



National Health Literacy Strategy Framework consultation

On the 12th October 2022 the Australian Department of Health and Aged Care released the draft National Health Literacy Strategy Framework for consultation. The development of a National Health Literacy Strategy is one of eight immediate priorities under the [National Preventative Health Strategy](#). The National Preventative Health Strategy was released in December 2021 and aims to create a sustainable prevention system for all Australians, with a particular focus on the wider determinants of health, reducing health inequity and addressing the increasing burden of disease.

Cancer Council reviewed the draft National Health Literacy Strategy and provided a submission to the consultation which spanned the cancer control continuum. Cancer Council responded to the questions posed relating to the vision, key principles, aims and opportunities for key partners such as government, non-government organisations, workplaces, education institutions, services providers, people and communities, to support health literacy action. Our submission focused on:

- Ensuring that the National Health Literacy Strategy is written in a way to support people with low health literacy and in different modes to engage with the strategy.
- Creating evidence-based, appropriate materials requires co-design with the intended audience.
- Recognition that written materials designed in other languages may not be appropriate or accessible for populations with low literacy levels in their primary language, and that other formats such as audio-visual messaging may be more understandable and useable for some.
- Adapting health literacy approaches as health literacy needs change over time, and that factors such as tone are important in health information as people may come to read this at an emotional and sensitive time.
- Opportunities to reduce the overabundance and duplication of information, even across trustworthy sources, should be a priority as this can be overwhelming for people to determine what is relevant.
- Principles of health literacy should also be applied to social marketing campaigns promoting preventive health messages.
- Digital features and resources are required to support navigation to trusted sources of information.
- Health professionals and service providers, such as Cancer Council, are often where people go for trusted health information and these channels should be supported to deliver information.

Information about the progress of the consultation, can be found on the consultation's [webpage](#).