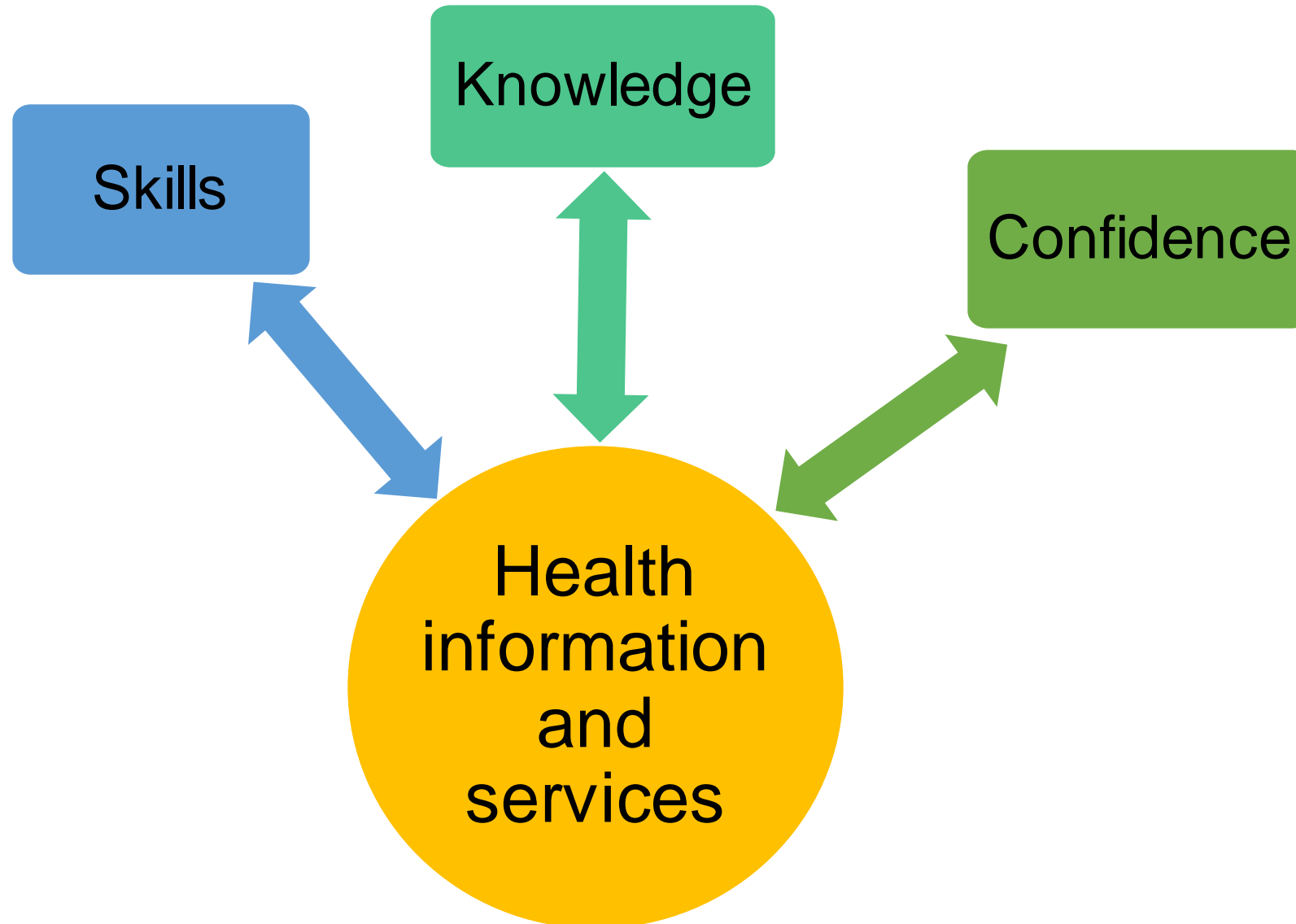


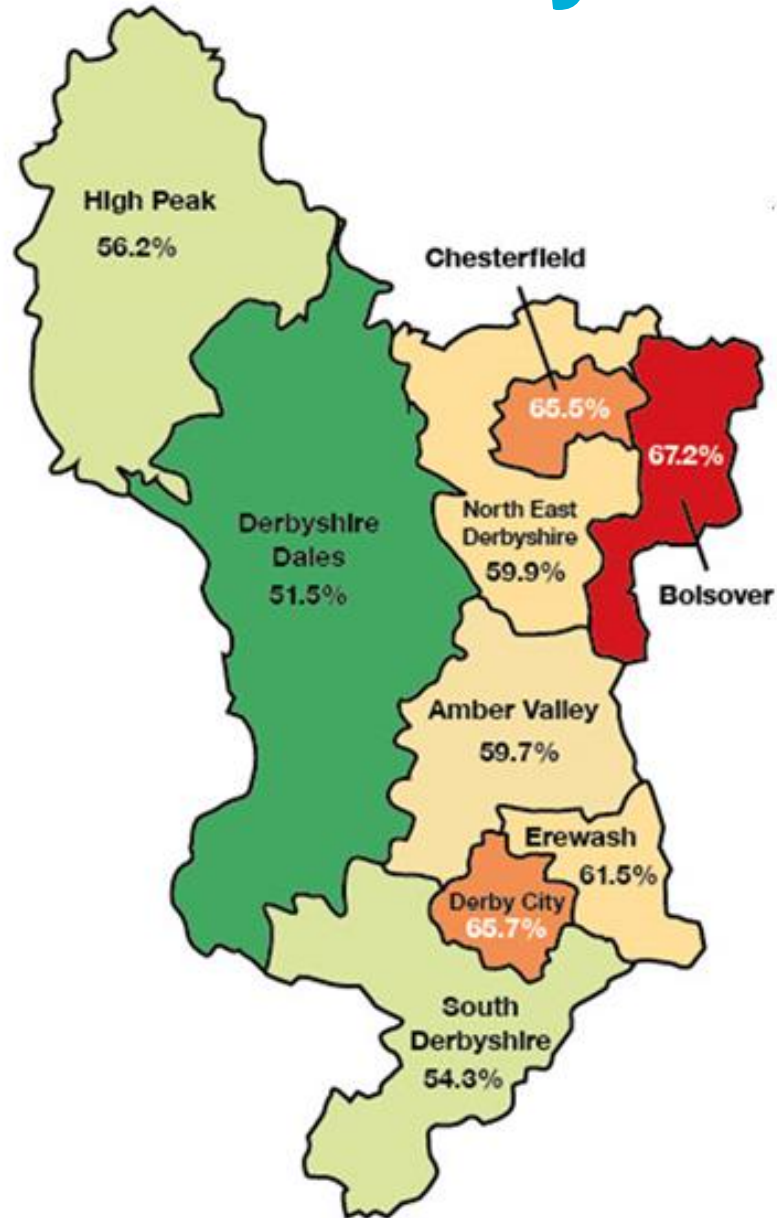
Health Literacy in Derbyshire



What is Health Literacy?



Health Literacy in Derbyshire



6 out of 10 people we interact with in Derbyshire have low health literacy and numeracy.

Why does it matter?

Low health literacy affects people's ability to:



- Engage in self-care and disease management
- Navigate their way through the healthcare system
- Act on medical-related information
- Adopt and maintain a healthy lifestyle

Why does it matter?

There are some populations that are more likely to experience low health literacy.



- People from more deprived areas.
- Migrants.
- People from ethnic minorities.
- Older people.
- People with long term health conditions.
- Disabled people.

Those who are most at risk of low health literacy also have the poorest health outcomes.

What can we do about it?



Written
communication



Verbal
communication



Signage/
directions



Digital
Literacy



Involving
service
users

Why our comms teams are so important for Health Literacy

- We know that health literacy is low in our populations.
- Our comms teams can tailor information to be more accessible.
- Effective health communications are critical to help people stay informed and make decisions about their health.
- This can increase access to healthcare and improve health outcomes.

An example...

Diabetic eye screening programme

The [redacted] diabetic eye screening programme (DESP) is part of a national programme dedicated to screening patients with diabetes in order to detect diabetic eye disease (retinopathy).

Diabetic retinopathy is a sight-threatening condition that can affect anyone who has diabetes. It affects the retina at the back of the eye and is caused when the blood vessels become blocked, leak or grow haphazardly. You may not be aware of any changes to the retina until your vision has been impaired, at which point it may not be possible to completely restore your vision; this is why it is essential to have your eyes screened every year.

Regular annual screening enables the monitoring of any retinal changes with subsequent referral to the hospital eye service if required. The [redacted] eye screening team is dedicated to making you feel comfortable and to ensuring that you are kept fully informed at each stage of the screening process.

If you are worried about your eyes, you should see your doctor or optician for advice.

Complex language

Long sentences

Nice to know but not necessary information

Reading age: 21

An example...

Complex phrases explained using plain English.

Simple language

The diabetic eye screening programme (DESP) is a check-up for people with diabetes. It is part of a national plan to make sure eye problems are caught early.

These eye problems are called diabetic retinopathy. It happens when tiny blood vessels in the back of your eye get blocked or leaky. It can happen to anyone who has diabetes. You might not notice that anything is wrong until your eyesight starts to get worse. By then, it might be too late to fix it. This is why it is so important to get your eyes checked **every year**.

When you go for your yearly check, they will be able to see any changes in your eyes. If there's something not right, they can send you to a specialist at the hospital.

If you are ever worried about your eyes, you should see your doctor or optician. They will be able to give you advice.

Short sentences.

Bold used to emphasise important points.

Reading age: 12

Social media



Imperial NHS ❤️ @ImperialNHS · Nov 10, 2023

“Some of the symptoms of HTLV are common with multiple sclerosis or arthritis and can therefore be

“Accurate diagnosis is key, and it is also important for HTLV and HIV.”

Reading age: 17



NHS Forth Valley
@NHSForthValley

All young people in S3 are offered the MenACWY and DTP vaccines which protect against meningitis, diphtheria, tetanus and polio. Remember to [#ChatSignProtect](#)

For more information visit
nhsinform.scot/chat-sign-protect

A purple poster with a pattern of small icons. It features a conversation between a parent and a child about vaccines. The parent asks for a vaccine consent form from school. The child explains it's for meningitis and other diseases they haven't heard of. The parent then says it sounds like they could save their life and asks to sign when they're home. At the bottom, it says 'Chat. Sign. Protect.' with the website 'nhsinform.scot/chat-sign-protect'. Logos for Public Health Scotland, Healthier Scotland, and NHS Scotland are at the bottom.

Got a vaccine consent form from school.

Dad
What for?

Meningitis and other diseases I've not heard of

Dad
Sounds like they could save your life! Sign when I'm home?

Chat. Sign. Protect.
nhsinform.scot/chat-sign-protect

Public Health Scotland
Healthier Scotland
NHS SCOTLAND



East and North Hertfordshire NHS Trust @enherts · Dec 8

... our new vascular hybrid theatre taking shape at Lister

the completion of the groundworks of the new theatre site rival of our modular units

...d more about our vascular hub here: [enherts-vascularh...](#)



5

14

923



East and North Hertfordshire NHS Trust @enherts · Dec 8

...lar surgery 'hub' will ensure round-the-clock access to the ps, decision-making expertise and emergency procedures the successful treatment of vascular conditions

Reading age: 19

Top tips

- Use everyday words and avoid jargon.
- Use the short sentences and the active voice.

Passive voice

You will be given the medication by the nurse.

Active voice

The nurse will give you the medication.

Top tips

- Use everyday words and avoid jargon.
- Use the short sentences and the active voice.
- Use “you”.
- Put the most important information first.
- Use headers and bullet points for lists.
- Use descriptive links.

Click here

Good ventilation can help prevent you from getting and spreading respiratory viruses. To review 6 tips to improve ventilation and air quality in your home, [click here](#).

Descriptive link

Good ventilation can help stop you from getting and spreading respiratory viruses. [Here are 6 tips to improve ventilation and air quality in your home.](#)

Top tips

Check understanding

- Engage your target audience to ensure language is easy to understand and tone is correct.
- Ask other members of your team to review.
- Work with different reviewers at different stages of the project.

Consider different formats

- Look at different ways of presenting the information (e.g. videos, infographics).
- Think about how to present potentially complex information, for example [risk](#), clearly.

What would be some helpful next steps for you?



Thank you!

Please get in touch if you would like any more information:

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