Tips for developing a patient information leaflet

Keele UNIVERSITY

Impact Accelerator Unit

NHS
Midlands Partnership University
NHS Foundation Trust

Engage the right stakeholders early on: Involve Patient and Public Involvement and Engagement (PPIE) from the outset. Their input ensures a focus on patient-friendly language and content throughout the development process.

Collaborate with clinicians interested in the topic: Work with clinicians who have an interest in the subject matter or have experience in creating patient-facing documents.

Promote collaboration across Trusts: Avoid duplicating efforts; collaborate with other Trusts to share knowledge and resources, eliminating the need to reinvent the wheel.

Solicit feedback widely: Gather input from clinicians who will use the leaflet and from friends and family, particularly those with a reading age similar to your target population.

Leverage graphic design expertise: Seek input from individuals experienced in using graphic design for patient- facing resources to enhance visual appeal, clarity, inclusivity and diversity.

Engage your Trust's Involvement Team: Reach out to your Involvement Team within the Trust; their feedback is invaluable in refining and improving the leaflet.

Expect iterative editing: Recognise that refining the leaflet involves substantial editing and tweaking, a process that requires time and attention to detail.

Acknowledge Contributions: Recognize and acknowledge all individuals involved in the development process. Display Trusts and teams logos to highlight collective effort.

Practice patience and perseverance: Understand that navigating the development process may involve overcoming hurdles. Stay patient and persistent; the effort is ultimately rewarding.

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