

CHECKLIST ✓ ✓ ✓

Key Principles of Effective Patient Materials



Content/Style:

- The material presents "how to" information.
- The text highlights and summarizes important points.
- Sentences are simple, specific, direct and written in the active voice.
- The material uses concrete examples rather than abstract concepts.
- The number of concepts is limited per piece.
- Words are familiar to the reader. Any new words are defined clearly.

Layout:

- The material uses organizers or headers.
- Text uses upper and lower case letters.
- Layout balances white space with words and illustrations.

Visuals:

- Visuals use adult images.
- Visuals are relevant to the text and meaningful to the audience.
- Visuals have captions and each visual is directly related to one message.
- Cues, such as circles or arrows, point out key information.
- Illustrations show familiar images that reflect cultural context.