

7 STRATEGIES FOR MAKING CLEAR COMMUNICATION THE NORM AT YOUR ORG



Clear Language Lab

It can be hard to make change — especially when it feels like there is never enough time or not enough buy-in. But fear not, there are lots of actions you can take!

1 Get your team trained. Plain language and information design are relevant to every single sector and every single job, whether you work in housing, human services, legal aid, early childhood, or any other area! Join us!

2 Center justice and liberation. There is a lot of talk about equity these days? That's great - make the connection between accessibility and removing the burden of bureaucratise off of your participants! Remind colleagues that to center communities we *must* center communities!

3 Bring the stats! For those that best relate to numbers, show opportunities to increase effectiveness through better communication. For example, how many calls a day do you get because your website is too complicated for people to navigate? What % of forms are filled out wrong and delay steps in a process? Check out legal plain language expert Joseph Kimble's book, *Writing for Dollars, Writing to Please*, which offers a variety of examples of plain language studies in government and business.

4 Grow your community. There are a lot of people passionate about clear communication! Join our Community of Practice, check out collectives like the Design Justice Network, or brainstorm with others on the Institute for Health Care Advancement listserv. Or maybe start a working group at your org!

5 Get staff the tools they need. Are staff using an old computer with a version of Word from the aughts? Are they expected to make flyers but don't have access to graphics or icons they can use? Is there any guidance given to them to create cohesion so participants know how to navigate your content?

6 Check out the rules and regulations. In addition to the federal Plain Writing Act of 2010, there may be additional state or local laws or industry regulations that provide guidance in your area or sector that you can use to emphasize your case.

7 Start small. What is something you can you can get started on today? Not sure where to start? Check out adrienne maree brown's *Emergent Strategy* to get inspired.

Want to learn more?

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