How-To

Evaluate Health Materials

Materials should be easy to understand!

Too much text or information will overwhelm your reader.

Remember: less is more.

☐ Use this checklist

1. The **key messages** should be organized:

☐ Key messages should stand out
If you have to hunt for the point, it is not clear or easy to read.

☐ How to use the information should be clear
Avoid verbs like: could, might, may, should, etc. Materials should focus on 1-3 key messages that best fit the reader's needs at that time.

2. **Keep it simple!**

"If you can't explain it simply, you don't understand it well enough." - Albert Einstein

☐ Use **plain language:**
- Friendly, active voice: "you"
- Common, everyday words
- Short sentences
- Medical jargon is limited and defined each time it is used

An **urgent care** clinic is a same-day clinic. You don't need an appointment.
Urgent Care

☐ Simplify **numbers:**
- Percentages and risks are aided by a clear example
- Instructions do not involve decoding a story problem

doctor's visit **$100**

30% co-insurance
you pay $30
Insurance pays $70

☐ Focus on **design:**
- White space helps focus
- Large fonts help readability
- Relevant images help explain complicated concepts
- Make it easy to scan for important points
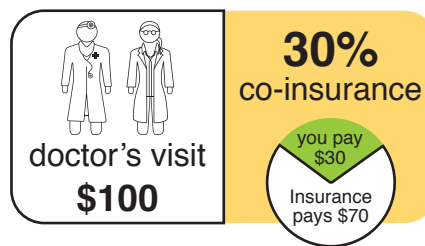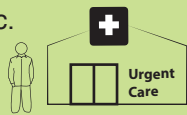
Think about your own preferences.

👍 yes, please   👎 no, thanks

Our culture is very **Visual**

3. To **motivate readers**, give them:

☐ **Action steps** to create a sense of ease.
Following steps breaks up complex tasks.

☐ **Stories** that offer hope for success.
The story should be simple and to the point.

☐ **Contact information** on where to receive help.

covering **Wisconsin**
Connect to Care, Engage in Health