

# 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



**MACMILLAN**  
CANCER SUPPORT

Macmillan Internal

# 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**

# Thank you