Paasche-Orlow & Wolf [25] have proposed the following model of the pathways that exist between low levels of health literacy and poor health outcomes. This is a component-cause model, which suggests that an individual’s level of health literacy influences three critical components of healthcare: access and utilisation, provider-patient interactions and self-care, which in turn impacts on health outcomes (e.g. someone with poor health literacy about Hepatitis B may present later and have a poorer outcome from their hepatocellular carcinoma due to their lack of knowledge of a screening programme aimed at early diagnosis). It also emphasises the importance of not just individual factors but system, provider and extrinsic factors that contribute to each area such as the lack of appropriate health education resources to assist the health care provider in effectively communicating the importance of attending hepatocellular carcinoma screening to a patient with low health literacy. This model emerged as a useful conceptual framework during preliminary data analysis and was to guide the remainder of the analysis.