

Creating Decision Aids With Attention to Health Literacy Principles (c/o [Dr. Angela Fagerlin](#))

- Give the most important information first.
 - Websites: without having to scroll
- Limit the number of messages
 - 3-4 main ideas per document or section
 - Avoid lengthy lists.
 - Create short lists with bullets.
 - People with limited reading skills tend to forget items in longer lists.
 - If you have a long list, break it into subheadings.
- Clearly state the actions you want your audience to take.
 - Use concrete nouns and an active voice.
 - Start with verbs.
 - Tell people what they should do rather than what they should not do.
 - Emphasize small, practical steps.
- Limit jargon and abbreviations
 - Pick the most familiar words and use them throughout.
- Use analogies when possible (e.g., size of a pea)
- Use a readable font.
 - Mixed evidence about which fonts. Most say sans serif is easier on the Internet.
 - Font size 14+
 - Headings: font size at least 2 points larger than text.
- White space (10-35% of page should be white)
- Use color, but be careful about which colors (red/green colorblind, red often means danger).
- If you show people, consider audience's characteristics. Use people from many backgrounds.
- Consider cultural identity of audience
- If you use pictures or graphs, clearly label them
- Always user test!