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