

# IMPACT CANVAS

## EXAMPLE:

### HEALTH LITERACY

Dr Gerardine Doyle is a Senior Lecturer in Accounting and Tax in the UCD College of Business.

Gerardine's research is interdisciplinary spanning the disciplines of accounting, taxation, economics, medicine, public health and sociology. Gerardine has been Principal Investigator in the conduct of large inter-disciplinary EU funded comparative research projects that have addressed key health policy and societal challenges.

Gerardine was the principal investigator for Ireland on a study of health literacy across eight European countries (HLS-EU) funded by the European Agency for Health and Consumers (2009-2012).

The European Health Literacy Survey is the first ever pan-European study of health literacy. The study aimed to extend our understanding of the concept of health literacy, moving beyond the clinical setting to include health literacy in the context of disease prevention and health promotion. The study sought to enhance our understanding of the consequences of low levels of health literacy for citizens and for the state. The study generated first time population data on health literacy in eight European countries – Austria, Bulgaria, Germany, Greece, Ireland, The Netherlands, Poland and Spain.

