

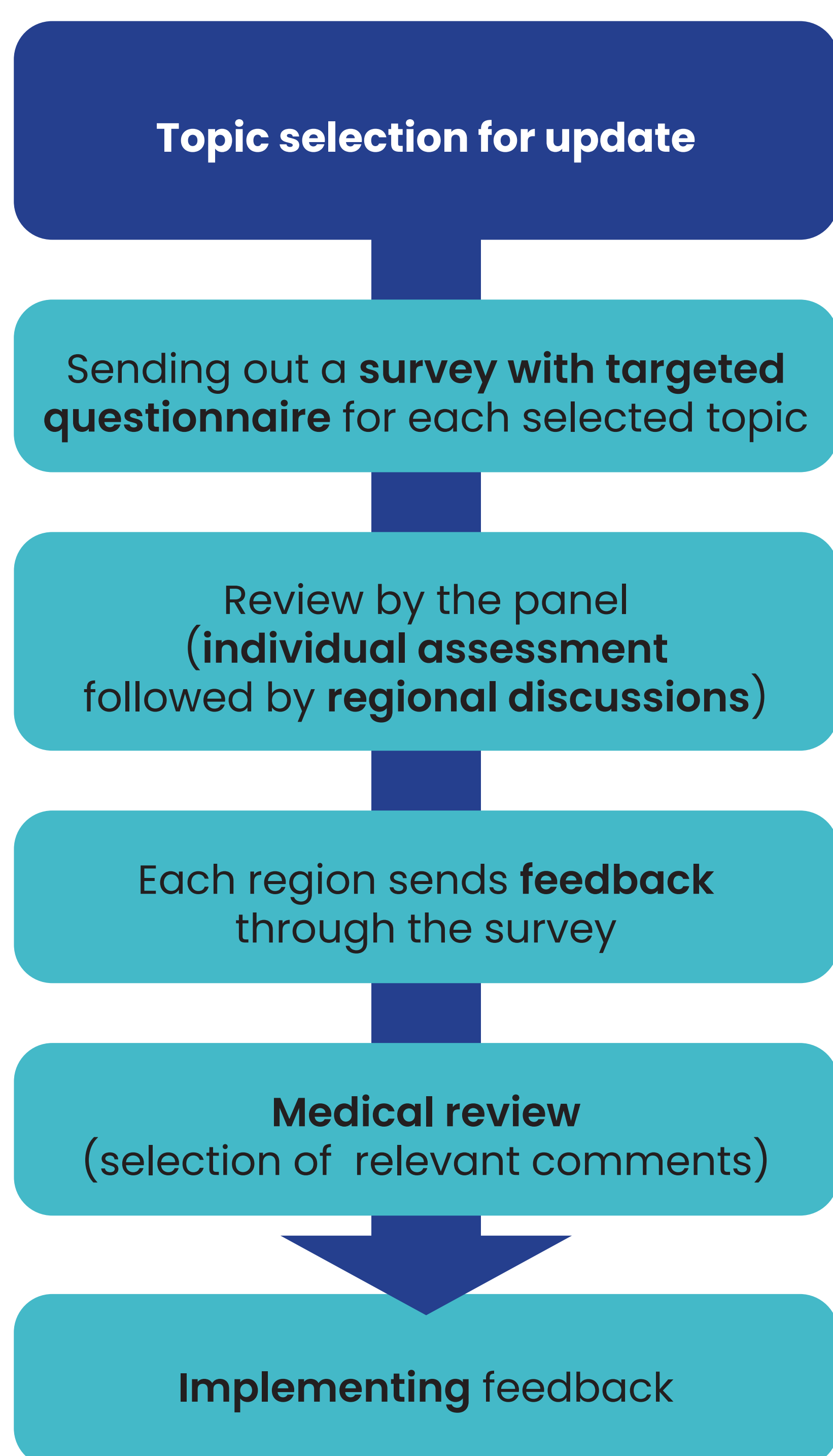
Enhancing layperson information: the added value of patient and public feedback

Background In the realm of healthcare communication, the importance of **delivering comprehensible information to laypeople** cannot be overstated.

Achieving clarity and relevance in informational materials can be challenging without direct input from the individuals they aim to serve.

Patient and public feedback offers valuable insights into the efficacy and accessibility of informational materials.

Methods and results The update process of our health topics intended for laypeople involves **several steps** to ensure that the material remains accurate, relevant, accessible, usable and understandable:



Every 3 months health topics are **selected** for update and **submitted** to our **panel of laypeople**. The panel is asked to **review the current information**, and:

- identify irrelevant content, areas where clarity can be improved (**language, literacy level, cultural sensitivity**), and areas where more information should be provided;
- **give advice on the need for visual aids** to enhance understanding and engagement with the information.

The feedback provided by the panel is thoroughly **examined by a medical doctor**, who selects the most relevant feedback that must be addressed during the updates.

Conclusion The integration of patient and public feedback enriches the development of informational materials for laypeople. Embracing this collaborative approach not only strengthens the bond between healthcare providers and the community but also empowers individuals to make informed decisions about their health and well-being.

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