

### **Information standard principles for patient information leaflets**

The RA/Kidney Care Patient Information project aims to produce patient-focused information that:

1. Identifies the target audience and their information needs
2. Uses evidence obtained from appropriate sources
3. Is written by authorities on the topic
4. Presents the information in a balanced manner
5. Is written in plain English, free from spelling or grammatical errors and jargon
6. Is attractively presented, using images that represent diversity in terms of age, ethnicity and socio-economic status
7. Involves the target audience (patients) in the production and review of the resource, incorporating their input as appropriate
8. Is reviewed on a regular basis
9. Features the version number and production date
10. Contains contact details for patient queries and signposts to further information