

Health Literacy: Tops Tips from the Patient Engagement Interest Group

## Patient information – background



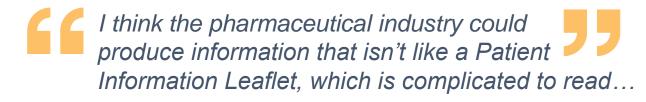
**HEALTH LITERACY** should be in the fibre of everything we do for patients



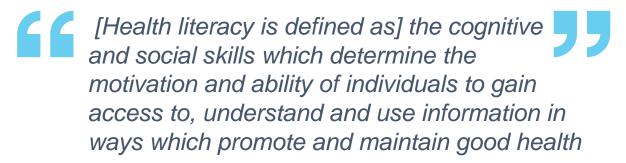
If patients do not understand information about their condition, it can be difficult for them to take an **ACTIVE ROLE** in the management of their health



It is our job as communicators to ensure that the materials we produce for patients are not only factually accurate, but also **EASY TO UNDERSTAND** and give patients clear recommendations for how to manage their health



**Sue Allen, patient** 



**World Health Organisation (WHO)** 



## Our top five tips for improving health literacy



**INVOLVE PATIENTS** from start to finish. Involve those who are the intended end users of materials to ensure accessibility and relevance





KEEP IT SHORT and consider using a variety of channels for your information. Think about incorporating bullet points, using plenty of white space around text and including images/icons vs text where possible. Video can be a very powerful tool





MAKE IT EASY TO NAVIGATE so that the reader can quickly find the information they need. Internal hyperlinks, chapter dividers and outbound links can be a great way to do this





MAKE IT READABLE because 1 in 6 adults in England have literacy levels equivalent to ages 5-7. Ensure the language and tone you use is simple and is accessible to people who do not have a scientific background





**INCLUDE A CALL TO ACTION** or direct the reader to further information







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