

## THE IMPORTANCE OF PHARMACOTHERAPY LITERACY FOR COMMUNICATION TAILORED TO PEOPLE'S NEEDS: PUBLIC HEALTH PERSPECTIVE AND INTERVENTIONS

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Pharmacotherapy literacy is literacy in the context of medicines. It represents ability of individuals to find, evaluate, calculate and understand information about medicines, needed for decisions, regardless transmission and content of information (written, spoken, image, symbol) in order to reduce risk of poor pharmacotherapy outcomes (1). Adequate pharmacotherapy literacy is strategy for proper and safe medicines use. Daily, many people misuse medicines due to inadequate pharmacotherapy literacy. Recently, specific assessment tools and interventions were developed to alleviate patients' needs for simplification, education, and support during medicines use. The objective of study was to review and present pharmacotherapy literacy researches in the adult population (in healthy individuals and specific patient populations). Previous researches included respondents at population level and in health institutions. It was developed 13 instruments for evaluation of pharmacotherapy literacy, 9 for particular medicines group, and 4 instruments were general. Most instruments included only dimensions of functionality and numeracy. In all populations, predictors of pharmacotherapy literacy levels were: education, age, sex and ability for self-medication. Persons with lower pharmacotherapy literacy need assistance and simpler information when dispensing medicines. As a guideline for identifying patients with lower pharmacotherapy literacy, a RALPH (Recognize and Address Limited Pharmaceutical Literacy) interview was created to support pharmacists for easier identification of patients with limited literacy (2). The number of pharmacotherapy literacy studies is rising. Pharmacists, as the most accessible health professionals, have key role in reducing patient confusion and improving pharmacotherapy literacy, through communication tailored to their needs, after identification of pharmacotherapy literacy levels.

### References

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## ZNAČAJ FARMAKOTERAPIJSKE PISMENOSTI ZA KOMUNIKACIJU USMERENU PREMA POTREBAMA LJUDI: JAVNOZDRAVSTVENA PERSPEKTIVA I INTERVENCIJE

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Farmakoterapijska pismenost predstavlja specifičnu pismenost u kontekstu upotrebe lekova. Označava sposobnost pojedinaca da pronađe, proceni, izračuna i razume informacije o lekovima, potrebne radi donošenja odluka, bez obzira na način prenosa i sadržaj informacije (pisana, izgovorena, slika, simbol) sa ciljem smanjenja rizika od loših ishoda farmakoterapije (1). Adekvatna farmakoterapijska pismenost strategija je za pravilnu i bezbednu upotrebu lekova. Svakodnevno, mnogo osoba pogrešno primeni lek usled neadekvatne farmakoterapijske pismenosti. Poslednjih godina razvijeni su specifični instrumenti za procenu i intervencije usmerene ka olakšanju potreba pacijenata radi pojednostavljenja, edukacije i podrške prilikom upotrebe lekova. Ovom studijom prikazana su istraživanja farmakoterapijske pismenosti u populaciji odraslih osoba (na zdravim pojedincima i u specifičnim populacijama pacijenata). Dosadašnja istraživanja obuhvatila su različite grupe ispitanika na nivou populacije i u zdravstvenim institucijama, Razvijeno je 13 instrumenata za ispitivanje farmakoterapijske pismenosti, od kojih 9 za procenu kod određene grupe lekova, a 4 instrumenta su opšta. Većina instrumenata je uključila samo funkcionalnu i numeričku dimenziju pismenosti. U svim populacijama, kao prediktori nivoa farmakoterapijske pismenosti izdvajaju se obrazovanje, starost, pol i sposobnost samomedikacije. Osobe niže farmakoterapijske pismenosti traže asistenciju i jednostavnije informacije prilikom izdavanja lekova. Kao smernica za identifikaciju pacijenata sa nižim nivoom farmakoterapijske pismenosti kreiran je *RALPH (Recognize and Address Limited Pharmaceutical Literacy)* intervju sa ciljem podrške farmaceutima za lakše prepoznavanje pacijenata sa ograničenom farmakoterapijskom pismenošću (2). Broj istraživanja farmakoterapijske pismenosti je u porastu. Farmaceuti kao najdostupniji zdravstveni profesionalci, imaju ključnu ulogu u smanjenju konfuzije pacijenata i poboljšanju njihove farmakoterapijske pismenosti, kroz komunikaciju prilagođenu njihovim potrebama, kada procene nivo pismenosti.

### Literatura

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