

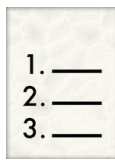




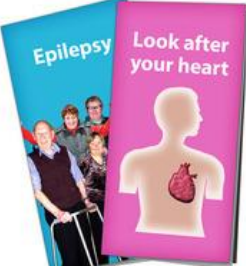



How to make things easy to read

	<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>Stop Hello Eat Words Person Day Open</p>	<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

	<p>Numbers</p> <ul style="list-style-type: none"> • 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)
	<p>Pictures, symbols and photos</p> <ul style="list-style-type: none"> • 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
	<p>Headings</p> <ul style="list-style-type: none"> • the heading should be the most important point • do not use questions as headings • describe what the reader should do or know <ul style="list-style-type: none"> ✓ understanding stroke × causes of a stroke × what is a stroke?
	<p>Checking the accessibility</p> <ul style="list-style-type: none"> • 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.