



Sample lift speech

We have a real opportunity here to make our organization health literate:

- As you know, health literacy is not just about the ability of people to understand and act on the health information we share with them. Of equal importance is also how we, as the provider, make sure we communicate clearly to help people understand and act on that information.

When this change has been successful:

- We will see improved health outcomes for our service users. It will also help us to be more effective, efficient, save us money – and will enhance our reputation.

To achieve this, we are going to:

- Make sure our colleagues, especially those who have frequent interaction with our service-users, know how to help our service users to understand and act on the information we share with them
- Involve our service users in the review and production of communication that is intended for them
- Change our policies to recognize the importance of being a health literate organisation
- Think how we can change our public-facing areas and website to make it easy for our service users to interact with us
- Check that this work is making a difference