

# Good Communication

## Written Communication

### Do

ensure that the letterhead and contact details are in clear, large, lowercase print  
use appropriate font size and script  
ensure that the subject of the poster/leaflet is clear, and that the header makes sense  
make the purpose of the letter/leaflet/booklet clear in the first sentence  
write short sentences with subject and object  
use the present tense as much as possible  
at the end of the letter summarize what action you will take and what action the recipient must take  
ensure that the contact person and their 'phone number are clear, and in large print  
where a mixture of graphics and text is used, make sure the layout is clean and avoids confusion  
ensure that the graphics do not encroach upon the text, ensure that the graphics add to the understanding  
make sure there is a large print footer saying where and in what other formats you can get the information

### Don't

use jargon or in-house speak  
use acronyms - where they are necessary, state them fully first  
use adverbs and adjectives, they make sentences harder to follow  
use passive expressions: "We offer 2 services" is easier to understand than "2 services are offered"

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## Audio information

Audio information is especially important for people with a visual impairment, dyslexia, learning difficulties, non-English speakers and people who struggle to understand maps; non-disabled people may also find it reassuring and helpful.

Etiquette for producing your own audio CD: use people with clear speaking voices. Give an introduction and a summary e.g. this is an annual report of 20 pages. Have gaps between sections; state page number at appropriate points so that people can retrieve information; give contact details at the end; if pictures are important to the text describe them. Allow time for taping to be done in stages so that the reader does not sound bored.

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