

ANATOMY OF A PAMPHLET

A quick guide to what makes an effective, accurate and easy-to-read pamphlet.

Diversity

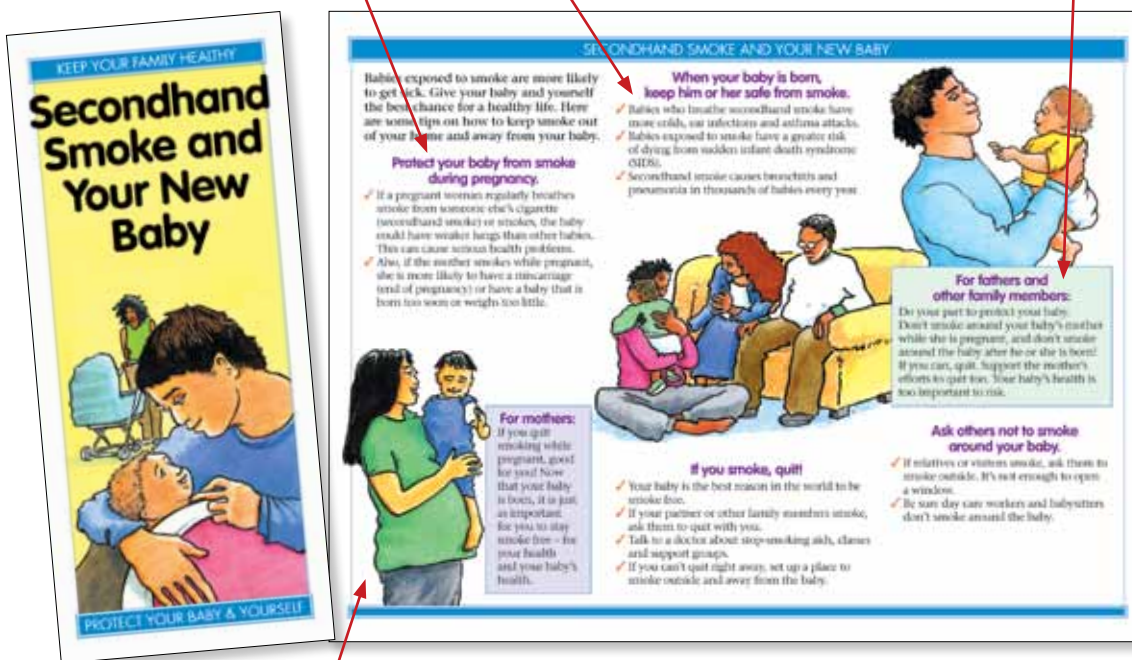
- Sensitivity to issues of age, gender, ethnicity, sexual orientation and disability in both text and art.
- Colors checked for accessibility for color-blind individuals.

Readability

- Tested for reading levels using Flesch-Kincaid.
- Use of 11 to 12 point or equivalent size text.
- Upper and lower case letters in headings.
- Active voice and short sentences.

Layout

- Bold headlines to guide the reader.
- Complex information broken into understandable chunks.
- Balance of white space with text and art.
- Pull out boxes to emphasize key points.



Illustrations

- Simple illustrations relevant to the text that add clarity and interest.
- Use of multicultural illustrations whenever appropriate.

Credible Sources

- All information fact-checked.
- Use of government agencies (CDC, NIH, SAMHSA) and respected national organizations for source material.
- Revised and updated on a regular basis.

Professional and Peer Review

- Reviewed during development by the intended audience.
- Rewritten and revised to ensure the information is easily understood and reflects the needs of the audience.
- Reviewed by medical professionals and educators for accuracy.

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