

# Lights! Camera!... Jargon?



Creating accessible health information on video

# Why video?

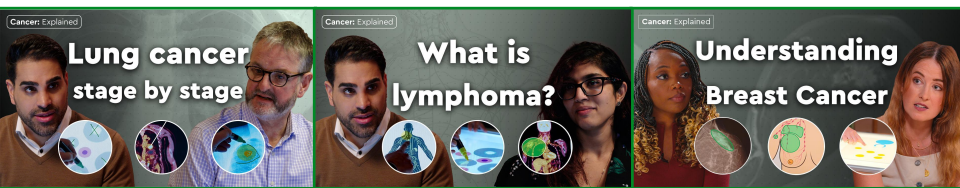
- **Audiovisual options for accessibility**
- **Opportunities for representation**
- **Possibilities for translation**
- **Easily shared**
- **Engagement**

# How video information can tackle health inequalities

- **Inclusion, accessibility, representation**
- **Meet the intended audience where they are**

# Scripting and Delivery

- **Built from PIF TICKED content**
- **Checked for accessibility and inclusion**
- **Plain English, jargon free**
- **Representative visual aids**
- **Evolving script**



# Cancer Explained

- New approach to cancer info
- Built for YouTube
- Clinical expertise, lived experience and trusted host
- Clear language, human tone and trusted source
- Strong engagement & feedback
- Scalable model

**MACMILLAN**  
CANCER SUPPORT

# Thank you