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# Communications and engagement plan

## Raising awareness and take up of e-learning Health Literacy course

# Content and articles

**Below is some content which I hope is helpful for use in any bulletins, newsletters, staff intranet or websites.**

**It includes:**

* Short article – general
* Short article to personalise for your organisation
* Sorter bulletin pieces
* Suggested posts and tweets

**You can** [**download resources from our website**](https://library.nhs.uk/nhs-staff-and-learners/our-health-literacy-e-learning-campaign/)

**General article:**

**A short course for a big health impact**

Nearly half the adults in England (43%) struggle to read and understand health information. When that information includes words and numbers, that rises to 61%.

This means important details, such as how to take medicines and dosage, **understanding appointment letters and test results can be missed** – and not everyone feels confident to say when they don’t understand.

**Better presentation of information and some simple communication techniques can really help people to make better informed choices about their care and treatment.**

Aimed at everyone working or studying in health and care, Health Education England has developed a free, 35minute, online health literacy course. Designed for people who work regularly with patients, families and carers. These are helpful skills for healthcare teams in both primary and secondary care, for clinical teams and those who work with them including social prescribers.

The course can help staff and students quickly learn easy-to-use techniques to improve communication, supporting the understanding of the people they treat and care for. As a result, patients, families and carers will be able to make better health and wellbeing choices.

Anyone can [sign up today for the course](http://www.e-lfh.org.uk/healthliteracy), hosted on the NHS e-learning for healthcare platform – there is a simple registration process and once completed you will be able to access the free course quickly and easily.

Find out more about improving [Health Literacy](https://www.hee.nhs.uk/our-work/knowledge-library-services/improving-health-literacy)

**[224 words exl headline]**

**Article to personalise for your organisation:**

**A short course for a big health impact**

Nearly half the adults in England (43%) struggle to read and understand health information. When that information includes word and numbers, that rises to 61%.

**Please note – if you want to localise these stats you can use this software to identify local health literacy stats [by Local Authority area]:** <http://healthliteracy.geodata.uk/>

This means important details, such as how to take medicines and dosage, **understanding appointment letters and test results can be missed** – and not everyone feels confident to say when they don’t understand.

**At <<insert organisation name>> we know better presentation of information and some simple communication techniques can really help people to make better informed choices about their care and treatment.**

Aimed at everyone working or studying in health and care, Health Education England has developed a free, 35 minute, online health literacy course. Designed for people who work regularly with patients, families and carers.

The course can help staff and students quickly learn easy-to-use techniques to improve communication, supporting the understanding of the people they treat and care for. As a result, patients, families and carers will be able to make better health and wellbeing choices.

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**[est 200 words exl headline]**

## Bulletin pieces

**Mid length**

**A short course for a big health impact**

Nearly half the adults in England (43%) struggle to read and understand health information. When that information includes words and numbers, that rises to 61%.

This means important details, such as how to take medicines and dosage, **understanding appointment letters and test results can be missed** – and not everyone feels confident to say when they don’t understand.

Health Education England has developed a free, 35 minute, online health literacy course. Designed for anyone working with or supporting patients, families and carers.

Anyone can [sign up today for the course](http://www.e-lfh.org.uk/healthliteracy), hosted on the NHS e-learning for healthcare platform. There is a simple registration process and once completed you will be able to access the free course quickly and easily.

Find out more about improving [Health Literacy](https://www.hee.nhs.uk/our-work/knowledge-library-services/improving-health-literacy)

**[124 Words]**

**Short**

**A short course for a big health impact**

Nearly half the adults in England (43%) struggle to read and understand health information. When that information includes words and numbers, that rises to 61%. This means important details, such as dosage and how to take medicines can be missed.

Health Education England has developed a free, 35 minute, online health literacy course. Designed for anyone working with or supporting patients, families and carers.

[Sign up today for the course](https://www.e-lfh.org.uk/programmes/healthliteracy/) on the NHS e-learning for healthcare platform. Find out more about improving [Health Literacy](https://www.hee.nhs.uk/our-work/knowledge-library-services/improving-health-literacy)

**[83 words exl headline]**

## Posts and tweet examples

October is health literacy month. Lots of people struggle to understand health information. We want to help you to help the people you support and care for.  Take just 35 mins to complete our free e-learning course <https://www.e-lfh.org.uk/programmes/healthliteracy/> #HEEKLS #healthliteracymonth #HealthLiteracy

Nearly half of adults in England (43%) struggle to read & understand health information. When information has words & numbers it rises to a staggering 61%.

How can you help others understand health information? Take our free e-learning course <https://www.e-lfh.org.uk/programmes/healthliteracy/> #HEEKLS #healthliteracymonth #HealthLiteracy

**Take just 35 minutes to find our why health literacy matters and learn how to use some simple techniques.  Complete our**free e-learning course<https://www.e-lfh.org.uk/programmes/healthliteracy/> #HEEKLS #healthliteracymonth #HealthLiteracy

**Our level of health literacy can affect how well we understand health information and the choices we make. It might be nutritional information, how to take medication, comprehending test results or appointment letters. How can you help others understand?**Try our free e-learning course <https://www.e-lfh.org.uk/programmes/healthliteracy/> #HEEKLS #healthliteracymonth #HealthLiteracy