

# Tips for Clear Health Communication

Planning

**Content**

Writing

Design

Tailoring

## Creating Easy-to-Read Content

The way you organize document content is critical to communicating effectively with your readers. For example, stating your main message first helps the reader know what is most important. Follow these tips to ensure that your readers “get the message.”



### Tips for Clear Content

- Present the main message in the title, so readers understand why they should read the document.
- Focus your document on one to three main messages. Omit information that is not directly related to your main messages.
- Use headings to organize information and guide the reader through the document.
- Order sentences, paragraphs, and sections in a clear and logical way. Group similar messages together and separate unrelated messages.
- Relate each sentence to the sentences around it. Use repetition, parallel construction, and linking phrases.
- Break up complex topics into manageable parts.
- Clarify action steps your reader should take through numbered lists and illustrative graphics.

### Questions to Ask About Content

1. What are the main messages?
2. What is the best order in which to present these messages?
3. What other information is needed to support the main messages?
4. What design tools, such as headings or lists, can you use to highlight the main messages?
5. What actions do you want your readers to take? How can the content highlight those steps?

### Want more ideas?

To learn more about clear writing, materials assessments, and on-site health communication trainings for your staff, please contact **Beccah Rothschild** at [beccah\\_rothschild@berkeley.edu](mailto:beccah_rothschild@berkeley.edu) or (510) 642-0415.