Health-literacy principles apply to web and digital materials too. As well as thinking about content, design, layout and interactivity, when it comes to web and digital materials you also need to consider functionality and accessibility. For the PHA UK website we ensured:

- The text size could be adjusted for those with poor eyesight;
- Navigation made it easy for users to find the information they needed quickly;
- There was a print function for users who preferred to read offline; and
- Videos and animations had easy-to-use controls.

**Stage 5: User testing**

As with doing research before starting a project, carrying out user testing before a final draft is approved can prevent valuable resources from being wasted. Testing your materials on people who will be using it will highlight areas where information is missing, misunderstood or inappropriate, and will allow you to gain valuable feedback on the design and layout. This could save you time, money and resources.

**Conclusion**

Providing information in a clear and easy-to-understand way educates patients and their families, allowing them to make well-informed choices about their healthcare. We have kept health-literacy principles in mind to help us develop appropriate, useful and consistent materials, and used a checklist to help remind us of the important elements (Box 1).

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**References**


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**CHECKLIST FOR CREATING PATIENT MATERIALS**

**Content**
- Is the content written to appropriate reading age/level? □
- Is the content based on changing behaviour? □
- Does the material have a clear purpose? □
- Is the number of concepts limited to what can be reasonably learnt? □
- Is the copy written in an active voice? □

**Layout**
- Is the layout consistent throughout? □
- Does the material include visual elements to guide the reader? □
- Is there adequate white space? □
- Does the material use an appropriate font type and size? □

**Interaction**
- Does the material provide interactive tools, video and audio to facilitate learning? □
- Does the material provide content that supports the reader through their journey? □

**Design**
- Does the design reflect the purpose of the piece? □
- Are visuals used to highlight desired behaviours? □
- Is there appropriate contrast between background and text? □

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**Stage 4: Interactivity, functionality and accessibility**

A good way to change behaviour is to engage patients by using interactive elements. These could include things like a checklist, a question-and-answer section or a page on which patients can write their own notes. By getting patients to interact with material you are encouraging them to think about the things they can do – however big or small – to influence their health. An example, PHA UK has produced a patient manual containing a pre-holiday checklist to help patients remember all the medications, documents and contact details they might need while away. This simple checklist helps patients to feel prepared, both on a day-to-day basis and in case of emergency.