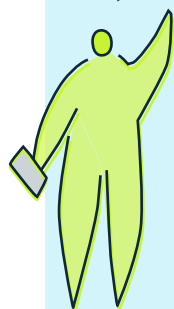


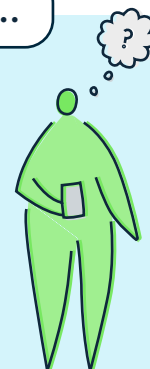
Health literacy matters

We need health information for all

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



- 5 million adults cannot find relevant data in standard health information
- 1.7 million are unable to explain symptoms and feelings over the phone
- 1 million cannot follow a letter from a GP surgery or hospital department
- 6.5 million cannot measure or record height and weight on a chart¹
- 9 million people are unable to use digital tools without help²



UK information skills

1 in 6
have very low
literacy skills^{3,4}

up to **1 million**
people cannot speak
English well or at all⁵

1 in 2 of the population are at
or below primary school
numeracy level⁶

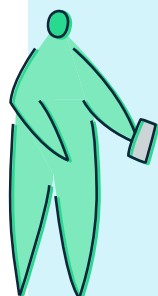
Older people
are likely to have lower health literacy⁷

What does this mean for health?

- More health inequalities
- Less ability to self-care
- More preventable ill health and death⁸
- Less trust in healthcare professionals
- General negativity towards health and healthcare⁹



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



- Involve users in the development
- Make information easy to access, use and navigate
- Make it easy for users to give feedback
- Promote information so it reaches the people who need it most
- Aim for a reading age of 9-11 for health information^{3,4}



Health literate information is not 'dumbed down', it helps 'level up'.