Patient Information Forum

Easy Read matters

Top tips for producing Easy Read resources

Easy Read makes information easier to understand. It can help you meet the Accessible Information Standard[1]. It is also useful for:

- People with English as a second language.
- Those who are stressed or time poor.
- People with communication difficulties.

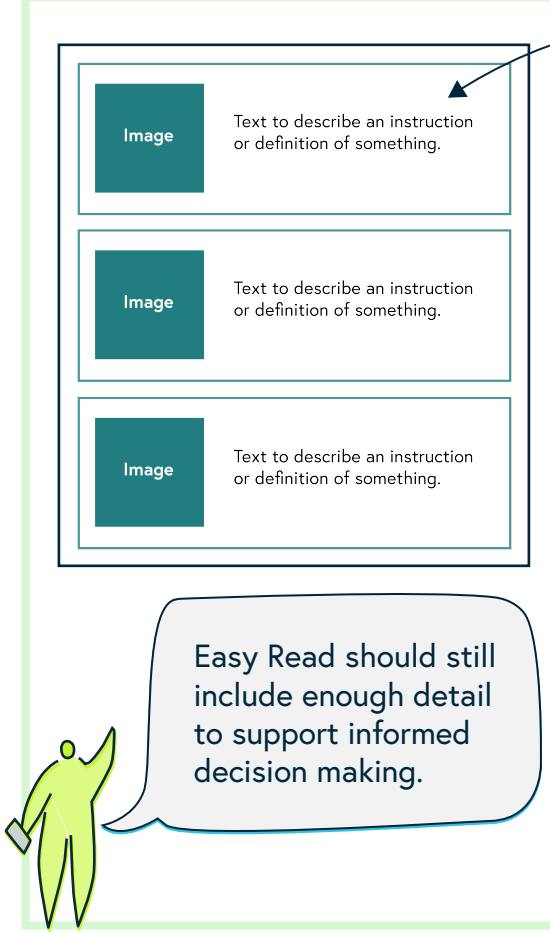
Top tip: Always work with users to ensure words and images convey the right message.

Why Easy Read is important

- 1.5 million people in the UK have learning disabilities[2].
- Half of adults in the UK struggle to access trusted health information[3].
- Low health literacy is linked to poor general health[4].

Top tip: Use nouns instead of pronouns: "The doctor will phone your brother" not "They will phone him".

Making Easy Read resources



Layout

- Use a logical order – introduction, content, contacts.
- Keep images to the left and text to the right.
- Use white backgrounds.
- Use a plain sans serif font in 14pt or more.

Language

- Use plain language – check for jargon using a readability tool.
- Use short sentences – 15 words maximum – which convey one clear idea each.
- Use active rather than passive voice.
- Avoid abbreviations, acronyms and apostrophes.

Images

- Use meaningful, high-quality images to support each sentence.
- Be inclusive and representative of users.
- Avoid busy backgrounds.

References

1. england.nhs.uk/ourwork/accessibleinfo 2. abilitynet.org.uk/factsheets/what-easy-read 3. pifonline.org.uk/resources/knowledge-is-power
4. evidence.nihr.ac.uk/collection/health-information-are-you-getting-your-message-across

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