

# Easy Read matters

**Easy Read makes information easier to understand.** It can help you meet the Accessible Information Standard<sup>1</sup>. It is also useful for:

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

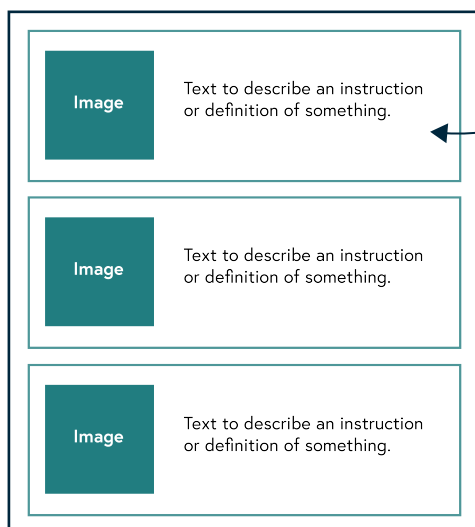
**Top tip:** Always test with users to ensure the words and images used convey the message.

## Why Easy Read is important

- 1.5 million people in the UK have learning disabilities<sup>2</sup>
- 4 in 10 adults cannot understand health information<sup>3</sup>
- Poor understanding is linked to reduced life expectancy<sup>4</sup>.

**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, contact details
- Easy Read normally follows the layout shown to the left
- Keep images to the left of the page and text to the right
- Use white backgrounds
- Use a plain 'Sans Serif' font in 14pt or more

### Language

- Plain language – check for jargon using a readability tool
- Short simple sentences – 15 words maximum
- Use active voice
- Avoid abbreviations

### Images

- Use high-resolution images with each sentence
- Capture the main idea of the sentence
- Be representative of users
- Avoid busy backgrounds

Easy Read should still include enough detail to enable informed decision making.



### References

1. [england.nhs.uk/ourwork/accessibleinfo](https://www.england.nhs.uk/ourwork/accessibleinfo)
  2. [abilitynet.org.uk/factsheets/what-easy-read](https://www.abilitynet.org.uk/factsheets/what-easy-read)
  3. Rowlands G, Protheroe J et al, 2015. BJGP, 65(635): e379-e386. [bjgp.org/content/65/635/e379](https://bjgp.org/content/65/635/e379)
  4. Health literacy: how can we improve health information? - NIHR Evidence [pifonline.org.uk/resources/recent-webinars-and-events/creating-easy-read-and-image-led-health-information](https://pifonline.org.uk/resources/recent-webinars-and-events/creating-easy-read-and-image-led-health-information)
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