



Everyday Words for Public Health Communication

Everyday Words for Public Health Communication **Author:** Centers for Disease Control and Prevention

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Abstract:

This document offers recommendations from CDC's Health Literacy Council and other agency communicators on how to reduce jargon and replace problematic terms to improve comprehension.

Everyday Words is based on years of experience and formative research by CDC's communication staff testing materials with diverse audiences. It provides: substitute terms, real-life examples of difficult public health passages, revised wording, and tips to reinforce meaning and avoid other common pitfalls.

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How to Access this Material:

HTML: <http://www.cdc.gov/healthliteracy/developmaterials/plainlanguage.html>

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