Health Literacy Policy in Greece

WHO Athens Quality of Care and Patient Safety Office

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World Health Organization
European Region

The HLS_{24} _Greek Survey:
WHO Action Network on Measuring Population and Organizational Health Literacy (M-POHL)

HLS_{24}-GEN-HL

General Health Literacy

HLS_{19} 12 items + 3 items

HLS_{24}-DIGI-GR

Digital Health Literacy

25 items

HLS_{24}-MENTAL-GR

Mental Heal Literacy

18+3 items

Scores labelled as:

- **"inadequate" (≤ 50),**
- **"problematic" (> 50 and ≤ 66.67),**
- **"sufficient" (> 66.67 and ≤ 83.33),**
- **"excellent" (> 83.33)**

(employment of this categorisation is under consideration, https://m-pohl.net/)

HLS24 Greece | Key preliminary findings

GENERAL HEALTH LITERACY		DIGITAL HEALTH LITERACY		MENTAL HEALTH LITERACY	
REPORTED DIFFICULT / VERY DIFFICULT					
Comparing treatment options	59%	Judging online information reliability	50%	Assessing need for professional help	54%
Understanding food packaging	45%	Identifying commercial interests	44%	Deciding how to help someone	54%
REPORTED EASY / VERY EASY					
Finding healthy lifestyle information	89%	Using effective online search terms	85%	Understanding mental well-being advice	67%
Assessing unhealthy-habit information	80%	Cross-checking across websites	78%	Finding self-care information	64%

Source: HLS24 Greek Survey, preliminary item-level results. Percentages rounded..

Inclusive Findings

HLS24-GEN-GR
HLS24-DIGI-GR
HLS24-MENT-GR

- **Higher levels** of Health Literacy are associated with better health, life satisfaction, happiness and meaningful life.
- **Lower levels** of Health Literacy are evident among vulnerable groups, including individuals with lower educational attainment.
- The adoption of digital technologies and AI applications is linked with higher level of **Digital Health Literacy.**

The first National Health Literacy Action Plan for Greece- *Draft*

The goal →

to increase the proportion of the population with sufficient or excellent general, mental and digital health literacy by 10% by 2031.

- Individual capacity
- Organizational health literacy
- Health system responsiveness

The co-creation process

Stakeholder Analysis

Mapping and analysis of key stakeholders

Literature Review

- Review of health literacy evidence and research
- Review of international action plans and best practices

Review of Health Literacy Data and Policies in Greece

Analysis of the current situation to identify gaps, and priorities

Patient Perspectives

- Qualitative data:
  - Interviews
  - Patients' Summit
- Quantitative data:
  - Questionnaire survey

Regional Workshops

Drafting

Concentric Health Literacy Policy Framework

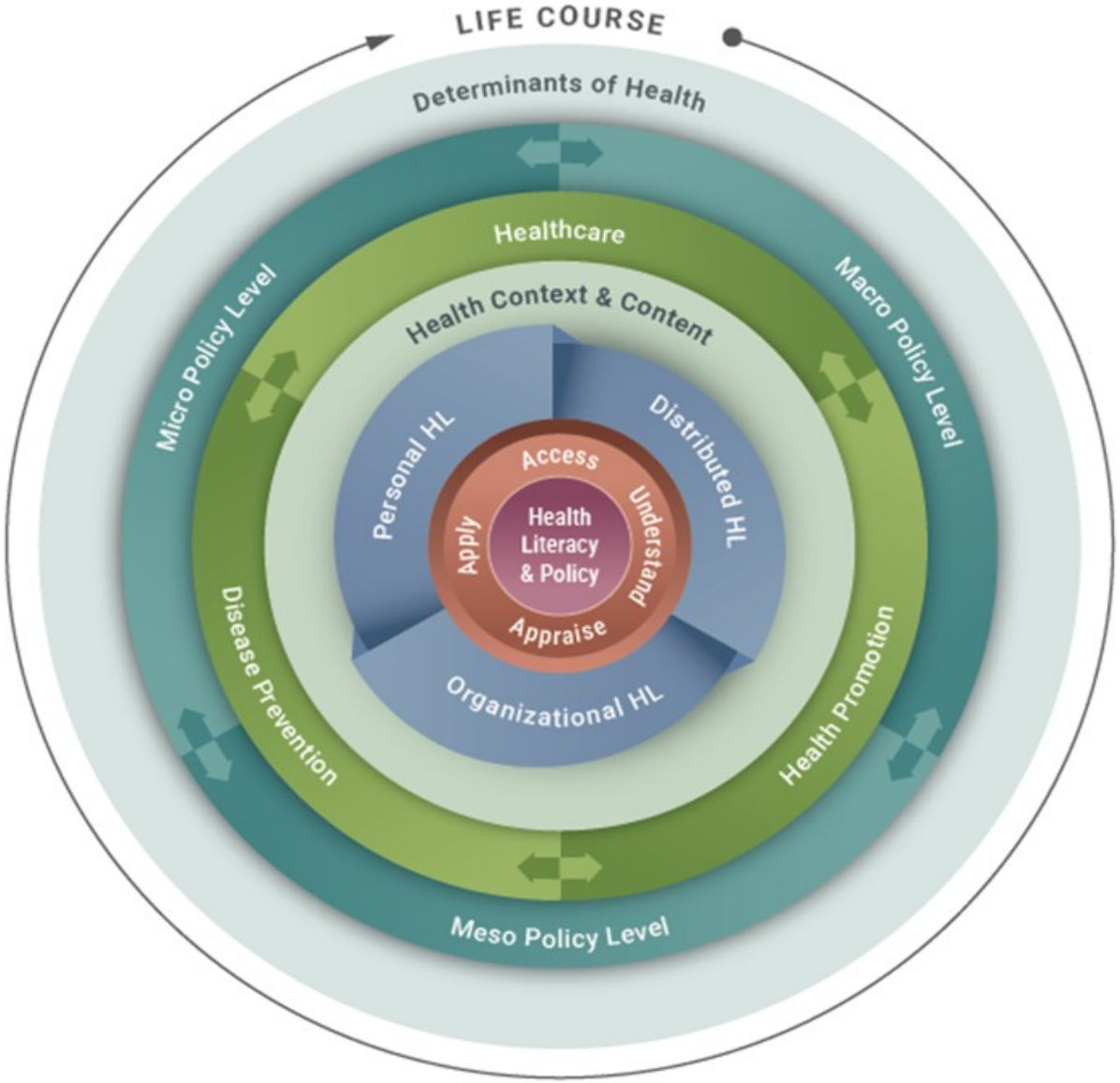
Experts Consultations

The Concentric Health Literacy Policy Framework

Purpose

- integrative
- policy-oriented
- multidimensional & relational
- dynamic

→ **"7 Lenses"** of HL policy development



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Draft Greece's National Health Literacy Action Plan (2026–2031)

Values

- Accessibility
- Adherence & Critical Health Literacy
- People Engagement
- Social Environment & Collaboration
- Equity & Inclusiveness
- Sustainability



Policy levels

- national, regional, community
- organizational
- individual

Architecture

- Health Function
- Responsible Actors
- Timeframe Suggested
- Indicator and Target

Source: National Health Literacy Action Plan for Greece (2026–2031), pp. 8, 16–17, 35–36.

11 Action areas translated into 54 actions

ENABLING FOUNDATIONS

1. Governance and national/regional coordination
2. Monitoring and research
3. Standards for health-literate services
4. Health-system responsiveness

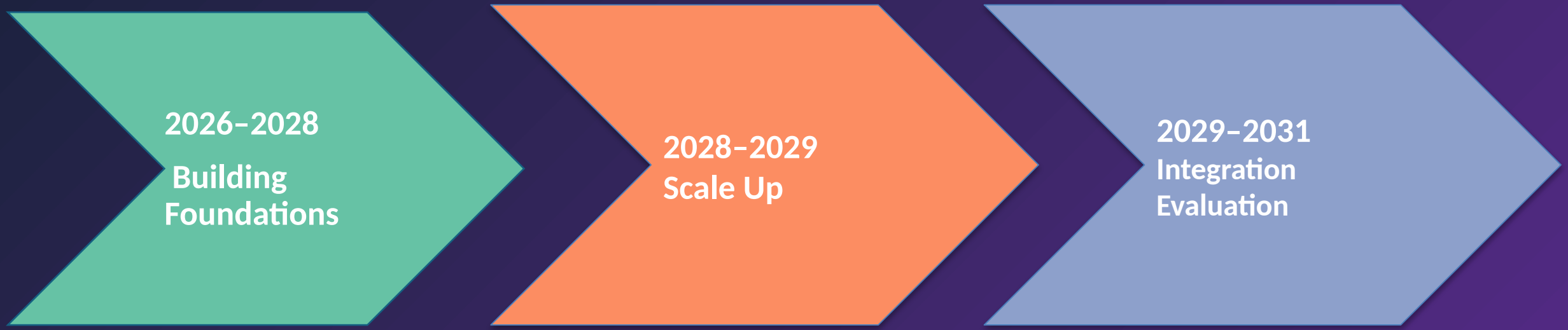
PRACTICE MECHANISMS

5. Capacity building
6. Stakeholder and people engagement
7. Communication and information
8. Digital health literacy

PRIORITY HEALTH AREAS

9. Mental health literacy
10. NCDS prevention and management
11. Life-course interventions

Phased Implementation



Alignment with key national priorities

- **The 3PH Programme**, supporting prevention, health promotion, community engagement, and the integration of public health into primary health care.
- **The National Strategy on Quality of Care and Patient Safety (2025–2030),** reinforcing health literacy, patient engagement, self-management, and navigation support.
- **The National Public Health Strategy (2020–2025),** particularly in NCD prevention and the use of digital health innovations.
- **The National Mental Health Action Plan (2021–2030),** supporting mental health awareness, resilience, and stigma reduction.
- **Greece's participation in M-POHL and HLS24**, strengthening health literacy measurement, monitoring, and evidence-based policymaking.


ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΥΠΟΥΡΓΕΙΟ ΥΓΕΙΑΣ


3PH
PATIENTS SUMMIT
ZAFOLIA HOTEL


World Health Organization
European Region
3PH
Accelerating improvements in Primary Health Care in Greece for 2026–2030
Regional Workshop
Patra, May 2026


Thank you




World Health



Thank you!

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