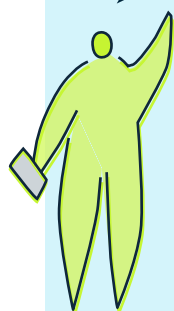


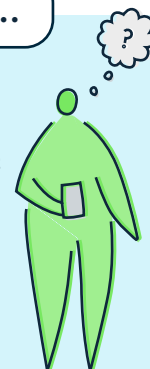
Health literacy matters

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
- 3.5m 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 skills⁵

1 million
people cannot speak
English well or at all⁶

1 in 2
people are at or
below primary school
numeracy levels⁷

**Older
people**
are likely to have lower health literacy¹

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 promotes equity.