

Making the 3 NHS shifts a reality

Embedding credible, personalised health information and advice in the healthcare journey.

To be a success, the 10-year plan requires the agency of individuals to be supported by credible, appropriate and personalised health information and advice throughout the healthcare journey. This poster brings together research from the Patient Information Forum (PIF), Self-Care Forum and the Personalised Care Institute (PCI).

Findings

- 1** In the UK, people are not being given information and advice which meets their needs. People with long term conditions are disproportionately affected.
- 2** Inappropriate information disempowers people. This makes them less able to self-care and self-manage, leaving them at greater risk from misinformation, results in poorer outcomes and increases health inequality.
- 3** There is public demand for trusted, accessible and personalised information and advice.

These findings and recommendations support a health and digital literacy friendly NHS. This would empower people to navigate care and self manage with confidence. Personalised, credible health information and advice is fundamental to the success of the 10-year plan.

Calls for action

- 1** **Credible, personalised information should be embedded throughout the health and care system**
Advice and information should be tailored to the individual's needs and embedded within an interactive, personalised NHS App that signposts to specialist patient organisations.
- 2** **Ring-fenced funding should be provided within the NHS for training in personalising information**
NHS staff and leadership training is required to ensure information and advice is personalised, accessible and supports individual agency.
- 3** **All NHS health and care information should conform to robust, mandatory content standards**
A maximum reading age of 9-11 should be a requirement for all NHS health and care information. All external information sources should be PIF TICK certified, particularly when signposted by the NHS.

References

Knowledge is Power pifonline.org.uk/resources/knowledge-is-power
The Living Self-care Survey selfcareforum.org/self-care-forum-research
Manifesto for Personalised Care at the Centre personalisedcareinstitute.org.uk