

MARCH - HEALTH AND NON-HEALTH DATA

PAG members helped us to share content and review a presentation around health and non-health data.

Importance of plain English:

- Avoid jargon, such as “onboarded”
- Use clearer phrases like, “data collected” and “used in research”
- Use “health research” instead of just “research” to avoid any confusion
- Consider using the word “study” instead of “research” for more relatability

Recommendations on engaging multiple learning styles:

- Use both images and text
- Include interactive activities
- Create/ use short animations to summarise key ideas
- Start with real-world benefits before moving onto complex explanations

More emphasis on:

- Being clear about how data is protected
- Showing how data leads to better treatments, not “cures”
- Avoiding words with negative meanings, such as “drugs” and using “medicine” instead

Suggestions of how research is explained:

- Remove overly technical words, such as “clinical audit”
- Keeping explanations simple and general
- Using real health examples that people can relate to

Making it clear:

- Who’s involved in doing research?
- What data is used and how?

How to explain different types of data clearly:

Health data:

Information from health services

Non-health data:

Information from outside healthcare. For example:

- Housing
- Education
- Environmental

Suggestions included:

- Using simple definitions
- Grouping non-health data as “other essential data”
- Showing how different data types connect, without overloading slides

As a result of the PAG members’ feedback, we decided it would be more useful for the public if this presentation was transformed into small conversational pieces that we can use to discuss with various community groups in Yorkshire & Humber.