

Checklist for written information

Use this checklist to think about what you write:

Written information should be easy for everyone to understand and use.

1. Before you start writing consider:

- WHO is it for?
- WHAT information should it include?
- HOW should I communicate this?
- CHECK with community first!

2. Use plain language:

- Common everyday language, explain complex terms
- Short sentences and paragraphs
- Information provided in small chunks
- Most important information first
- Active voice and 'doing' phrases
- Aim for an appropriate reading level:
 - Grade 5 for community, Grade 8 for professionals
 - Test in [MS Word](#) or www.readabilityformulas.com

3. Make it easy-to-read and appropriate:

- Easy to navigate with sub- headings and bullet points
- Clear font, size 12 or bigger
- Simple colours that don't distract from the information
- White space around text
- Put information into simple diagrams or graphics
- Diverse and inclusive pictures
- Translate information into community languages
- Pilot test with community

Example: ✓ **Do use:** Use plain language to make information easy to understand. (Everyday language, active voice, clear font)

✗ **Don't use:** Plain language should be used to ensure optimal understanding of information. (Complex language, passive voice, unclear font)