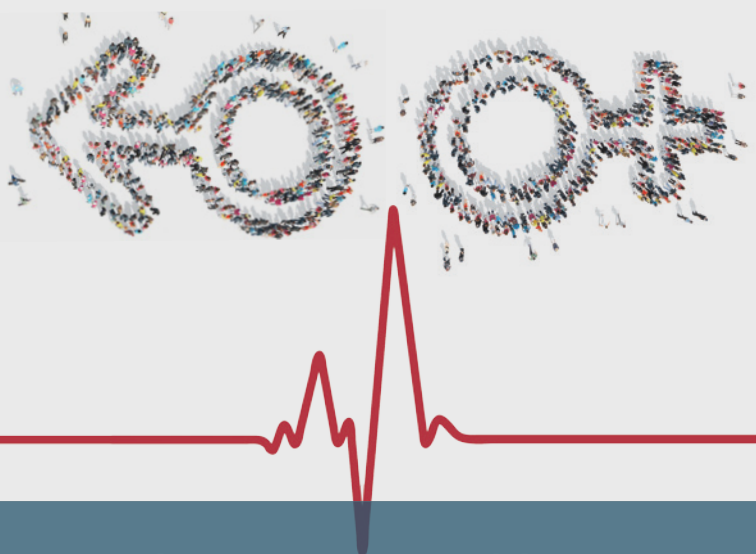


Public Conference



Gender-Sensitive Health Literacy

A Future Concept for Public Health?

October 27, 2016

9.30 a.m. – 5.00 p.m.

Amélie Thyssen Auditorium
Fritz Thyssen Stiftung
Apostelnkloster 13-15
50672 Cologne



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cologne center for
ethics, rights, economics, and social sciences
of health

Gender-Sensitive Health Literacy – A Future Concept for Public Health?

Over the last 20 years, the concept of health literacy has become increasingly prominent both in science and politics. Health Literacy denotes the ability of an individual to get access to health information, to understand and appraise this information as well as to transfer this knowledge into health-promoting actions. These capabilities are getting more and more important for making healthy choices within an increasingly complex health care system.

Studies have shown that health literacy of a person is an important indicator for his or her general state of health – and yet, more than half of the population show a problematic level of health literacy. Particularly affected are persons with a low level of education, at high age, and with a migrant background.

Health literacy and health-related behavior also show sex- and gender-related characteristics. Apart from differences in prevalence and types of diseases and symptoms, there are distinctions in the evaluation and utilization of preventive health examination, nutrition and lifestyle, in the perception of the own body, as well as in dealing with health information and risk behavior. While these dissimilarities become apparent in the expression and perception of symptoms, and in preferences and expectations regarding therapeutic strategies, medical science and care have not yet taken these variances into account adequately. As a result, gender-related inequalities lead to under-, over-, and misprovision of health services.

Contact

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Program

9.30 a.m.

Arrival and Registration

10.00 a.m.

Welcome and Introduction

Prof. Dr. Christiane Woopen

Vice Dean of Academic Development and Gender, Executive Director of **ceres**
University of Cologne, Germany

and

Prof. Dr. Elke Kalbe

Head of Department of Medical Psychology and Gender Studies of the
University Hospital Cologne, Germany

10.15 a.m.

Session 1: Health Literacy and Gender Medicine – Conceptual Foundations

The Integrative Concept of Health Literacy

Kristine Sørensen, PhD

Global Health Literacy Academy, Netherlands

Women's Health and Men's Health – Two Distinct Concepts?

A Focus on Women's Health

Prof. Dr. Birgit Babitsch

Head of Department of New Public Health
University Osnabrück, Germany

A Focus on Men's Health

Prof. John Oliffe, PhD, RN

Founder and Lead Investigator Men's Health Research
University of British Columbia, Canada

11.30 a.m.

Coffee Break

12.00 a.m.

**Session 2:
Gender-Sensitive Health Literacy –
From Individual to System Level**

Individual Level

Genetic Differences between Men and Women

Dr. Ute Seeland

Berlin Institute of Gender in Medicine (GiM)

Charité Berlin, Germany

**Gender-Sensitive Health Information –
From Understanding to Applying**

Prof. Dr. Eva-Maria Bitzer

Head of Academic Section Public Health and Health Education

Pädagogische Hochschule Freiburg, Germany

1.00 p.m.

Lunch Break

2.30 p.m.

System Level

**Quality Requirements on Health Information –
Do They Consider Gender-Sensitive Aspects?**

Prof. Dr. Sylvia Sängler

Head of Academic Section Health Science

SRH University of Applied Health Sciences Gera, Germany

**Gender-Sensitive Education in Health Literacy: A Targeted
Approach for Healthcare Planners in Developing Countries**

Prof. Cristine Smith, Ed. D.

Department of Educational Policy, Research and Administration

University of Massachusetts Amherst, USA

3.30 p.m.

Coffee Break

4.00 p.m.

Session 3:

Research on Gender-Sensitive Health Literacy

Approaching Gender-Sensitive Health Literacy in Public Health Research

Prof. Dr. Dr. Thomas Abel

Deputy Director of Institute of Social and Preventive Medicine

University Bern, Switzerland

Health Services Research for Gender-Sensitive Health Literacy on System Level

Prof. Richard Osborne, PhD

Chair of Public Health

Deakin University, Australia

4.45 p.m.

Conclusion

Prof. Dr. Christiane Woopen

Vice Dean of Academic Development and Gender, Executive Director of **ceres**

University of Cologne, Germany

and

Prof. Dr. Elke Kalbe

Head of Department of Medical Psychology and Gender Studies of the

University Hospital Cologne, Germany

The event is co-hosted by the Vice Dean's Office of Academic Development and Gender of the Medical Faculty of the University of Cologne, and the Department of Medical Psychology, Neuropsychology and Gender Studies of the University Hospital Cologne.

Venue

Fritz Thyssen Stiftung, Apostelnkloster 13-15, 50672 Cologne



Registration

Admission is free.

Please register at: gender-lit@uni-koeln.de



About ceres

ceres, the Cologne Center for Ethics, Rights, Economics and Social Sciences of Health, is a cross-departmental center for interdisciplinary research, education and advanced training in the area of health. **ceres** also carries out advisory functions on health-related matters. The center was founded by five faculties and the President of the University of Cologne.

ceres' systematic interdisciplinary and cross-disciplinary composition enables us to connect hitherto largely unrelated research areas, resulting in a more comprehensive as well as practice-oriented knowledge gain. Additionally, ceres serves as a forum for international exchange in the area of research as well as on all levels of academic education. By providing social and political information and guidance, ceres plays an active role in contributing to the public debate.



Funded by the University of Cologne