

Accessible version: <https://www.cdc.gov/healthliteracy/developmaterials/plain-language-communication.html>

# PLAIN LANGUAGE

## Communication your audience understands the first time

### Organize to serve the audience

- Know your audience and purpose before you begin
- Put the most important message first
- Present other information in order of importance to the audience
- Break text into logical chunks and use headings

### Choose words carefully

- Write in the active voice
- Choose words and numbers your audience knows
- Keep sentences and paragraphs short
- Include “you” and other pronouns

### Make information easy to find

- Use headings and text boxes
- Delete unnecessary words, sentences, and paragraphs
- Create lists and tables

