

Healthy Living for Everyday Life





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Finally, we want to thank the community members who participated in these workshops. Your engagement, insights, and feedback inspire us to continue building programs that support health literacy and community well-being.



Authors

This manual was researched, written, and compiled by Elaine Banville, Health Promotion and Improvement Officer HSE and Edel Finan, Regional Literacy Coordinator, WWETB and Adult Literacy for Life.

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Introduction

Healthy Living for Everyday Life is a Health Service Executive (HSE)-led health improvement programme delivered across County Wexford in 2025. The project was funded through the Adult Literacy for Life (ALL) Collaboration and Innovation Fund and developed through a strong partnership between HSE Health Promotion and Improvement, Adult Literacy for Life, Waterford and Wexford Education and Training Board (WWETB), library services and community organisations.

The programme was established in response to the growing recognition that many people experience barriers in accessing, understanding and using health information. These barriers can contribute to poorer health outcomes and can disproportionately affect individuals and communities experiencing social and economic disadvantage. Healthy Living for Everyday Life aims to address these challenges by providing accessible, practical and supportive opportunities for people to improve their health knowledge, build confidence and make informed decisions about their wellbeing.

At the heart of the programme was a commitment to health equity, health literacy and community engagement. The project brought together health professionals, adult literacy practitioners, library staff and community organisations to co-design and deliver a series of workshops in trusted

community settings throughout County Wexford. Content was adapted using plain English principles and literacy-friendly approaches to ensure that information was accessible and meaningful for a wide range of participants.

Healthy Living for Everyday Life moved beyond simply providing information. The programme supported participants to develop the knowledge, skills and confidence needed to take positive steps towards healthier living and to navigate health and community services more effectively. Through interactive learning, strengths-based approaches and local community leadership, participants were encouraged to engage with topics that impact everyday health and wellbeing.

A key feature of the project was the development of facilitator capacity. Facilitators received training in adult literacy awareness and literacy-sensitive health promotion, strengthening their ability to communicate health information in a clear, inclusive and accessible way. This investment in workforce development helped to embed health literacy principles across participating organisations and contributed to the sustainability of the programme.

The success of Healthy Living for Everyday Life demonstrates the value of partnership working, co-production and community-based delivery in addressing health inequalities. The project engaged 268 participants and showed positive outcomes in health knowledge, confidence and intentions to adopt healthier behaviours. It also strengthened relationships across sectors and created a foundation for future initiatives that place accessibility, inclusion and equity at the centre of health improvement efforts.

This manual has been developed to document the Healthy Living for Everyday Life programme, share learning from its implementation in County Wexford, and provide guidance for organisations interested in adopting or adapting this approach within their own communities. It aims to support the continued delivery of accessible, literacy-friendly health promotion programmes that empower people to make informed choices for better health and wellbeing.

Project overview

1.1. Project rationale

Research highlights the relationship between literacy, health literacy and health outcomes:

21% of Irish adults have unmet literacy needs, while 31% of Irish adults have inadequate or problematic levels of confidence with health promotion literacy specifically (HSPA, 2020).

Lower levels of health literacy are associated with poorer health outcomes and are more common in disadvantaged communities (Sorensen 2015).

People living in lower socio-economic areas are 2.5 times more likely to experience chronic disease (HSE, 2019)

These findings prompted partners to consider a key question:

“Are we reaching those most in need with information that can be understood?”



The answer informed the development of an innovative programme that placed accessibility, inclusion and health equity at its core.

1.2 Project vision

The vision of Healthy Living for Everyday Life was simple:

To ensure that everyone can access, understand and use health information to make informed decisions about their everyday health and wellbeing.

1.3 Project aims

Build professional capacity

To strengthen the skills of health professionals in delivering literacy-friendly and accessible health promotion programmes.

Reduce barriers

To reduce barriers that prevent people from accessing health promotion information and services within their community.

Improve health literacy

To promote health literacy among adults who may experience difficulties understanding health information or navigating health services.

Support behaviour change

To provide practical, understandable information that supports people to make healthier choices in everyday life.

1.4 Project design

Healthy Living for Everyday Life

At a glance



Funding

All Collaboration and Innovation Fund



Adult
Literacy
for Life



Partnership



HSE



WWETB



Adult Literacy
for Life



Libraries



Community
Organisations



Training

8 facilitators trained in literacy-friendly approaches



Workshop Development



30

Workshops



5

Libraries
across County Wexford



6

Health and
wellbeing topics



Delivery

Health literacy workshops developed in six key health areas:



Smoking and
vaping



Physical
activity



Healthy
eating



Alcohol
awareness



Mental
health and
wellbeing



Cancer
awareness



Outcomes



268

participants



Improved health
literacy



Increased
confidence



Stronger partnerships
across organisations



Working together to make health information easier to understand more accessible and relevant for *everyday life*.

1.5 Partnership and community leadership

The success of Healthy Living for Everyday Life was built upon strong cross-sector collaboration.

Partners included

- HSE Health Promotion and Improvement
- Adult Literacy for Life
- Waterford and Wexford Education and Training Board (WWETB)
- Wexford Library Service
- Community and voluntary organisations
- Local health professionals: Mental Health Ireland, Sports Active Wexford and Irish Heart Foundation

The programme was co-produced through shared planning, delivery and evaluation processes, ensuring that both professional expertise and community knowledge informed its development.

Healthy Living for Everyday Life was intentionally delivered within trusted community settings. Local libraries were selected as welcoming, accessible venues where people already engage with learning, information and community activities.

1.6 Professional development of health practitioners

A key component of the Healthy Living for Everyday Life project was the investment in professional development to ensure that workshop facilitators had the knowledge, skills and confidence to deliver health information in a way that was accessible, inclusive and literacy-friendly. Before programme delivery commenced, facilitators completed the four **Adult Literacy for Life (ALL)** eLearning modules, which provided a foundation in adult literacy awareness, plain English communication and understanding the literacy challenges that can impact a person's ability to access and use information.

Facilitators then participated in a series of collaborative planning meetings, bringing together health professionals from different disciplines to design a

consistent format and approach for all workshops. These sessions helped establish shared principles for delivery, participant engagement and health literacy practice across the programme.

Building on this foundation, facilitators took part in structured training that enabled them to review and adapt their workshop content through a literacy-friendly lens. Working alongside adult literacy specialists, facilitators examined workshop materials and delivery methods to ensure they were clear, relevant and easy to understand. This process focused on the use of plain English, reducing unnecessary jargon, improving visual presentation, and creating engaging learning experiences that supported participants with a wide range of literacy and health literacy needs.

The professional development process not only enhanced the quality and accessibility of the Healthy Living for Everyday Life workshops but also strengthened facilitators' capacity to apply literacy-sensitive approaches within their wider professional practice. Further detail on the professional development programme is provided in **Section 3: Professional development**.



1.7 Programme structure

Element	Description
Locations	5 Wexford Libraries
Workshops	30 workshops delivered (6 workshops per library)
Topics	6 health promotion topics
Facilitators	8 trained facilitators
Organisations Involved	4 partner organisations participated in the facilitation of the 30 workshops, including the prerequisite professional development
Funding	€8,790 through ALL Collaboration and Innovation Fund 2025 - €4,000: coordinator salary - €120: direct telephone costs - €2,000 training materials and refreshments - €1,000: radio, social media graphics and advertisements - €1,000: design and print of leaflets, posters, etc

1.8 Workshops

The programme consisted of six literacy-friendly health promotion workshops in the following topic areas:

- Smoking and vaping
- Physical activity
- Healthy eating
- Alcohol awareness
- Mental health and wellbeing
- Cancer awareness

Each workshop was delivered by professionals with expertise in the topic area that worked within community services in Co Wexford. The workshops were adapted to ensure content was accessible, engaging and easy to understand.

The programme recognised that access to information alone does not automatically result in healthier choices.

Workshop design incorporated behaviour change principles, supporting participants at different stages of readiness to change. Activities encouraged participants to:

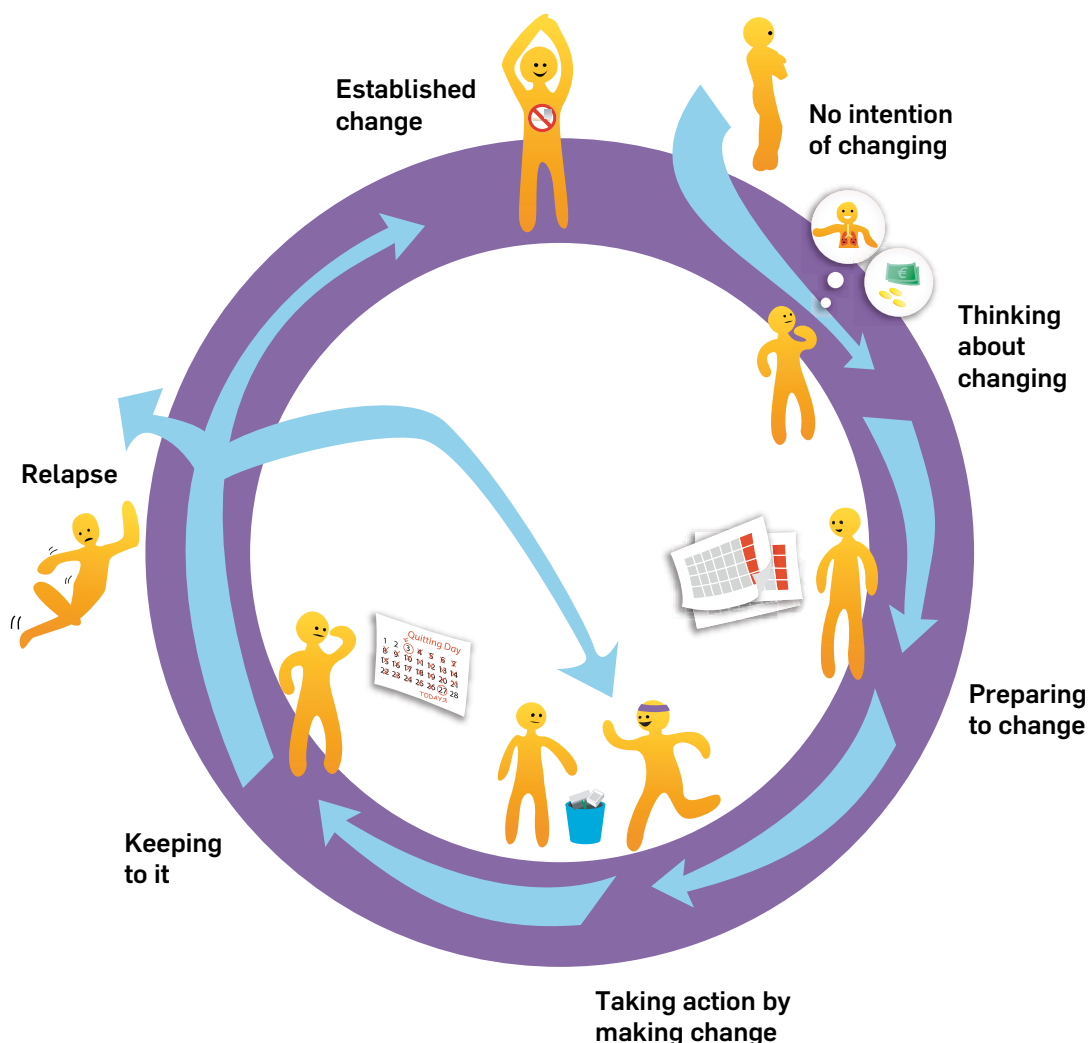
- Reflect on their current health behaviours
- Build confidence and self-efficacy
- Set realistic goals
- Identify local supports and services
- Take practical next steps towards improved wellbeing

This strengths-based approach moved beyond awareness raising to supporting meaningful action.

The Cycle of change model (also known as the Transtheoretical Model of Change) was a core element of the lifestyle behaviour change workshops, including smoking and vaping, alcohol awareness, physical activity and healthy eating, and was also referenced in the cancer awareness and mental health and wellbeing workshops.

Embedding the cycle of change model within all workshops facilitated engagement in the workshops for participants whether they were ready to make a change or not in the health behaviour topic being discussed. incorporating this added an additional layer of learning and personal development to the programme for the participants themselves but also provided them with knowledge which they could use to support their families and friends with lifestyle behaviour change.

Cycle of change



A short video (created during this project) and facilitated discussions introduced the cycle of change model, illustrating how people progress through different stages when changing health behaviours.

<https://www.youtube.com/watch?v=ilbd8Mai6O4>



Each workshop was designed to guide participants through this journey in relation to the specific health topic, using first-person case study audio clips to make the process more relatable and accessible.

The sessions were highly interactive, incorporating practical activities, videos, and props to actively engage participants and increase awareness of the supports and resources available to help them take positive action to improve their health.

Introducing Sandra



Click the speaker icon to hear her story

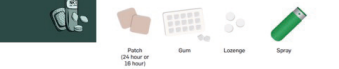



Planning and Preparing to Quit

All Nicotine Replacement Therapy (NRT) will be Free of Charge for 12 weeks

HSE Video Explaining how to use NRT
<https://youtu.be/GaObd5tYgGg> Gum
<https://www.youtube.com/watch?v=34NMWVYAC0> Patch

There are different type of Nicotine Replacement Therapy




Quiz/Walking debate

- Take a green and red thumbs up/down sign
- I will read a statement
- If you think the statement is true hold up green sign/ move to green side of room
- If you think statement is false hold up a red thumbs down sign/move to red side of the room





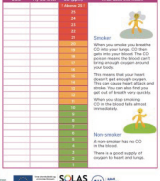
Make a balanced meal for Joe

- Breakfast
- Lunch
- Dinner




What is Cystic Fibrosis?

Cystic Fibrosis (CF) is a genetic, life-long, life-threatening condition. CF is an inherited disease and is inherited in a recessive manner.


How Can We Be Physically Active?

Sports Active Wexford - Local Sports Partnership

053 919 6557

sports.active@wexfordcoco.ie







See full PowerPoint slides from each workshop on the Healthy living for everyday life project page on the ALL website. These also include access to the case study audio recordings.

Image: Examples of some of the workshop content from the Healthy living for everyday life programme.

2

Project management

The project was managed using three key structures:



2.1 Project leads

The project was led by two HSE Health Promotion and Improvement officers working in Co Wexford, one senior grade and one staff grade.

The role of these leads was:

- Programme development
- Programme management
- Collation of partners and steering group members
- Funding application and management of funding
- Appointment of Project Co-ordinator
- Reporting and evaluation of programme

2.2 Steering group

A steering group was formed of key partners working in community organisations in Co Wexford that would either have a direct interest in collaborating on the development and delivery of the programme or that would have the ability to reach into the community to share information about the programme and encourage participation from members of the public in the workshops.

The steering group members were divided into 2 key roles:

1. Those with a direct role in development and delivery of the programme (Facilitators)
2. Those with a role in guiding the programme planning and promoting it to the local community

Role 1

Stakeholders who would develop and deliver health promotion information and interventions in the community

- SAW
- IHF
- H&W (HPIO, Dietician, Vaccinations, Cancer Prevention)

- Undergo Adult Literacy Training
- Develop education workshop on their topic area adapted to be universally accessible and particularly for those with literacy needs
- Deliver workshop in each of the 5 libraries in Co Wexford
- Act as point of contact for follow up signposting in their topic area

Role 2

Stakeholders who have opportunity to promote, inform and enhance the reach of the programme

- Wexford Library services
- WWETB
- NLN
- WLD
- FDYS
- FRC
- Healthy Wexford

- Promote the workshops
- Increase reach to those for whom it would be most beneficial
- Provide participants
- Provide venue (Library)
- Possibly host co-ordinator
- Input to development of programme
- Assist with evaluation

Meetings were held regularly throughout the project both in the initial development phases, promotional phases and evaluation phases.

A Terms of reference document was drawn up for steering group members see website for copy of terms of reference document.

For members of the steering group who were in the role of facilitator there were additional meetings held to develop the programme content, undergo professional development in adult literacy and to debrief and evaluate the workshops and programme as a whole*.

[*see further information on professional development for Facilitators in section 3 below](#)

2.3 Project Co-ordinator

The funding for this programme was used to contract a project co-ordinator. The project co-ordinator worked closely with both the project leads and the steering group and had specific roles and responsibilities to ensure the smooth running of the project.



The Project Coordinator will deliver the following to fulfil the Health Living for Everyday Life project

- Attend formal briefing and introduction to the role from HSE Health Promotion Department project leads
- Communicate with Libraries to plan and schedule meeting
- Meet with Library Staff and arrange dates for workshops (see proposed timetable)
- Maintain programme communication database
- Schedule workshop dates with facilitators
- Arrange dissemination of information on ALL Training online to workshop facilitators and also complete training.
- Schedule and ensure all facilitators attend ALL Training Online
- Schedule, coordinate and ensure all facilitators attend ALL face to face training for this project
- Attend and take minutes/actions of Initial Programme Steering Group Meeting
- Develop and agree with Programme Steering Group promotional material for Programme (ensuring all logos etc) and promote in all relevant channels amongst relevant target audiences
- Schedule, coordinate and ensure all facilitators attend facilitator mentoring workshop with WWETB
- Attend and take minutes/actions of 2nd steering group meeting - programme promotion
- Coordinate programme planning in libraries including recruitment of participants, arranging of dates/venues/catering/additional resources set up required by facilitators.
- Attend and take minutes/actions of final programme steering group meeting
- Collation of evaluation
- Complete final report template for ALL National Office (SOLAS)

3

Professional development

3.1 Introduction

Professional development was a foundational element of the Healthy Living for Everyday Life programme. From the outset, partners recognised that the success of the programme would depend not only on the quality of the workshop content, but also on facilitators' ability to communicate health information in ways that were clear, accessible and meaningful for people with diverse literacy and health literacy needs.

The programme brought together health professionals from a range of disciplines, many of whom had extensive expertise in their specialist fields but limited experience of adapting information for audiences with varying literacy levels. To address this, a structured professional development pathway was developed to build awareness, skills and confidence in literacy-sensitive health promotion practice.

The professional development programme had three key components:

- 3.2 Completion of Adult Literacy for Life (ALL) four eLearning modules.
- 3.3 Collaborative workshop design and planning sessions.
- 3.4 Structured literacy-friendly workshop review and adaptation training.

Together, these elements helped create a shared understanding of health literacy, establish a consistent programme approach and support the development of workshops that were accessible, engaging and relevant to participants.

3.2 Adult Literacy for Life eLearning

As an initial step, all facilitators completed the four Adult Literacy for Life (ALL) eLearning modules. These modules provided a foundation in adult literacy awareness and introduced facilitators to the principles underpinning accessible communication and inclusive service delivery.

The eLearning programme enabled facilitators to:

- Develop an understanding of adult literacy and its impact on everyday life.
- Recognise the relationship between literacy and health outcomes.
- Understand the barriers that people with unmet literacy needs may experience when accessing information and services.
- Explore practical approaches to communicating clearly and effectively.
- Increase awareness of the importance of plain English and user-centred communication.



**See Adult
Literacy for
Life website
for links to
training**

<https://www.adultliteracyforlife.ie/aware/>

Completion of the modules established a common knowledge base across the facilitator group and provided an important context for the later stages of programme development.



Reflection

Facilitators reported that the eLearning modules helped them to better understand the experiences of individuals who may struggle with complex information and highlighted the importance of adapting communication to meet the needs of different audiences.

3.3 Collaborative workshop design

Following completion of the eLearning modules, facilitators participated in a series of planning and development meetings.

These sessions brought together health professionals from across participating organisations to design the overall structure and format of the programme. While each facilitator retained responsibility for their own specialist topic area, the group worked collaboratively to establish a consistent participant experience across all six workshops.

The planning meetings focused on:

- Agreeing programme aims and learning outcomes.
- Establishing a common workshop structure.
- Identifying opportunities for participant interaction and discussion.
- Sharing expertise and resources.
- Ensuring a consistent approach to behaviour change and health literacy.
- Developing workshop materials that reflected the overall programme ethos.

The collaborative approach strengthened professional relationships across organisations and ensured that facilitators worked within a shared framework while maintaining flexibility to adapt content to individual topics.

Supporting behaviour change

During the review process, facilitators were also encouraged to consider how workshop content could support participants at different stages of readiness for change.

Rather than simply providing information, workshops were designed to:

- Raise awareness.
- Increase understanding.
- Build confidence.
- Encourage action.
- Support sustained behaviour change.

This approach aligned with the overall aim of Healthy Living for Everyday Life to bridge the gap between information provision and meaningful engagement with healthier lifestyle choices.



Key learning

Bringing facilitators together early in the development process created a common vision for the programme and helped establish consistency across workshop delivery.

3.4 Literacy-friendly workshop review and adaptation

A unique feature of the Healthy Living for Everyday Life programme was the structured support provided to facilitators to review and adapt workshop content through a literacy-friendly lens.

Easy to Understand Community Health Workshops

A group review of workshops through a literacy and plain English lens



1

Audience



2

Language
and Jargon



3

Design and
Layout



4

Text Clarity



5

Facilitation
and Verbal
Delivery



6

Next Steps
and Support

Working with Adult Literacy for Life expertise, facilitators critically reviewed presentations, handouts, exercises and supporting materials to ensure they were accessible to participants with a wide range of literacy and health literacy abilities.

This process encouraged facilitators to move beyond traditional information-sharing approaches and consider how participants would access, understand and use the information provided.

Workshop review framework

Facilitators reviewed their materials using six key areas:



Audience

- Who is the workshop designed for?
- What prior knowledge might participants have?
- What barriers might participants experience?



Language and jargon

- Is technical language necessary?
- Can complex terms be simplified?
- Are explanations provided when specialist language is used?



Text clarity

- Is information written in plain English?
- Are key messages easy to identify?
- Are sentences clear and concise?



Design and layout

- Is information presented in a logical sequence?
- Do materials use clear headings and adequate white space?
- Are visuals used to support understanding?



Facilitation and delivery

- Are there opportunities for participation and discussion?
- Is information delivered at an appropriate pace?
- Are key messages reinforced throughout the workshop?



Next steps and support

- Do participants know where to get further information?
- Are practical actions identified?
- Are local services and supports clearly signposted?

3.5 Impact of the professional development programme

The professional development process had benefits at both programme and organisational levels.

Benefits for facilitators

Facilitators reported increased:

- Awareness of literacy and health literacy issues.
- Confidence using plain English.
- Skills in adapting information for diverse audiences.
- Understanding of accessible workshop design.
- Ability to engage participants through interactive approaches.

Benefits for participating organisations

The programme also contributed to:

- Greater awareness of health literacy across organisations.
- Enhanced cross-sector collaboration.
- Increased use of literacy-friendly communication approaches.
- Stronger relationships between health, education and community partners.
- Opportunities to embed inclusive communication practices beyond the life of the project.

3.7 Conclusion

The professional development component of Healthy Living for Everyday Life was critical to the programme's success. By combining Adult Literacy for Life eLearning, collaborative planning and structured literacy-friendly workshop development, facilitators were equipped with the knowledge, skills and confidence required to deliver accessible health promotion programmes within their communities.

Importantly, the learning extended beyond the project itself. Facilitators described changes in their day-to-day practice and a greater awareness of how communication can influence understanding, engagement and health outcomes. As a result, the programme not only supported participants but also contributed to building longer-term organisational capacity for literacy-sensitive health promotion.

4 Promotion

4.1 Poster and leaflet production

Sample posters for the library workshop are shown below. The project coordinator and the Regional Literacy Coordinator invested a lot of time working with the graphic designer to ensure plain English best practice guidelines were applied in the creation of the promotion material. This included:

- what, when and where information presented very clearly.
- white space, to support readability.
- bold text for headings (no underline or italics)
- left alignment of all text.
- multiple options for registration: phone number, QR code and url link.

4.2 Promotion pathways

1000 posters and leaflets were created and distributed via steering Group members and facilitators within their own organisations and contacts and were displayed in Primary Care Centres, Health Centres, GP Surgeries, pharmacies, Libraries and local shopping centres.

PDF versions of the posters and leaflets were also distributed via email, social media and HSE websites to all contacts via the steering group members, host organisation and the library.

Advertisements were also carried out in local newspapers and on regional radio stations.

Healthy living for everyday life
Trusted information for better health

At your local library
Every Tuesday morning from September to December
10:30 am – 12 pm

Join us for a series of health and wellbeing talks at your local library, delivered by trusted professionals.

You will learn how to make healthy lifestyle choices, that will benefit you and those around you in everyday life.

To book and for more information
(053) 919 6760
www.wexfordcoco.ie/libraries/whats-on-in-my-library

We will explore the cycle of change together.

Established change
Thinking about changing
Preparing to change
Taking action by making change
Keeping to it
Relapse
No intention of changing

Alcohol awareness

- Movement matters
- Understanding smoking and vaping
- Healthy eating
- Cancer risk reduction
- Five ways to wellbeing

07 October 2025 Healthy eating
Eat well, live well (HSE Dietician)

14 October 2025 Cancer risk reduction
Reduce risk and spot signs (HSE Health Promotion)

21 October 2025 Five ways to wellbeing
Introduction to mental wellbeing (Mental Health Ireland)

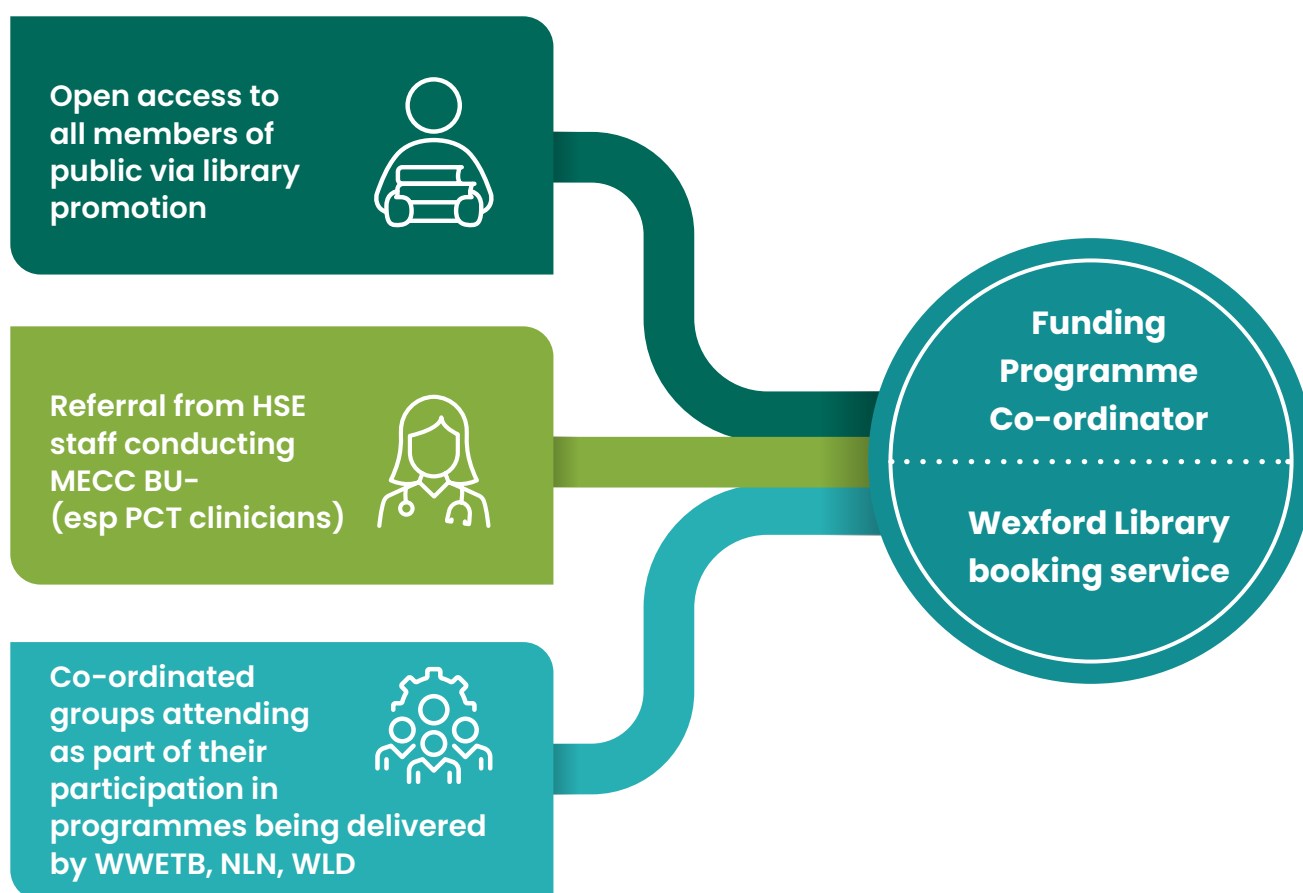
Talks are free but booking is essential.
Please drop in,
email wexfordlibrary@wexfordcoco.ie
or give us a call on 053 919 6760 to book your place.

4.3 Targeted recruitment and referral pathways

While this programme was always intended to be accessible by members of the public from all and any communities, the intention was also that targeted recruitment and referral pathways would be created to ensure that this programme was being made available to members of the community who needed it most and who may not attend without support.

As per the image below, it was intended that the steering group members would co-ordinate groups of participants from within their services to attend the programmes and it was also hoped that HSE staff would refer patients to the programme.

Referral pathway to workshops



While there is evidence that this pathway did exist to a certain extent it is an area which would benefit from further investment to ensure improved reach of the programme if delivered in the future.

5

Community workshop delivery

Workshop resources

The Healthy Living for Everyday Life programme was supported by a range of workshop resources, including facilitator presentation slides, session plans, participant materials and supporting guidance documents. These resources were developed collaboratively by facilitators and reviewed through a literacy friendly and plain English lens to ensure accessibility and ease of understanding.

Rather than reproducing all workshop materials within this manual, the resources are hosted online through the Adult Literacy for Life (ALL) website. This approach ensures that facilitators and organisations implementing the programme elsewhere can access the most up-to-date versions of all materials and benefit from any future enhancements or adaptations.

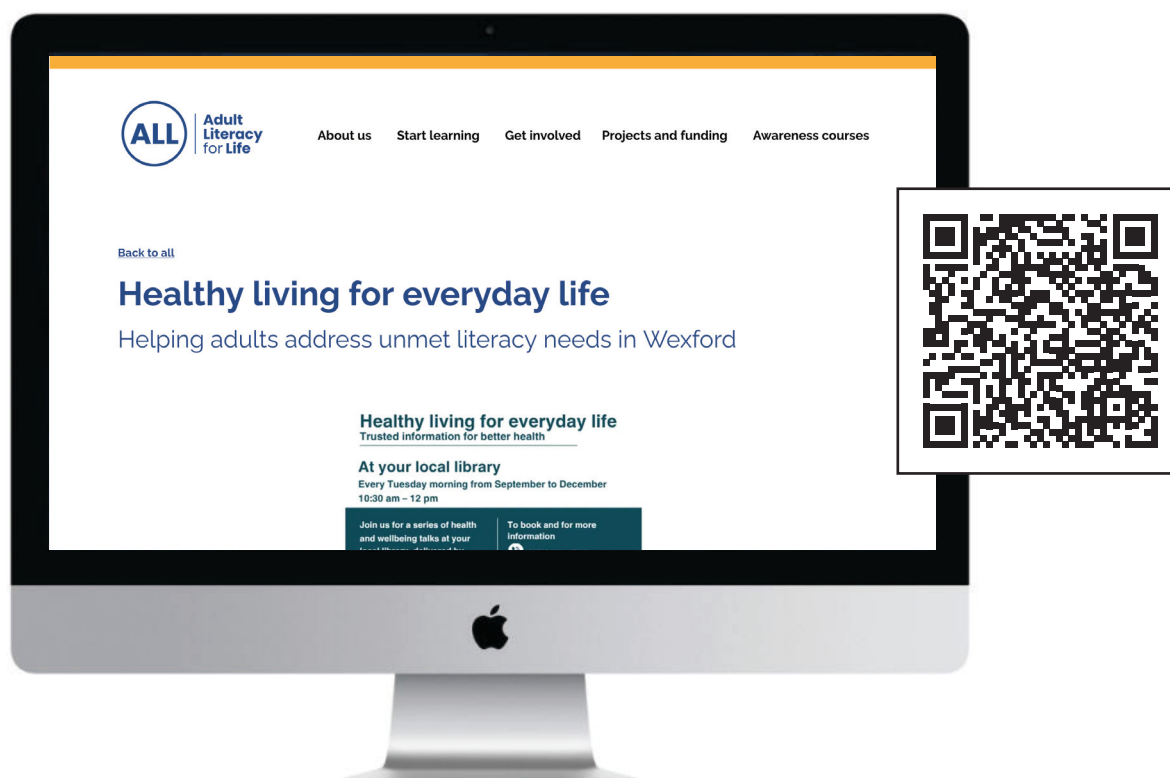
Hosting the resources online provides several advantages. It allows materials to be updated in response to emerging evidence, policy developments and user feedback, while ensuring that this manual remains concise and accessible. It also enables organisations to download individual resources relevant to their local delivery needs and supports the wider dissemination of the programme beyond County Wexford.

The online resource hub includes:



All workshop materials can be accessed through the Adult Literacy for Life website using the link below or by scanning the QR code.

Online resource hub on Adult Literacy for Life website



<https://www.adultliteracyforlife.ie/projects/healthy-living-for-everyday-life/>

6

Evaluation and learning

Evaluation was embedded throughout the programme and included:

- Participant evaluation forms
- Facilitator end of workshop feedback
- Facilitator end-of-programme feedback surveys
- Steering group end of programme feedback surveys

These methods explored changes in participants' perceived knowledge, confidence and intentions to adopt healthier behaviours, alongside feedback from facilitators and partner organisations.

The participant evaluation forms were created using plain English and accessible formats and are available to download online. These were completed by participants prior to the workshops and again afterwards to measure if any change in perceived knowledge of the topic area had occurred. These were also read out by the facilitators to remove the barrier of needing to read the forms. See example below of one of the evaluation forms:

Example of participant evaluation forms.

	NO	Not Really	A Little Bit	YES
				
1. I understand how smoking/ vaping affects health and the benefits of quitting.				
2. I know how to sign up to a HSE Quit Smoking Support programme				
3. If I needed support to quit smoking the HSE Quit Smoking support programme would be accessible and suitable for my needs				

	NO ✗	YES ✓
I understand how the HSE Quit Smoking Support programme works		
I know where to go if I want to get more trusted information about smoking and vaping		
No matter how ready I am to change, I know where to go for support or information about quitting smoking or vaping		

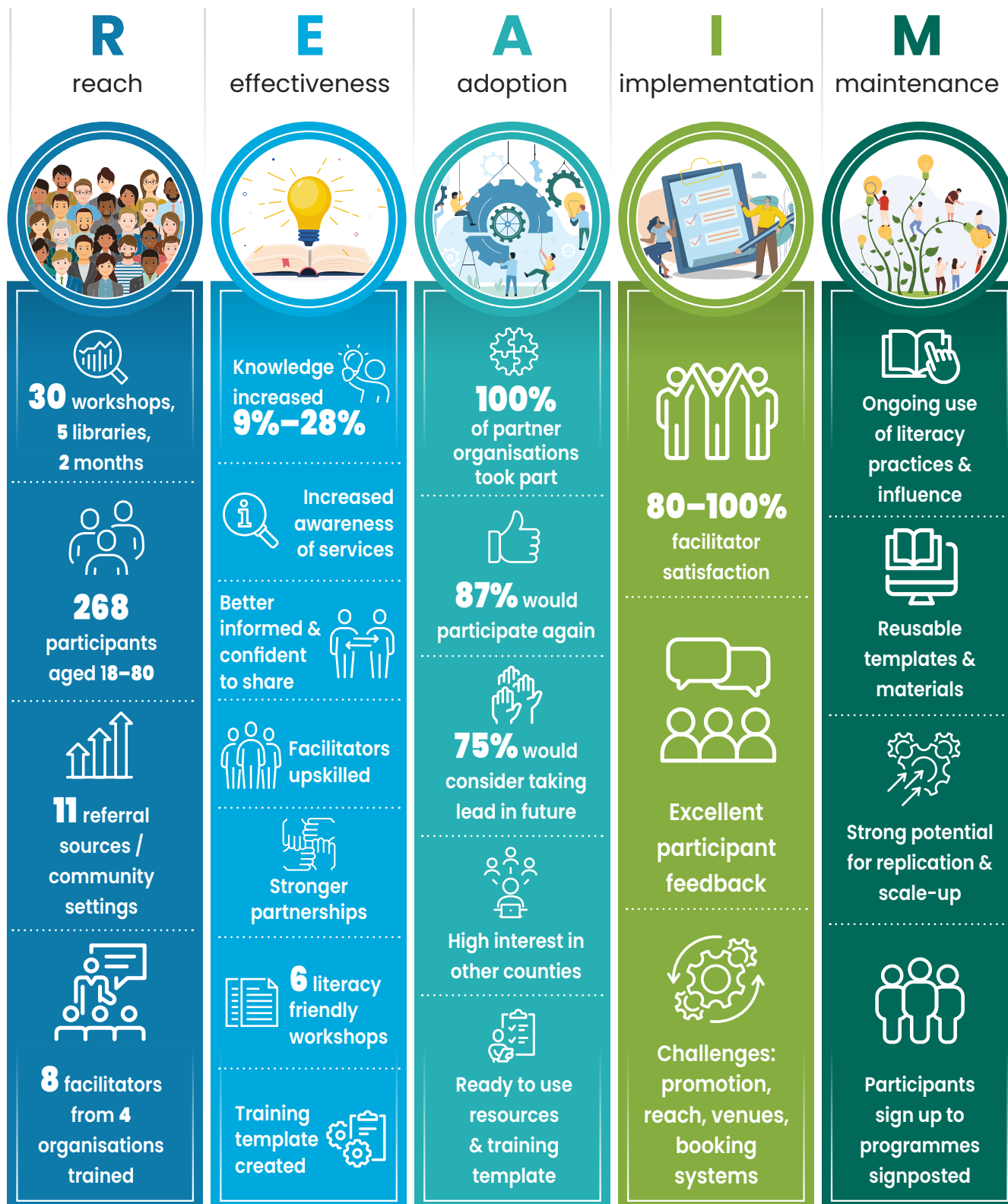
One thing I hope to learn or take away today is:



6.1 Programme outcomes

All information gathered was analysed using the REAIM Framework to evaluate the outputs and outcomes of the project.

REAIM framework outcomes summary



6.1.1 REAIM: Reach

Building capacity to deliver literacy friendly health promotion



RE-AIM FRAMEWORK: **REACH**

How many people and organisations were engaged by the programme?

“ We connected communities across County Wexford with accessible health information and local supports through trusted health professionals in their local libraries.”

8

Health professionals trained in literacy awareness



4

Partner organisations



6

Accessible workshops developed



30

Workshops delivered



5

Public libraries across Co. Wexford



268

Participants aged 18–80 years



Building capacity

Eight health and wellbeing professionals from four partner organisations completed literacy awareness training (online and in-person) with a Literacy Coordinator. “These facilitators developed and delivered topic specific workshops in each of the libraries.



Health Service
Executive



Irish Heart
Foundation



Sports Active
Wexford



Mental Health
Ireland

Six health workshops were co-designed using Plain English and accessibility principles, with a common theme of the Cycle of Health Behaviour Change underpinning each workshop.



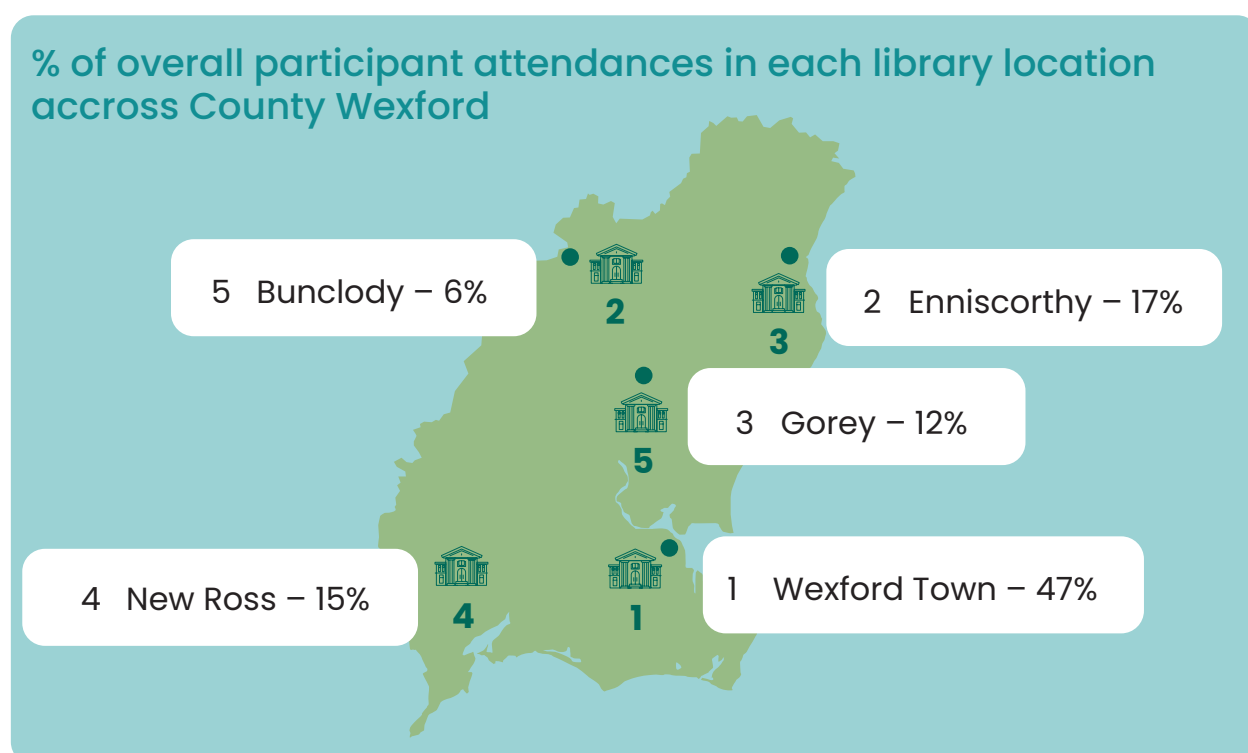
Accessible Community Delivery

30 workshops were delivered across **five public libraries** throughout County Wexford.

The workshops were delivered by health professionals with expertise in each topic area, enabling participants to receive evidence-based information alongside practical signposting to local health and community supports.

Delivery Locations

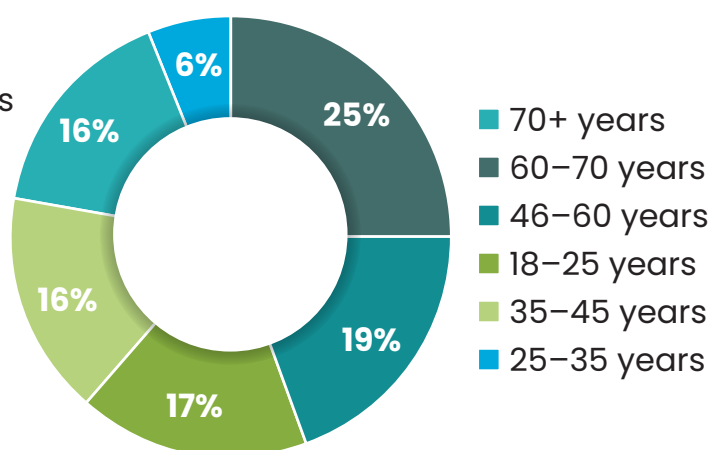
Workshops were delivered in accessible community library settings across County Wexford.



Participant characteristics

Participant characteristics

The programme attracted participants across every adult age group, with particularly strong engagement among adults aged **60–70 years**. Women represented almost two-thirds of attendees, suggesting the programme was particularly successful in engaging female community members.



Community Engagement

Participants were recruited through a diverse range of community organisations and referral pathways, demonstrating the strength of local partnership working.

- Community Organisations Represented
- Our Lady of Fatima
- Public Participation Network (PPN)
- WWETB
- National Learning Network (NLN)
- Youthtrain
- Bridgetown College
- Public Library Service
- Health Service Executive
- Wexford County Council
- GP Referrals
- Reachability

This breadth of engagement highlights the programme's ability to reach individuals through health, education, local authority and community networks.



Attendance by workshop topic

The **Eating for Health** workshop attracted the largest proportion of participants (**31%**), followed closely by **Movement Matters (26%)**, indicating strong public interest in practical lifestyle topics related to healthy eating and physical activity.

Percentage of participants attending each workshop topic.

Workshop	Attendance
Eating for Health	31
Movement Matters	26
Cancer Awareness	18
Smoking & Vaping	14
Mental Health	13
Alcohol Awareness	11



6.1.2 REAIM: Effectiveness of the programme

Programme impact at a glance



RE-AIM FRAMEWORK: Effectiveness

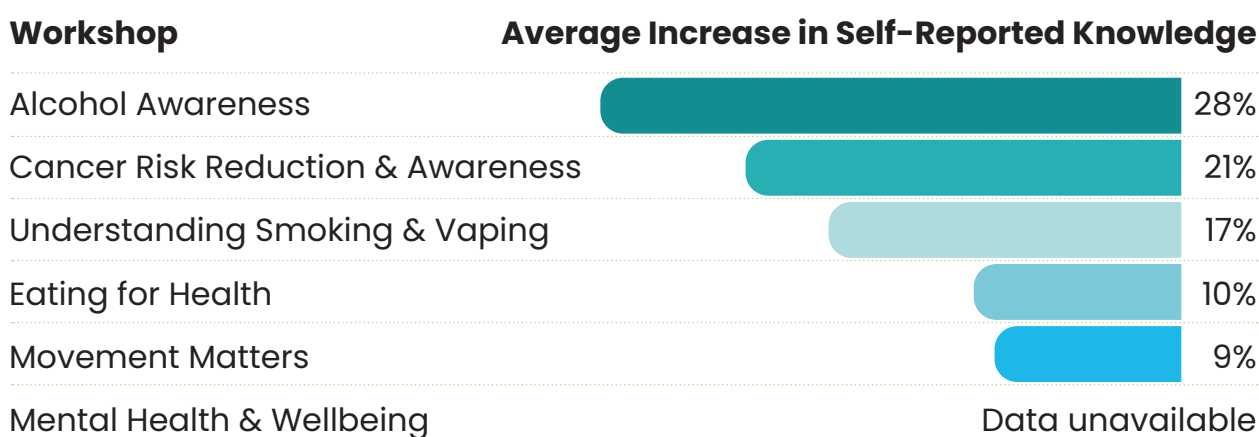
What were the
outcomes and impacts
of the programme?

Outcomes and impacts of the programme.



Improvements in participant self reported knowledge and learning outcomes

All participants completed pre and post evaluation forms which allowed facilitators to measure the self reported knowledge on each topic area before and after each workshop along with participants self reported learning outcomes from their participation in the workshops. The information presented below demonstrates the positive impact that the workshops had on increasing participant knowledge and confidence in health related behaviour change following their participation in the workshops



Participants' self reported learning outcomes

Physical activity

- Every movement counts
- Strength & balance are important
- Exercise can fit into everyday life
- Greater awareness of local activity groups



Healthy eating

- Better understanding of the Food Pyramid
- Portion sizes and label reading
- Meal planning and shopping tips
- Confidence making healthier food choices



Smoking & alcohol

- Better understanding of health risks
- Vaping myths challenged
- Increased motivation to reduce alcohol



Cancer awareness

- Improved awareness of screening programmes
- Greater confidence checking for symptoms
- Better understanding of cancer prevention



Behaviour change

- Greater understanding of the Cycle of Change
- Importance of persistence and self-compassion
- Realistic goal setting



Support services

- Increased awareness of HSE resources
- Knowledge of local services and supports
- Confidence accessing help



Participant voices

Increase confidence, knowledge and trusted information

"better informed regarding healthy choices"

"it's good to have some knowledge so action can be taken"

"very informative,"
"learned more than expected".

"check sources are not just opinions."

Better Understanding of behavior change

"small changes that make a difference."

"it's a journey not a race,"

"changes are slow but can work in a positive way,"

understanding the cycle of change helped them "stick with it."

Increased awareness of risks related to lifestyle behaviours

excess alcohol intake increases risk

more aware of changes in my body

there isn't enough oxygen in your body when you smoke.

"health is more important."

More awareness of supports available

"if in doubt, engage with supports – they are there to help."

"very useful links,"

"websites and resources to stay active,"

"contact the correct agency or my GP"

"did not know about the Wexford County Council sports group,"

"how to use the pyramid to make better choices"

Better able to support family and friends to make healthier choices

"The information helped me share what I learned with my family and support them to make changes"

"I feel more confident talking to family members about health in a positive way."

Facilitator Feedback

Facilitator reflections of participant outcomes

All facilitators who took part completed a feedback survey at the end of the programme, allowing them to express their opinions on the programme both in relation to the impact on participants and on themselves as health and wellbeing professionals. Below are some of the highlights which were noted by facilitators.

"Many participants were unaware of my service."

"People asked to take resources home to share with others."

"Participants were enthusiastic about engaging more in this area of health."

"The programme encouraged people to manage their own health."

Facilitator professional development

Outcomes

Literacy awareness improved

Increased confidence adapting workshops

Improved inclusive communication

Strong peer learning

Greater interdisciplinary collaboration

Facilitator quotes

"The quality of the training was really amazing."

"It will forever impact how I deliver my work."

"Collaborating with peers from different disciplines was a highlight."

"Each workshop gained a different perspective through collaboration."

6.1.3 REAIM: Adoption

- All organisations invited to participate adopted the programme.
- 87% of partners would participate again.
- Interest was expressed by organisations outside County Wexford.

6.1.4 REAIM: Implementation

- Overall satisfaction with programme delivery was very high (80–100%).
- Main challenges included attendance variability, venue suitability, participant expectations, and cancellations.
- Suggestions included refining marketing and combining some workshop topics.

6.1.5 REAIM: Maintenance

- ongoing use of literacy awareness practices by professionals involved and impact within their own organisations
- reusable presentation templates and programme planning templates available for sharing
- strong potential for scale up and replication
- strong indication of sign up to lifestyle behaviour change programmes by participants of the workshops

6.2 Challenges and recommendations

Challenges	Recommendations
Administration of finances in large organisation	→ Funding managed by community/voluntary organisations allowing for sustainable coordination and funding pathways.
Promotion- time and reaching the target audience	→ Two phased project : Development and Delivery → Earlier and more targeted promotion → Clearer messaging to ensure participants understand what to expect → Videos/testimonials etc. → Increased shared responsibility for engaging target participants → Potentially deliver to closed groups/ established settings
Workshop Booking : cancellations/no shows, participant information on system	→ Explore booking options-not capping registration numbers → Focus on organisations bringing some groups along and liaise with key workers in organisations around attendance
Venue suitability	→ Consider fewer venues in higher population areas → Explore other venue options
Sensitivity/suitability of topics: alcohol, smoking and mental health	→ Consider opportunities to combine some of the workshops and/or how they are promoted

6.3 Looking ahead

Building on the success of the 2025 pilot, partners identified opportunities to:

1. Develop this programme manual to support replication.
2. Train additional facilitators.
3. Expand delivery to other communities.
4. Share learning nationally.
5. Support other counties interested in implementing the model.





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**Adult
Literacy
for Life**