



## Impact Case Study

**Title:** Health Literacy Training for Communications Department

**User testimonial:**

*“It gave us resources to use and evidence to use when others disagreed with how we worded things. It gave us a safe space to look at our own work and analyse how we could all improve. It was also very relaxed, and informative.”*

**Communications Officer, University Hospitals Dorset**

**Challenge:**

*“We work heavily with communicating medical information to patients and visitors across the trust. We wanted information about how best to communicate across various channels (website, socials). We know this is something we must do, but medical professionals can disagree with some terminology being changed. Therefore, we also wanted the facts and statistics to back this up when explaining to others.”*

**Solution:**

The KLS delivered a 1-hour bespoke health literacy awareness session to the Trust’s whole communications team.

The session highlighted the statistics of adults in England who do not have adequate reading skills to understand health information. The session included relevant statistics from around the BCP area regarding health inequalities, A&E attendance, and poor health outcomes.

The session reminded the team about the use of terminology and acronyms and highlighted useful websites such as the A-Z of NHS health writing and readability scanners that can be used to ensure that written communication is accessible.

**We are** **caring** **one team** **listening to understand** **open and honest** **always improving** **inclusive**

### **Immediate and future Impact:**

*“Instant updates to our patient facing website”*

*“This will mean our website is more accessible and patients may not feel the need to contact our patient experience teams for questions, potentially saving them time.”*

*“Continued updates as more research is found, and the team making us aware of anything they see that is not accessible.”*

### **Success factors:**

By using a readability scanner on a page of the UHD website during the session, the team were quickly able to see where improvements needed to be made.

### **Our Lessons learnt:**

The KLS can adapt health literacy awareness sessions for different staff groups to ensure that sessions are suitable and relevant.

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