Clear-language writing CHECKLIST

☐ Have I kept sentences and paragraphs short?

☐ Have I used everyday words in place of complex words?

☐ Have I avoided using jargon or technical words where possible? If I have had to use jargon or technical words, have I explained them in plain language?

☐ Have I minimized my use of acronyms, and explained any that I used?

☐ Have I checked that the readability is at a Grade 10 level?

☐ Have I created a logical flow of information from the reader’s point of view?

☐ Have I used the active rather than the passive voice?

☐ Have I used the strongest form of verbs and minimized the use of “hidden verbs”?

☐ Have I established a “hook” in the subheading to engage the reader?

☐ Have I focused on what the reader needs to know?

☐ Have I clearly explained the main findings of my study?

☐ Have I included the ‘so what?’ implications of my research?

☐ Did I write the title and subheading after writing the lay summary?

☐ Have I given my lay summary to a lay person who is unfamiliar with my work (e.g. friend, family member) to read?

☐ Have I read my lay summary aloud to test for a smooth flow and a logical story?