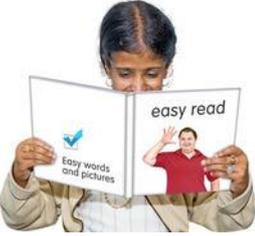
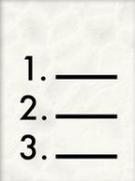
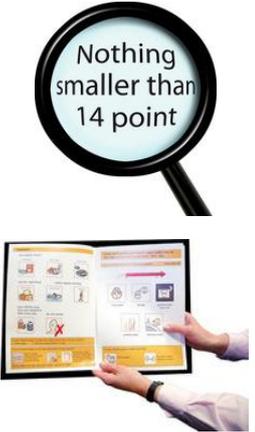


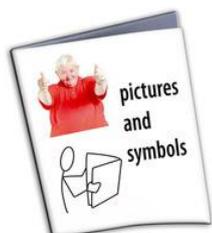
## How to make things easy to read

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



### 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.