

The Health Literacy Style Manual

Prepared for

covering kids
& families

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By



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Afterword

The process of developing client-centered materials is filled with many compromises. Stakeholders have competing goals and constraints, and the end results will not please all of the people all of the time.

Those of you who are determined to develop materials that communicate effectively with the broadest possible audience speak for your clients. Even if you don't reach each and every goal, you're bound to make a difference. Something will be better than it used to be, and it will be better still the next time it's revised.

And because of you, more clients will realize improved health literacy, and more people will understand what it is that consumers need and deserve.

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Designer: Brian Canada/Illustrategy

For more information

For more detailed information about simplifying program materials, we suggest:

McGee, Jeanne. *Making Written Material Clear and Effective, PART 1: Guidelines for Writing, Design, and Translation*. Baltimore, MD: Centers for Medicare and Medicaid Services (federal document number to be assigned).

McGee, Jeanne. *Making Written Material Clear and Effective, PART 2: Methods for Testing Material with Readers*. Baltimore, MD: Centers for Medicare and Medicaid Services (federal document number to be assigned).

Both are forthcoming in early 2006. For information on how to get a copy, contact the author at (360) 574-4744.