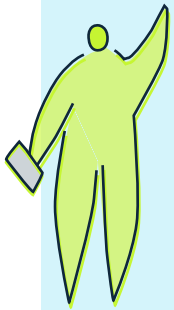
Patient Information Forum

Health literacy matters

We need health information for all

People need trustworthy information to make decisions about health but...



- **Half of adults** cannot understand standard health information.[1]
- **2.2m people** in the UK are still offline in a digital-by-default health system.[2]
- **Most people** cannot remember basic NHS advice.[3]
- **4 in 10** have been exposed to misinformation in the last 3 months.
- **5 in 10** say AI is making it harder to find trusted health information.[4]



UK information skills

1 in 5 have very low literacy skills[5]

1 million people cannot speak English well or at all[6]

1 in 2 people are at or below primary school numeracy levels[7]

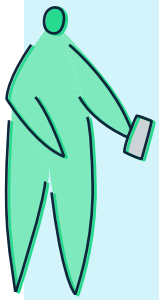
Older people are likely to have lower health literacy[1]

What does this mean for health?

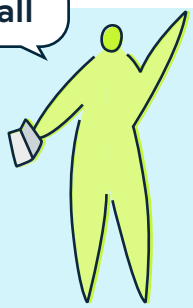


- More health inequalities.
- Less ability to self-care.
- More preventable ill health and death.[8]
- Less trust in healthcare professionals.
- General negativity towards health and healthcare.[9]

Let's tackle this inequality gap and create health literate information for all



- Involve users in development.
- Aim for a reading age of 9-11 for health information.
- Make engaging information which is easy to access and use.
- Signpost trusted health information with the PIF TICK.
- Make it easy for users to give feedback.



Health literate information is not 'dumbed down', it helps promotes equity.

1. Rowlands et al 2015 **2.** Good Things Foundation 2026 **3.** Living Self Care Survey 2024 **4.** Ipsos 2026
5. OECD Survey of Adult Skills 2023 **6.** ONS Census 2021 **7.** National Numeracy 2026 **8.** National Voices 2017
9. Gupta et al 2015

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