Communicate for All

Writing

Write and present
information that is easy
for everyone to read
and understand:
recommendations from
the guide *Communiquer pour tous*.

Writing

Images

Websites

Speech

Santé
publique
France

CIRLI

10 **points to keep in mind to be understood by everyone**

1 Go for **key messages** and concrete information.
Put yourself in the reader's shoes.

2 Organise ideas in a **logical order**,
introducing the most important one first.

3 Use *I/we/you* to help the reader feel involved.
☹ Contact the department with any questions.
☺ Call us if you have any questions.

4 Use **short sentences**: subject/verb/complement,
making an active and affirmative statement.
☹ Do not drive on the left   ☺ Drive on the right

5 Use **everyday words** or explain technical terms.
☹ Educational institution   ☺ School

6 **Always use the same word** to refer to the same concept.
Avoid synonyms.

7 Choose a **fairly large**, **legible font**.
☹ *Fancy font*   ☺ Straight (sans serif), body 12

8 Use **contrasting colours**.
☹ More info   More info   ☺ More info   More info

9 Align **text to the left**.

10 **Highlight important info**, without overloading the text.
☹ Underlined, capitals, italics.
☺ Bold, colour, symbols.