

HeLEvi – Promoting the health literacy of managers – An evidence-based training program

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Milestone 1: Workplace Health Literacy of managers in Germany: perspectives of Experts and Managers

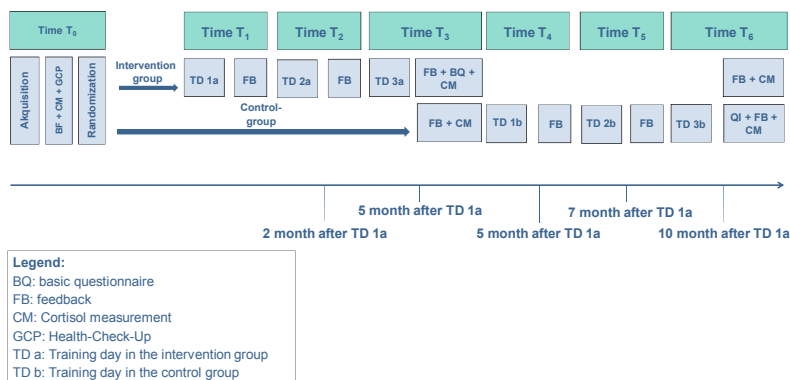
Aim of this Milestone was to reduce the existing knowledge about health literacy needs and status of managers for developing a work health promotion program for increasing health literacy of managers (training program). We conducted 23 separate semi-structured interviews of managers from all management levels (low, middle and top) and experts in the field of health management and / or personnel management. The qualitative interviews were analyzed according to Mayring's content analytic approach using MAXQDA. The findings indicate that managers do have considerable information levels about existing health topics and relevant problems, but have difficulties of discernment as to which sources of information can be activated or accessed in a timely fashion due to work and information overload. Even those who devise strategies often fail in implementing health-literate behavior. Experts and managers had fairly consistent views on the importance of health literacy among managers. Most agreed that mental health was neglected and that company conditions were important in influencing the ability to act in a way that promoted health literacy.

Milestone 2: Development of an evidence-based training program



Milestone 3: Evaluating the effectiveness of the developed training program for managers

Figure 1: Research design for the quantitative study.



Methods:

Basic questionnaire:

- 1) socio-demography & personality, 2) health literacy, 2) subjective health, 3) stress, 4) workload, 5) work-life balance, 3) presenteeism & absenteeism, 4) physical activity

Cortisol measurement:

- Morning cortisol (three times)
- Cortisol questionnaire including information on time of measurement health problems etc.

Participation rates after T₁:

- Overall : 7,5% (of 2.200 managers , 167 participate)
- Basic questionnaire (first round) : 83,2 % (of 167 managers, 139 complete)
- Cortisol measurement: 53,3 % (of 167 managers, 89 participate)