

Steps for Creating Patient-Friendly Materials

- Identify partners
- Agree on a process for working together
- Review existing materials for gaps and needs
- Agree on how materials would be used and type of materials needed
- When writing, apply good communication principles
 - Keep it short and simple
 - Place the most important information at the top
 - Answer who, what, where, when, why, and how
 - Use important key words
 - Break up the text- no long sentences and paragraphs; use sub-headings and bullet points
 - Keep it conversational and avoid technical terminology
 - Use images
 - Include useful contacts and link to other information if people want more depth
 - Proofread
- Pilot test materials with focus groups
- Revise materials
- Launch materials