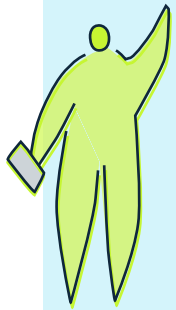


Health literacy matters

We need health information for all

People need trustworthy information to make decisions about health but...



- 1 million cannot follow a letter from a GP surgery or hospital department
- 5 million adults cannot find relevant data in standard health information
- 1.7 million are unable to explain symptoms and feelings over the phone
- 6.5 million cannot measure or record height and weight on a chart¹
- 9 million people are unable to use digital tools unaided²



UK information skills

9 years old is the average reading age³

up to 1 million people cannot speak English well or at all⁴

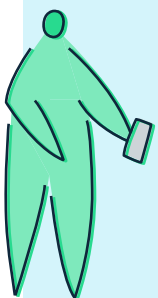
50% of the population are at or below primary school numeracy level⁵

What does this mean for health?

- Reduced ability to self-care
- Increased health inequalities
- Increased preventable ill health and death⁶
- Greater distrust of clinicians
- General negativity towards health and healthcare⁷



Let's create health literate information that works for everyone



- Use the NHS style guide.⁸ Aim for a reading age of 9 for information, shared decision-making and informed consent
- Involve users in development and use patient voices and case studies⁹
- Make information easy to access, use and navigate
- Make it easy for users to give feedback
- Promote information so it reaches the people who need it most



Health literate information is not 'dumbed down', it helps 'level up'.