



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



I think the pharmaceutical industry could produce information that isn't like a Patient Information Leaflet, which is complicated to read...

Sue Allen, patient



[Health literacy is defined as] the cognitive and social skills which determine the motivation and ability of individuals to gain access to, understand and use information in ways which promote and maintain good health

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

1



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

2



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

3



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

4



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

5



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