

## *1. Why plain language is important*

# It's a better experience for everyone

- People with disabilities
  - Hearing
  - Vision
  - Cognitive
- People with limited English
- People who only have a phone
- People in a hurry
- People who are stressed



## *1. Why plain language is important*

# Plain language can build trust

- When people understand what you say, they're more likely to trust what you say.
- Plain language not only makes things easier for the reader. It can begin to repair the relationship between people and their government. People trust statements that are clear and straightforward.