Writing for Everyone





Concise Writing and Clear Information Presentation



Get to the point quickly



Add a topic sentence at the beginning of a paragraph.

Put the main takeaway ahead of exceptions and limitations

This allows the reader to understand that main takeaway first and then evaluate the exception.



Keep subjects close to their verbs

This makes it easier for the reader understand the relationship between the noun and the verb.



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Minimize the use of definitions

Definitions can lengthen and further complicate a sentence. Instead, try to rewrite the sentence using simpler words that do not need to be defined.



Use transition words

Transition words are clear indicators on how two sentences or paragraphs relate to each other (i.e., whether they expand on or contrast the previous statement). Examples include: however, for example, therefore, and additionally.



Highlight important concepts

Use formatting changes such as <u>underlining</u>, **bolding**, and *italicizing* to emphasize important concepts and key takeaways.

Material adapted from:

The Plain Language Action and Information Network (PLAIN). Plain Language Guidelines. Available from: https://www.plainlanguage.gov/guidelines/organize/ Daily Writing Tips. 3 Types of Headings. Available from: https://www.dailywritingtips.com/3-types-of-headings/#:~:text=Statement%20 © 2021 National Health Council, All rights reserved.

Use lists

Lists highlight a series of steps, requirements, or pieces of information in a visually clear way. Use lists to help your user focus on important material. You can overuse lists. Remember to use them to highlight important information, not to overemphasize trivial matters.

Lists are useful because they:

- Highlight levels of importance
- Help the reader understand the order in which things happen
- Help readers skim and scan
- Make it easy to identify all steps in a process
- \cdot Add white space for easy reading
- Are an ideal way to present items, conditions, and exceptions

Use examples

Examples can help illustrate or clarify complicated concepts.

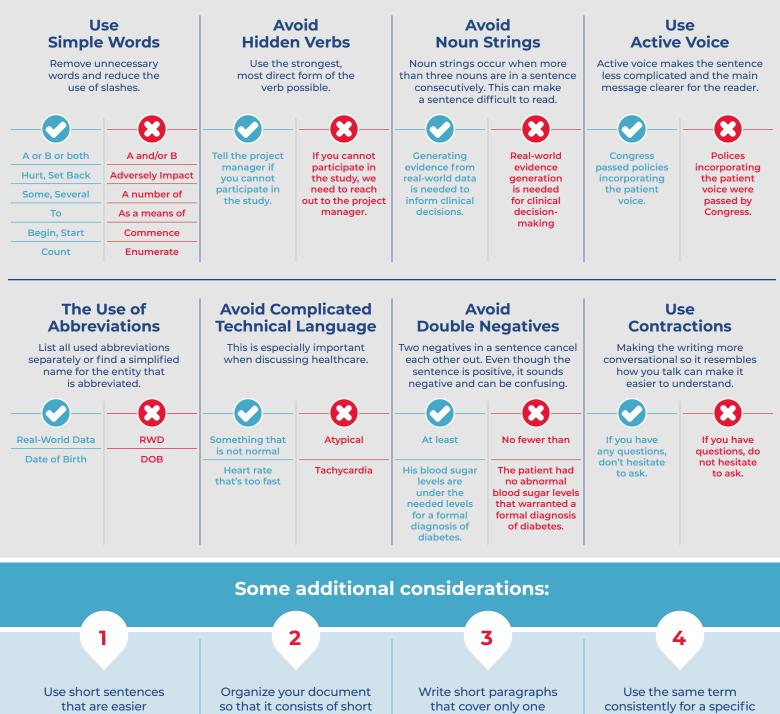
Use tables, figures, graphs, and illustrations

Tables, figures, graphs, and illustrations can show important relationships between concept. Clear and organized visual aids can also make the information easier to comprehend or process for the reader.

Writing for Everyone



Making the Information Clear and Understandable



to understand.

sections. Short sections break up material so that it becomes easier to understand.

topic at a time.

population or object (i.e., the elderly).

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The Plain Language Action and Information Network (PLAIN). Plain Language Guidelines. Available from: https://www.plainlanguage.gov/guidelines/organize/ Daily Writing Tips. 3 Types of Headings. Available from: https://www.dailywritingtips.com/3-types-of-headings/#:~:text=Statement%20 © 2021 National Health Council, All rights reserved.