

Active Voice
Boxes
Tables
Lists
Clarity
Purpose
Pronouns
Organize
Chunks
Familiar
Audience
Boxes
Pronouns
Active Voice
Tables
Headings
Purpose
Chunks
Organize
Familiar
Active Voice
Clarity
Easy
Headings
Purpose

What's Your Point?

Put the most
important
message first

*Plain language: communication your
audience understands the first time*



Centers for Disease Control and Prevention
Agency for Toxic Substances and Disease Registry