

When you use plain English you:

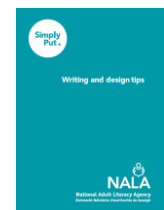
- use clear language when speaking or writing;
- give relevant information in the right order; and
- help people to understand this information quickly.



Here are some tips:

- Use at least **12 point** type. Make important points stand out clearly.
- Choose a readable **typeface** – sans serif fonts like Arial or Tahoma are best.
- Use **everyday words** and avoid jargon.
For example:
Instead of writing: TAKE 2 TABLETS ORALLY FOUR TIMES DAILY
You could write: Take **two tablets** by mouth **four times a day**
- When you want to emphasise text use a **bigger** size or **bold**.
- Use **lower case letters** – they are easier to read.

NALA's Writing and Design booklet gives tips to make your materials easier to read and understand. It is available at: <http://bit.ly/1ehZ1ns>



In some pharmacies you may have to change the font setting on your computer system. Here are the instructions to do so:

- **McLernons MPS:** This needs to be done on “MPS Product Labelling” The main system won't allow font type change or free typing other than capitals. Maximum font size allowable is 10.
- **Touchstore:** This needs to be done on “Ad Hoc Labels” (F4). The main system won't allow font change or free typing other than capitals.
- **Clanwilliam QicScript:** This needs to be done on “Batch Labels” by going to Options at top of screen and selecting Batch Labels.

Plain English Checklist

This checklist offers a quick way for you to review your labels.

		Yes	No
1	Does the label use 'you' and 'we' where possible?	<input type="checkbox"/>	<input type="checkbox"/>
2	Does it use the active voice most of the time?	<input type="checkbox"/>	<input type="checkbox"/>
3	Does it keep technical terms and abbreviations to a minimum?	<input type="checkbox"/>	<input type="checkbox"/>
4	Does it define any necessary terms or abbreviations clearly?	<input type="checkbox"/>	<input type="checkbox"/>
5	Do you include clear instructions at the start?	<input type="checkbox"/>	<input type="checkbox"/>
6	Does it use the same term for the same concept throughout?	<input type="checkbox"/>	<input type="checkbox"/>
7	Is the font size at 12 point?	<input type="checkbox"/>	<input type="checkbox"/>
8	Is the font type sans serif such as Arial or Tahoma?	<input type="checkbox"/>	<input type="checkbox"/>
9	Do you avoid underlining, italics and capital letters?	<input type="checkbox"/>	<input type="checkbox"/>
10	Is text aligned to the left?	<input type="checkbox"/>	<input type="checkbox"/>

Further information

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