluntary Sector support team on grants process to agree standards for language provision
- Healthy Sandwell website update
- Promote the Sandwell Language Network
- Work with school partners
- Public Health staff to attend NHS Health Literacy training session
- Endorsement from senior management team
 - Resource to keep project going through champions in Public Health team
- Deliver training to all Public Health staff around health literacy and English as an additional language need in Sandwell
- Audit existing programmes to understand current language provision
- Public health communications - Agree on Sandwell public health team policy for all public health information, including written information and the Healthy Sandwell website

QUESTIONS?