




Making information easier to read and understand

 Make it easy to see and read

 Say it simply

 Say it clearly

 Keep it short and focussed

 Show and tell

How to: make it easy to see, read and understand



Use big writing



14pt+

Use a sans serif font (no flicks or tails)



Sans serif



Serifs

Use white or a light colour behind text



Protect the shape of letters



no effects
bold

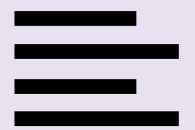


italics

underlining

**BLOCK
CAPITALS**

Write left to right with equal spaces between words (left align)



Never right align or justify



How to: say it simply



✓ Use easy words

✓ Use common words

✓ Short words can be easier to understand (if they are also common words)

✓ Explain hard or unusual words e.g. compliance

an injection in your back to stop you feeling pain

✓ Explain medical or technical words (jargon) e.g. epidural

✗ Do not use contractions (e.g. don't, we're)

✓ Use basic, common punctuation , . ?

How to: say it clearly



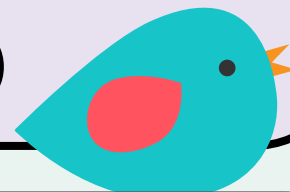
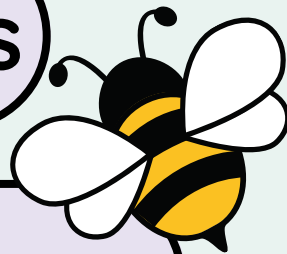
Say exactly what you mean



Use words that have clear meanings



Do not use slang, sayings, euphemisms etc. (e.g. the birds and the bees)



Give simple, direct instructions using the active voice e.g. swallow the pill



Explain abbreviations and acronyms - words first

Home
Sampling
Kit (HSK)



Give examples

How to: keep it short and focused



✓ Use the fewest words needed

✓ Leave out or remove words that do not add clear meaning

a bit, very, quite, some

✓ Use short, focused sentences

✓ Use short, focused paragraphs

✓ Talk about 1 topic, point, or idea in each sentence or paragraph

✓ Break complicated information or instructions into small parts

- short sentences, steps, or bullet points are good



How to: show and tell



Pictures can be very helpful for some people. They can make written information easier to understand.



Use simple, clear pictures



Make your pictures big enough for people to see the details easily



Use accurate and factual pictures



Use pictures that match what you are writing about



Use age appropriate images

