

Tips for Keeping it Simple

- ❏ Use bulleted statements.
- ❏ Keep messages concise.
- ❏ Use language that is familiar to participants. For example, use the words chicken or turkey instead of poultry.
- ❏ Write sentences in the active voice (as this sentence is). Sentences should not be written in the passive voice (as this sentence is).
- ❏ **DO NOT USE ALL CAPITAL LETTERS; THEY ARE MUCH HARDER TO READ.** The use of both upper and lower case letters is much easier to read.
- ❏ No matter how tempting, do not use *fancy fonts that are hard to read*. Some fonts that are easy to read include Helvetica, New Century Schoolbook, Optima, and Times New Roman. Serif fonts are easier to read than sans serif.
- ❏ Limit the number of fonts to only two per page/document.
- ❏ Fonts should be 12-14 point.
- ❏ Sentences should be 25 words or less.
- ❏ Graphics should be relevant to the text. Fruits and vegetables are a popular theme with nutritionists, but they really do not belong in a publication discussing weaning.
- ❏ Graphics should have captions that are directly related to the message being conveyed.