

Health Literacy in the Deep End

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Health literacy

“The capacity of individuals, families and communities to **access, understand, appraise and apply health information** in order to make judgements and take decisions which maintain or improve their quality of life.”

(Rowlands et al; WHO, 2019)

Groups most affected

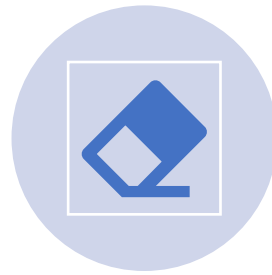
- **more disadvantaged socioeconomic groups**
- migrants and people from ethnic minorities
- older people
- people with long term health conditions
- disabled people (including those who have long-term physical, mental, intellectual or sensory impairment)

(Public Health England, 2015)

Health literacy and patient-facing literature



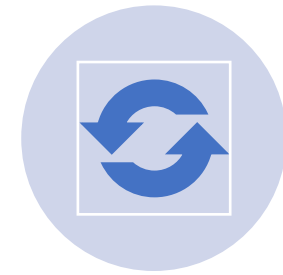
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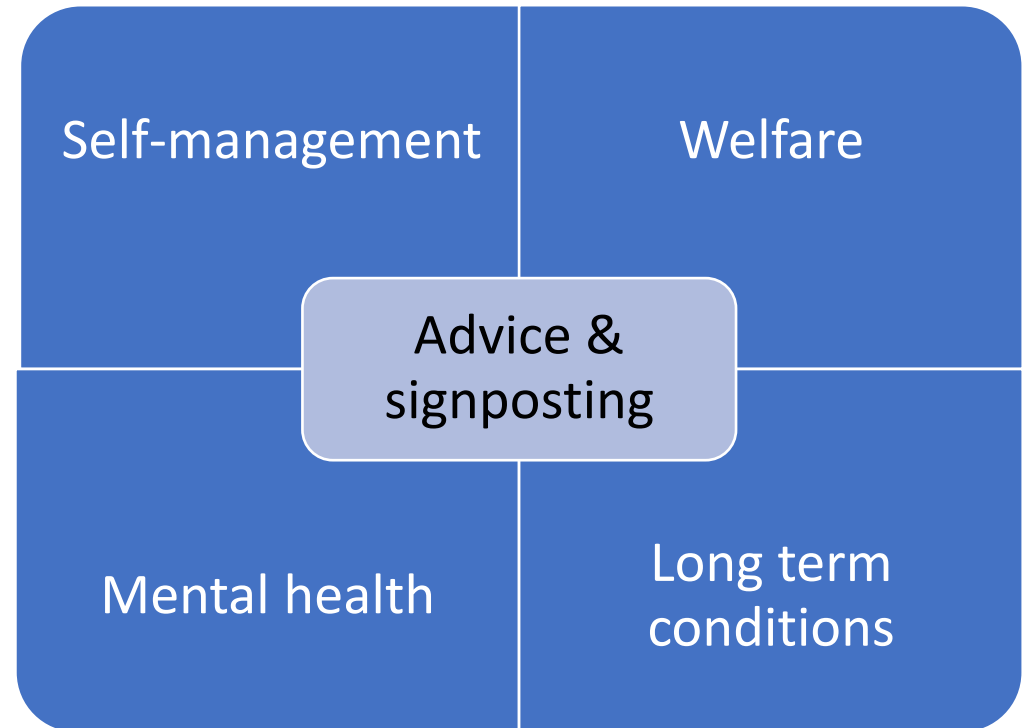
User-test



Refine

Health literacy and Deep End patient-facing literature - examples?

- Leaflets
- Correspondence – letters, emails, texts
- Practice display screens/boards
- Website information



Thank you

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