

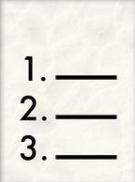




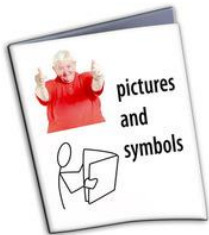
How to make things easy to read

	<p>General tips:</p> <ul style="list-style-type: none"> • use simple language (avoid words with 3 or more syllables) • only have 1 idea per sentence • avoid technical language, abbreviations and initials • stick to concrete ideas • use pictures or photos that support the words
	<p>Step 1: decide on the aim</p> <ul style="list-style-type: none"> • make sure you are clear about the aim of the leaflet • make sure you know who the target reader is • check no-one has made the it already
	<p>Step 2: decide on the key points</p> <ul style="list-style-type: none"> • put in only the most essential information • make sure the content is tailored to the reader • you might need to put in extra info to explain the key points
	<p>Step 3: write the text</p> <ul style="list-style-type: none"> • use active verbs, not passive <ul style="list-style-type: none"> ✓ active: we wrote the leaflet ✗ passive: the leaflet was written by us • keep punctuation simple • use positive language <ul style="list-style-type: none"> ✓ positive: eat less fatty food ✗ negative: don't eat too much fat • split long sentences • make sure the sentence describes events in the order that they happen / need to happen <ul style="list-style-type: none"> ✓ fill the kettle with water, then switch it on ✗ switch the kettle on after filling it with water
	<p>Layout and design</p> <ul style="list-style-type: none"> • use Arial font (at least size 14 but no bigger than 16) • do not use block capitals, italics or underlining • put important information in bold • use bullet points, boxes and lists • leave lots of white space • no more than 12 words in a sentence • no more than 120 words on a page • always start and finish a sentence on the same page • 1 topic per page • clearly label the front cover



Numbers

- use the number rather than the word (✓ 4 × four)
- use the 12 hour clock (✓ 1pm × 13:00)
- simplify percentages (✓ 2 out of ten × 20%)
- give real life examples of weights and measures (✓ 1 litre is about 3 cans of coke)



Pictures, symbols and photos

- put pictures on the left and words on the right
- use pictures that everyone will understand
- if you are taking photos of items, make sure the background is plain



Headings

- the heading should be the most important point
- do not use questions as headings
- describe what the reader should do or know
 - ✓ understanding stroke
 - × causes of a stroke
 - × what is a stroke?



Checking the accessibility

- **5 finger test**
Ask someone with a learning disability to read it aloud. Put up a finger each time they stumble over a word (without making them feel awkward). The leaflet fails if you put up 5 fingers before reading 200 words
- **Flesch-Kincaid**
Microsoft Word. In the **File** menu select **Options**, and select **Proofing**. In **When correcting spelling and grammar**, tick the **Readability** option.
Easy Read should score below 3.
Everyday style should score below 8.
- **SMOG test**
Go to this link:
<http://www.niace.org.uk/misc/SMOG-calculator/smogcalc.php#>
Enter your text or at least 100 words.
Easy Read should score 10 or less.
Everyday style should score 14 or less.

Flesch-Kincaid score for this information sheet is **5.8** i.e. it is **not** Easy Read but it **is** everyday style.
SMOG test score for this information sheet is **12.2** i.e. it is **not** Easy Read but it **is** everyday style.