



MODULE 2: Developing content

A checklist about writing clear information materials

Use this checklist to help you with tips that will make your information more clear.

Have you identified your audience and written for them?

- find out what type of information your audience needs, and how they understand and use it
- if you work with your audience, find out from them what would meet their needs
- if you don't work with your audience, talk to front-line workers that work with them

Have you used plain language?

- use words that are easy to understand, and descriptive headings

Have you chosen the right words?

- speak directly to your reader - use "you"
- avoid jargon and the passive voice
- define difficult but necessary words such as legal terms
- be consistent, and don't be afraid to repeat words
- watch out for acronyms, and spell them out where possible

Have you doublechecked your numbers?

- use digits rather than spelling out numbers
- when writing down dates, spell out the month rather than using a number
- be as specific as possible about time frames, and give examples
- present numbers visually by using tables and charts
- avoid using Roman numerals in headings

Have you read your information out loud?

- if some of it seems artificial or stilted, replace with more colloquial language
- get a colleague to listen to you read and give you feedback



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