Achieving criteria 6
Using the PIF TICK process to address health inequalities

Jess Timperley
Nadia El Gazar

What we'll talk about

- 6.1 Health literacy
- 6.2 Digital literacy
- 6.3 Accessibility needs
- 6.4 Inclusive language
- Challenges
- Overcoming them

Marie Curie

6.1 Health literacy

Policy

We have a health literacy policy that has been adopted by the department and other internal teams.

Reading age

We aim for a level 7 Hemingway reading age for all our content. We test each piece before publication.

User testing

We don't assume. We test our content with users and check it with people of different backgrounds, experience and abilities.
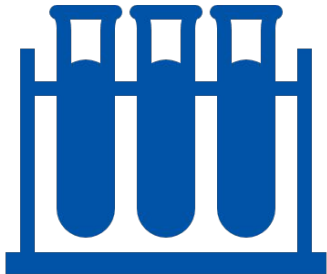
Marie Curie

" This was the best article I read regarding this subject. Simply explained. The stages was very helpful.

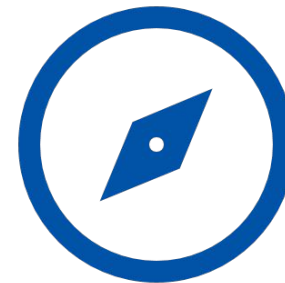**Online survey feedback on our Stages of Grief webpage**

Marie Curie

6.2: Digital literacy

Understanding our audience and testing

UX features and testing

UX testing is important – especially testing components on pages.

Site navigation and IA

Clear navigation helps people to find information quickly and easily.

6.3: Accessibility needs

Starting with the topic

What information & formats do our audience want for this topic?

Formats we offer

- Webpages

- Printed resources

- Videos with captions and BSL

- PDFs – interactive and downloadable

- Easy reads

- Welsh language translations

Partnerships & funding opportunities

Accessible formats can be expensive!

Look for partnerships & funding opportunities.

Marie Curie

"I am delighted that Marie Curie have started to give full access to all sections of the community in a format that is appropriate to them. I know there has been closed captioning on videos etc, but for a vast number of Deaf, BSL is their first and preferred language and so, having a BSL version for them to access, is amazing :-)

Feedback on our BSL videos about grief

Marie Curie

6.4: Inclusive language

Have you used language that could exclude any gender identities, including non-binary or trans?

Have you used any language that could perpetuate gender stereotypes?

Have you assumed that people have a partner or family and friends?

Have you provided relevant information for people with any or no religion or beliefs?

Have you used inclusive language for LGBTQ+ identities and relationships?

Have you provided relevant nation-specific information?

Have you checked that the content and links wouldn't exclude anyone based on age, disability, ethnicity? This includes any information about the appearance of skin.

Have you considered the accessibility needs of your target audience? For example, included subtitles on any videos, or provided alternative ways to access the information?

Any other notes on inclusion and diversity considerations or changes.

Marie Curie

Inclusive language: progress and learnings

Whole content audit – updated how we describe skin changes

Consulted with LGBTQ+ Staff Network on removal of LGBTQ+ info hub

Learning from Staff Networks & other organisations – RNIB and RNID

Marie Curie

"

I thought your work really highlighted how important language is and will share it with my colleagues. Such a good resource. I have had a look and can see how you have made the text much more inclusive.

Feedback from the skin changes update

"

Marie Curie

Challenges

Small team	We lack the capacity to do everything we'd like to do. And we know there are organisations who are much smaller than us.
Small budget	We're not currently able to offer digital accessibility tools like auto-translation or website plug ins, due to lack of budget.
Internal priority differences	There's a difference in team's priorities, which can put up barriers to achieving our goals.

Marie Curie

Overcoming them

Engage with networks, the community and volunteers

Put interim measures in place – Information in different languages webpage

Look for pockets of funding within the charity – find out what other teams are doing and get involved

Reach out to other charities and ask about what they do

Marie Curie

Thank you

Jess Timperley – Senior Editor
jessica.timperley@mariecurie.org.uk

Nadia El Gazar – Content Editor and Writer
nadia.el-gazar@mariecurie.org.uk

Marie Curie