

## How to Make PE Accessible

These are resources and recommendations to follow to promote user-friendly PE materials.

## Resources

### [“Simply Put” CDC guide](#)

**Recommendation: tell audience what they need to do with actionable statements.**

- Use active voice and “you” statements, i.e., “*You need to...*” or “*Talk with your doctor about...*”

**Recommendation: Limit negatives like “do not” or “should not;” instead, emphasize what the audience should do.**

- Some “do not’s” are unavoidable - try using bulleted lists to separate “do’s” and “don’t’s” so the audience can easily reference instructions.

**Recommendation: Limit use of statistics.**

- Instead of numbers and percents, use more general terms to emphasize the meaning, i.e., “*nearly all...*,” “*rarely...*,” or “*half...*”
- Put statistics in parentheses if you feel they are necessary to include, i.e. “*In almost all cases (95%)...*”

**Recommendation: Use visuals to help explain the text.**

- Make sure visuals are explanatory/relevant to the text.
- Use visuals with minimal labels that only highlight relevant pieces of information.
- Use captions to highlight the key message of the visual
- Use visuals to reinforce actions that the audience should take rather than what the audience should not do.

### [Health Literacy Online Guide from the U.S. HHS](#)

**Recommendation: Always use language that is familiar to your users.**

- Avoid medical jargon

- Use less technical word choices wherever possible, i.e., use “*cut*” as opposed to “*incision*.”

**Recommendation: Put the most important information first.**

- If the audience needs to make a decision about getting a surgery, place the decision-making factors at the beginning of the document and procedural details at the bottom.

**Recommendation: Think “need to know” vs. “nice to know”.**

- Consider which technical details may not be useful to the audience.
- Patient education is supposed to be supplemental; therefore, patients can seek more details from their primary care provider or specialists.