

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