

Strengthening Health Literacy

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WHO are we? WHERE do we work? WHAT is our mission?



- **We are responsible for ensuring accessible and high-quality health care in the Liberec Region**
- **You will find us in the Liberec high-rise building “U Nisy“ wit the new riverfront, not at the city hall!**
- **Goal: healthy citizens who také an active role in caring for their own healt = the greatest asset of the region**

We base our work on data on the popoulation structure



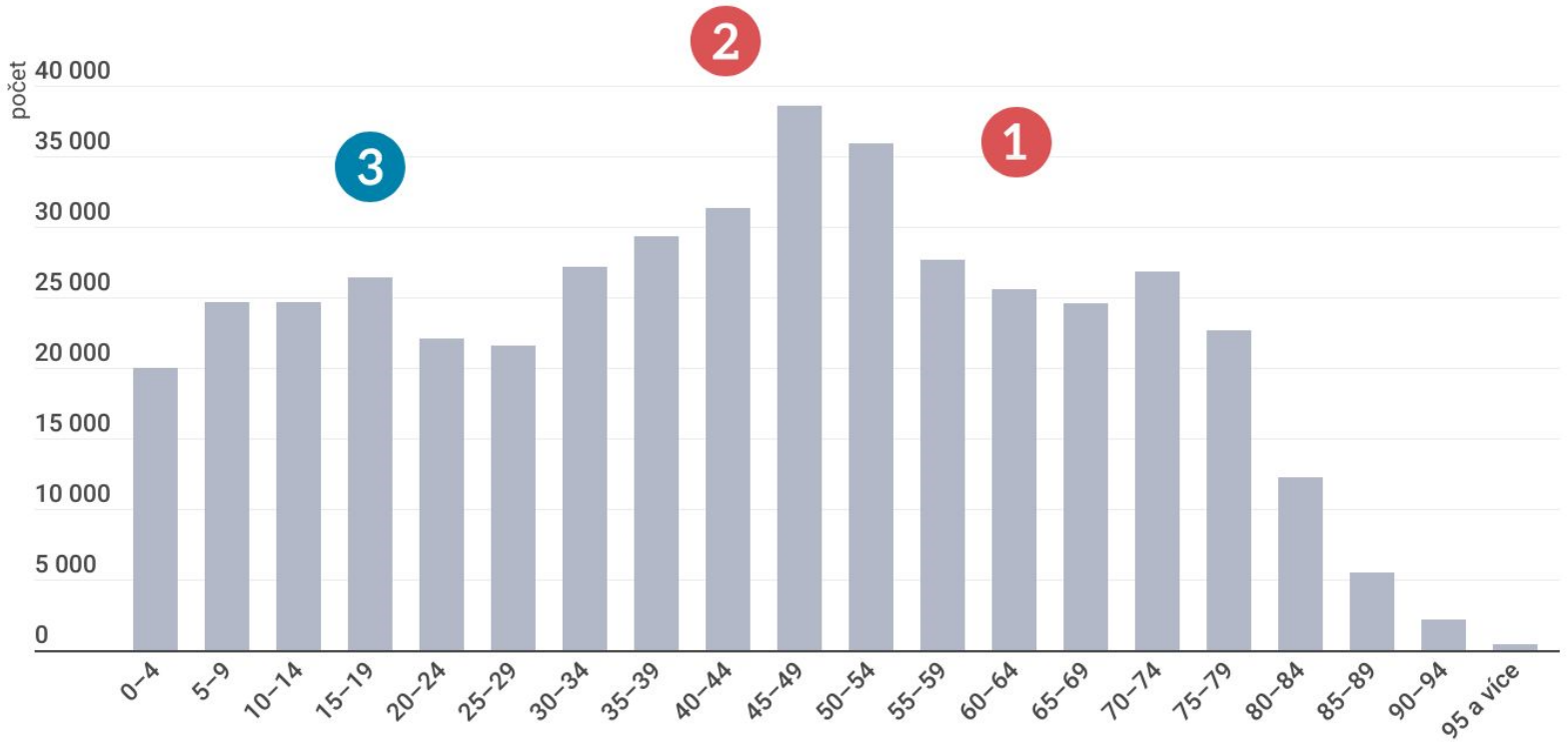


Life expectancy is increasing, but people suffer from a high burden of disease!
What awaits us / you in the coming decades?

Liberec Region	31 Dec 2020	31 Dec 2024	1 Jan 2030	1 Jan 2040	1 Jan 2050
Population aged 65+	90,819	94,452	98,605	111,667	126,743
Population aged 75+	34,098	43,069	52,346	56,422	66,194
Population aged 85+	7,791	8,195	11,219	20,413	20,790

We base our work on population structure data

Age structure of the population of the Liberec region as of 31 December 2024



Your parents, the so-called “Husák‘s generation“ **(2)**, will move into the 65+ age group within the next 10-15 years. This will result in a sharp increase in morbidity associated with diseases of older age and seniors (we spend too many years living with illness).

Your generation **(3)** will, within 10-15 years, become the middle generation, responsible for providing care parents in old age and during illness.

Become the hero of your own story and stop the forecast for 2050! What would await you?



both your parents and you will live longer than today‘s generations **BUT!** What is at risk of nothing changes?



a 32% increase in sudden heart failure,

a 36% increase in oncological diseases (cancer),

a 12% increase in diabetes,

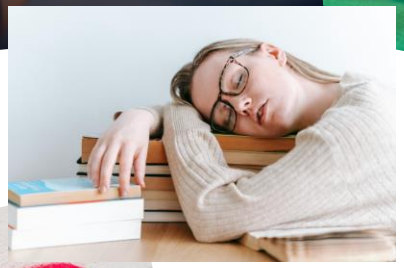
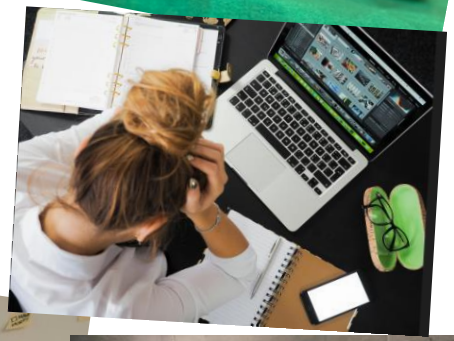
an 86% increase in Alzheimer‘s disease.

WHAT DOES TODAY‘S LIFESTYLE LOOK LIKE?







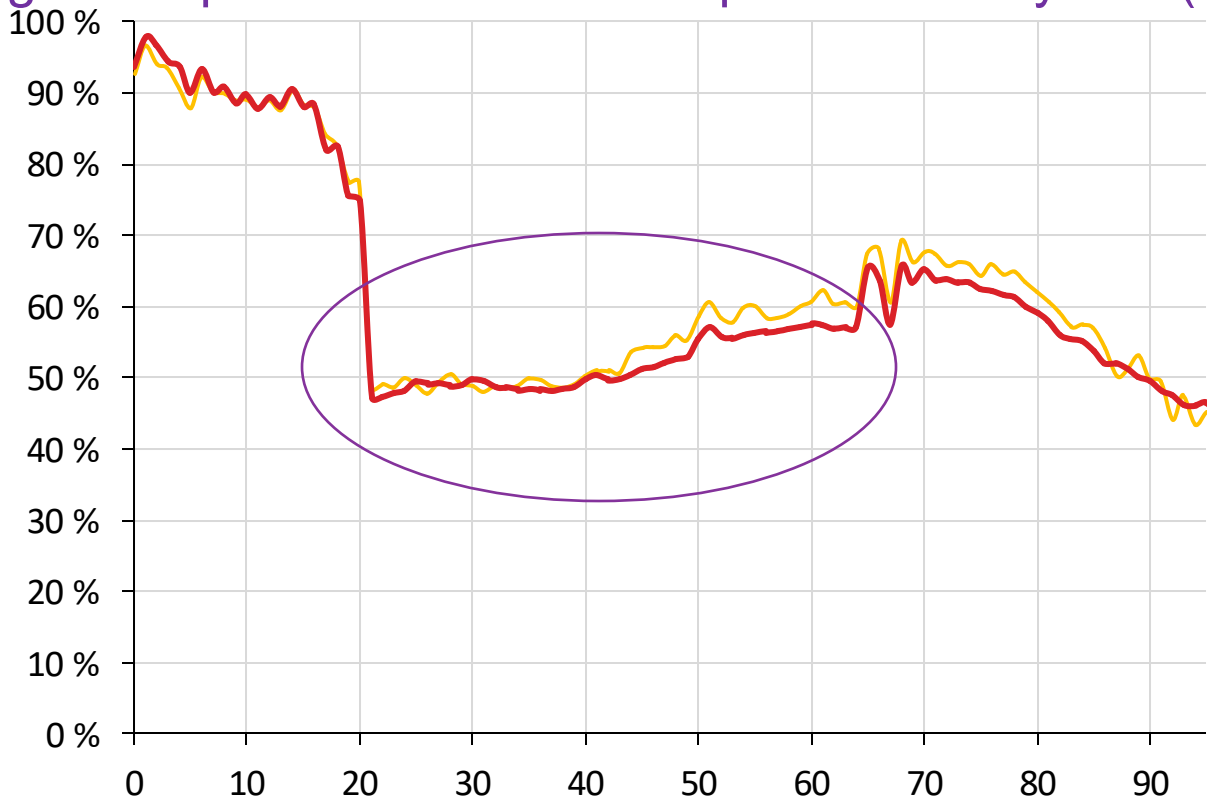








Support from the state – preventive check-ups with a general practitioner

Share of the population in the Czech Republic vs. The Liberec Region by age (2024) who inderwent a preventive check-up with a general practitioner within the previous two years (2023/2024):

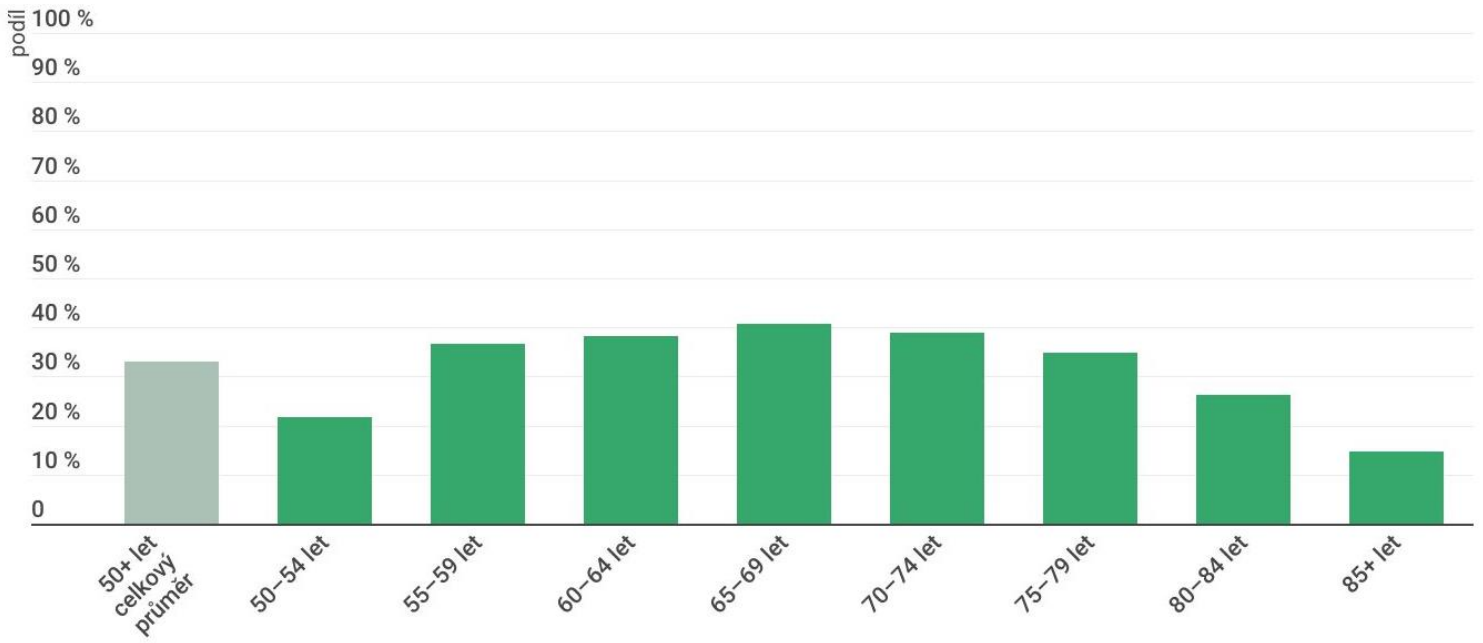


50-60%

Isn‘t that too low ?!

Support from the state – screening programmes for the prevention of cancer (and not only cancer)

Colorectal cancer screening: Coverage of the target population within a two-year interval



- A significant proportion of citizens still do not participate in screening programmes, thereby risking the detection of cancer at an advanced stage, with a lower chance of complete recovery.
- Example: participation in colorectal cancer screening (people aged 50 and over):
  Participation is only 33% in the Liberec Region and 31% nationwide in the Czech Republic.

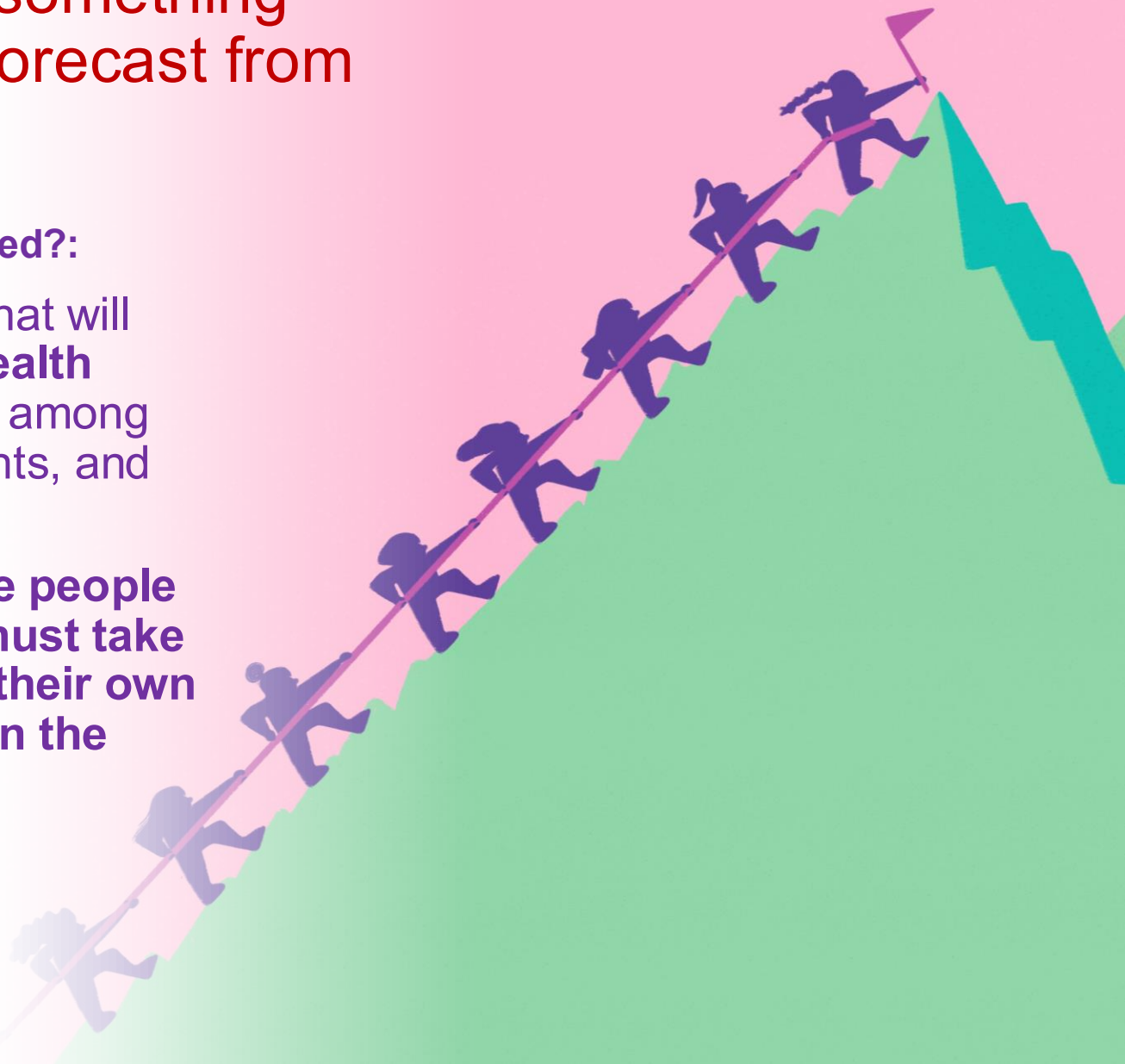
WHY?!

The examination is simple, free of chargé, and available at every general practitioner!

Help us do“do something“ to prevent the forecast from coming true!

How can this be achieved?:

- Propose anything that will help **strengthen health literacy**, especially among children, their parents, and young people.
- **Find ways to make people realise that they must take responsibility for their own health and do so in the right way.**



What is health literacy?

What does a health-literate person look like?

A health-literate person= is able to navigate
health information, can easily access reliable and verified sources, understands the information and its meaning, is able to process it, assess potential risks,
and, most importantly, uses this information for the benefit of their own health.

What types of information can these be?:

- **Information related to health care** (navigation within the health care systém, entitlement to medical examinations, etc.)
- **Information related do disease prevention** (which preventive programmes are covered by law, which services can be paid for privately, etc.),
- **Information related to health promotion** (primatily focused on a healthy lifestyle and other factors influencing health, such as advertising and similar influences).

What outcome do we want?

An outcome that, through increased health literacy, will change your future.

- ✓ **original**
- ✓ **creative**
- ✓ **attractive**
- ✓ **innovative**
- ✓ **realistic**
- ✓ **Something that captures the target age group through its design and execution**



We will be happy to work with you!

THANK YOU FOR YOUR ATTENTION



Liberecký kraj

ZDRAVÝ LIBERECKÝ KRAJ