

Health Literacy Recommendations Checklist

Content/Style

- The material is interactive and allows for audience involvement, using devices to engage the reader—such as Q & A, true-or-false, problem-solution, stories, dialogues, and vignettes.
- A conversational style is used whenever appropriate that includes the patient and improves readability.
- One- or two-syllable words are used and all unnecessary multi-syllable words are replaced with simpler words.
- Technical and medical terms are defined clearly, and only used when necessary.
- Content is limited to what patients really need to know.
- “How to” advice is offered, urging behavior that is feasible and culturally appropriate for the intended audience.
- The material tells the reader how and where to get help or more information.

Layout

- Type style and size of print are easy-to-read; type is at least 12 point.
- The document uses an effective combination of readable type styles to get good contrast between the text and the headings and titles.
- Labels for sections, headings, and subheadings are clear and informative to the intended audience.
- Lines of text are an appropriate length for easy reading (no more than about five inches, set in columns).
- Layout balances white space with words and illustrations.

Visuals

- Visuals are relevant to text, meaningful to the audience, and appropriately located.
- Illustrations and photographs are simple and free from clutter and distraction.
- Illustrations show familiar images that reflect cultural context.

Readability

- Readability analysis is done to determine reading level. The piece should be written at the 6th to 8th grade level.