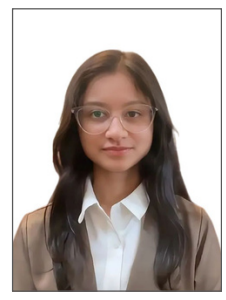
A Multilevel Conceptual Framework in eHealth Literacy and Edutainment Strategies

EP025

MINISTRY OF HEALTH MALAYSIA
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INTRODUCTION

Health literacy is increasingly recognized as a central determinant of public health outcomes, health equity, and system sustainability. The World Health Organization defines health literacy as the personal knowledge and competencies that enable individuals to access, understand, appraise, and apply health information to make informed decisions concerning health care, disease prevention, and health promotion (WHO, 2025).



CHALLENGES & GAPS

- Health Inequities
- Misinformation
- Digital Exclusion
- Medical Jargon

These gaps help shape an objective by identifying what is missing in existing studies and defining a clear focus for this study to address that need.

RESEARCH OBJECTIVE

This conceptual paper synthesizes contemporary HL and eHealth literacy frameworks, examines structural and digital-era challenges, and proposes entertainment-education (edutainment) and healthcare gamification as innovative, scalable strategies to strengthen health literacy in digitally mediated environments.

METHODOLOGY

A narrative synthesis integrated established HL frameworks, eHealth literacy models, scholarship on misinformation and AI-driven health ecosystems, and evidence from narrative-based and gamified behavioural interventions. Conceptual domains were organized into multilevel determinants, digital competency integration, and strategic intervention pathways.

Literature Review | Framework Analysis | Behavioural Interventions | AI & Digital Literacy

DISCUSSION

Contemporary frameworks conceptualize health literacy as a four-stage process: accessing health information, understanding health information, appraising credibility and relevance and applying information to decision-making (WHO, 2025). Health literacy has also been categorized into progressive domains: functional health literacy, interactive health literacy, and critical health literacy (Urstad, 2022). Behavioural science literature suggests that narrative engagement enhances comprehension, memory retention, and behavioural modelling (Ginting, 2024). HL is foundational digital-era infrastructure requiring coordinated action across education, healthcare, and digital governance sectors. Integrating narrative and gamified strategies with eHealth literacy interventions may strengthen population resilience, reduce inequities, and support sustainable health systems.

RESULTS

Multilevel Health Literacy

- Functional
- Interactive
- Critical

Gamification Tool



Health Literacy Engine



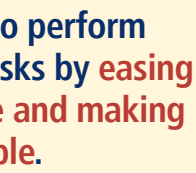
WellnessVerse Trio

WVT functions as an independent, youth-led community impact platform, formally recognized by MICHMA as a Community Impact Advocate, while simultaneously serving as a real-world experiential and research ecosystem for the study, validation, and evolution of the HELIOS Health Experiential Learning framework and the Healomic storytelling tool.

CONCEPT

Accessing Health Information

Understanding Health Information



Appraising Credibility & Relevance

Applying to make Informed Decisions



EDUTAINMENT

Edutainment integrates health messages into storytelling formats including comics, animated media and games.

GAMIFICATION

Gamification is a process in which a task or goal is incorporated with game-like elements in order to encourage individuals to perform said task. In healthcare, gamification allows individuals to perform health beneficial tasks by easing behavioural change and making the process enjoyable.



REFERENCES

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