

Gold Coast Health Health Literacy Strategy 2025 – 2030

Our Vision

A community empowered to be active participants in their health and well-being.

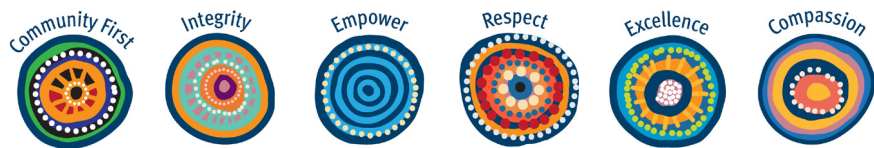
Our Aim

To improve health outcomes by supporting our community to make informed decisions, understand and move through the healthcare system; and feel empowered to actively take steps to manage their health and healthcare.

Our Philosophy

Our Always Care philosophy is central to our strategic direction. It recognises that the simplest acts of compassion can have significant impact - for patients, staff, the Gold Coast community and our partners in care delivery.

Our values



Gold Coast Health acknowledges the traditional custodians of the Gold Coast, the Yugambeh-speaking people, whose land, winds and waters we all now share; and we pay tribute to their unique values, and their ancient and enduring cultures, which deepen and enrich the life of our community.

We pay respects to Elders past, present and emerging, and recognise those whose ongoing effort to protect and promote Aboriginal and Torres Strait Islander cultures will leave a lasting legacy for future Elders and leaders.



Here at Gold Coast Health, we know that improving health literacy is an essential part of high-quality care.

We recognise that good health literacy means people can understand and act on health information, feel enabled to make informed decisions about their wellbeing, and know where to go for healthcare when they need it. We know that improves health outcomes.

Our new Health Literacy Strategy has been developed hand in hand with patients, carers, clinicians and community representatives. It recognises that three pillars – improved communication, empowered consumers, and support to navigate services – are key to ensuring our community can make the best use of health services whilst confidently managing their own conditions and making decisions in partnership with health care professionals.



Keeping up with the rapidly changing world of health and health care can sometimes feel impossible. We are committed to ensuring every person can feel empowered to actively participate in their health journey and make choices that matter to them, every time.

Ron Calvert
Chief Executive



Enhance Communication

- **Use plain and simple language** in all written and verbal communication, avoiding jargon and acronyms
- **Ensure communication is culturally appropriate and accessible** to all to improve understanding and encourage service access
- **Use pictures, videos and audio options** to support explanations and meet different learning needs
- **Train our staff** and provide tools to check for understanding and adjust communication based on consumer needs



Enable Navigation

- **Provide clearly visible, simple signage** in buildings and use in-person support where needed to help people to find their way
- **Create user-friendly digital tools** that are intuitive and align with those in everyday life, and support consumers to use them
- **Help people with complex needs, especially those who are vulnerable, access appropriate services** using digital support or specialised staff where necessary
- **Collaborate with partners** to ensure moving between services is simple, care is coordinated and continuous, and information is consistent



Empower Consumers

- **Promote effective help-seeking** by collaborating with partners to advertise services, grow community health literacy and encourage access to preventative health and peer support
- **Encourage shared decision-making** by enabling patients to discuss their health and care, including providing tools that support consumers to ask questions and make informed choices where they choose to do so
- **Support self-management** by helping consumers to access reliable written and digital resources
- **Collaborate with consumers** in the design and testing of communications, tools and building and service design

We will measure the effectiveness of this strategy via ongoing improvements in our patient experience surveys and meeting the National Safety and Quality Health Service Standard 2 – Partnering with Consumers.

Key principles for healthcare professionals

- *Be person-centred*
- *Listen*
- *Never assume*
- *Encourage questions*
- *Improve your knowledge*
- *Share decision-making*
- *Include families and carers*