

Clear Writing for a Construction Audience

When creating materials for a construction audience, it's not enough to be technically correct – you must also make sure your message is compelling and accessible to your target audience. Keep in mind that contractors, trainers, and workers may not have time to read a complex document, and the construction labor force includes workers who may have limited English language reading proficiency. Health communications



Tips for Writing, Layout and Design

Clear Communication Index (CCI), www.cdc.gov/ccindex/. CDC health communications researchers developed this checklist/self-assessment to help writers create online and print health materials accessible to lay audiences. (The “Four Key Questions Before You Start” were adapted from the CCI.)