

Public Health Education Collaborative



May 4th, 2010

Welcome

Jackie Valenzuela

Health Education Administration



...Your one-stop shop for all your health education needs.



Introductions

- Name
- Title
- Organization



Housekeeping

- Bathrooms
- Sign-in/Sign-out
- CHES credits
- CEUs
- Evaluations
- Food



Ground Rules

- Turn cell phones to silent or vibrate
- Respect cell phone use
- Respect time
- Raise hands for questions/comments
- Respect one another
- Parking lot
- Agree to disagree



Meeting Overview



Kim Harrison Eowan
Health Education Administration



Morning Agenda

*Content: Program Updates

Timeframe	Content
9:00am-9:30am	Introductions and Overview
9:30am-9:45am	Committee Overview
9:45am-10:45am	Applying Plain Language Principles in Health Education Practice
10:45am-11:00am	Wellness Break
11:00am- 12:00pm	Understanding the Countywide Plain Language Initiative



Afternoon Agenda

*Content: Collaborative Committees

Timeframe	Content
1:00pm-1:15pm	Wellness Break
1:15pm-3:15pm	Collaborative Committees
3:15pm 3:30pm	Reconvene/Next Steps
3:30pm- 4:00pm	Wrap-up & Evaluations



Today's Key Objectives

By the end of this session, participants will be able to...

1. Define the term *plain language*.
2. Describe the four principles of plain language.
3. List at least one way that plain language principles can be applied to health education practice.
4. Describe the role and function of Los Angeles County's Quality and Productivity Commission (QPC).
5. List at least one example of how County departments have utilized plain language to improve service quality and staff productivity



April Meeting Minutes

- Re-think Your Drink Campaign
- County Food Policy
- DPH Wellness updates
- Stress Management (Kaiser)
- *Unnatural Causes*
- Built & Social Environment SB presentation



Committee Overview

Susan Srabian

Milan Hill

Health Education Administration



Print Materials Committee

- Chronic Disease Flyers
 - CVD, Cholesterol, Hypertension, Diabetes, Asthma
- Print Materials Inventory
- Style Guide Manual
- Twitter



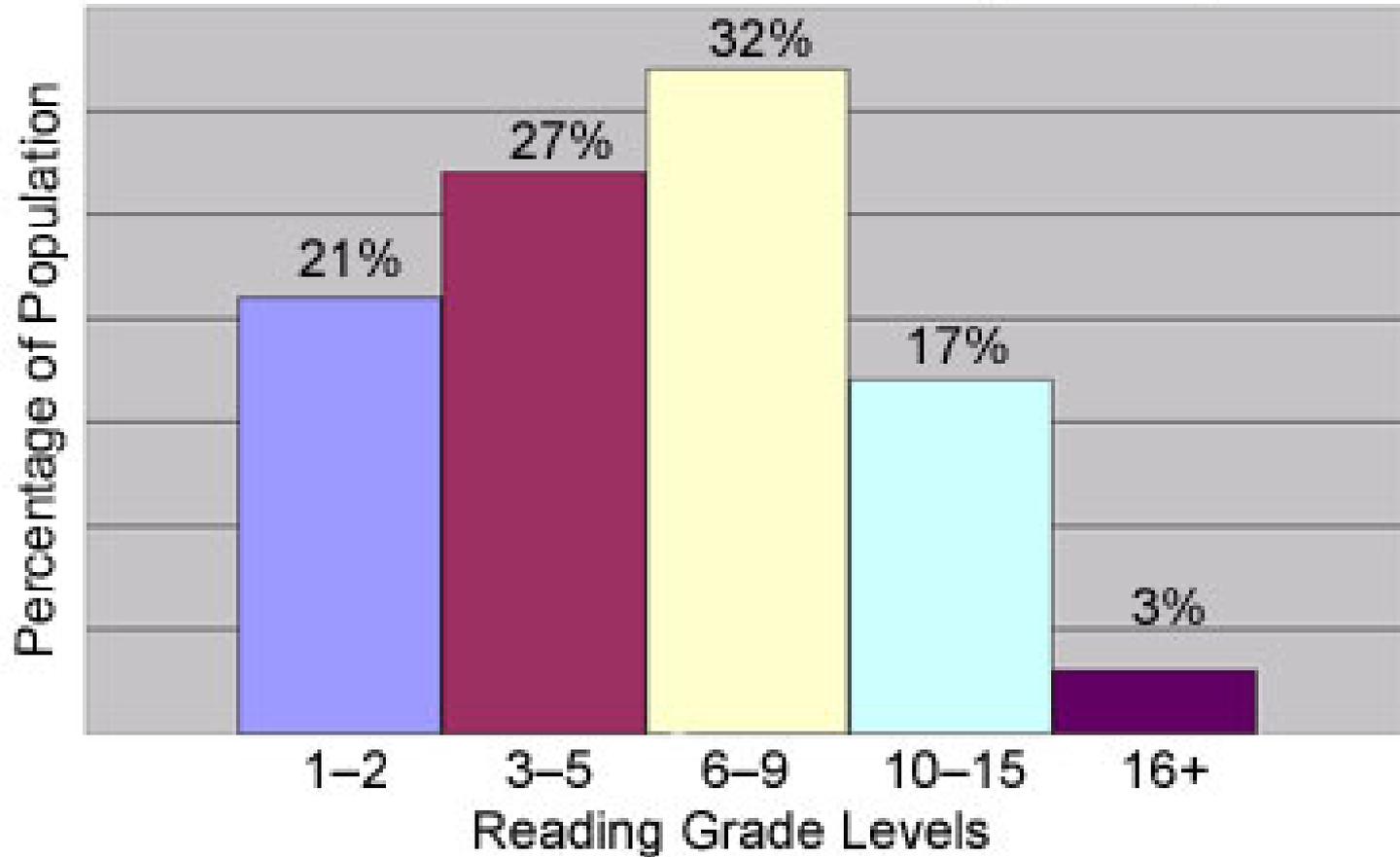
Speakers' Bureau Committee



An Introduction to Plain Language



U.S. National Adult Literacy Survey



What is Plain Language?

Plain Language is writing in a way that is...

- Clear and Concise
- Simple and Direct
- Easy to read and understand
- Uses short sentences
- Uses simple words



Benefits of Plain Language

Readers	Organizations
Less frustrated	Staff productivity increases
Understand and retain more	Cost reduced
Read faster	Customer satisfaction increases
Continue Reading	Liability reduced
Seek less help	

Many studies have shown that plain language affects your bottom line—you can save time, personnel resources, and money. And you will give better service to your readers.



How Plain Language related to Health Education

- Part of Health Education Competencies
- Expected Health Education Skill
 - Health education materials
 - Social marketing campaigns
 - Press releases & media interviews
 - Writing annual and quarterly reports
 - Grant writing
 - Writing journal articles or conference presentations



Writing Techniques

Plain Language is based on a few simple principles:

- Thinking about your audience
- Logical organization
- Word choice
- Active voice



What are the plain language basics?

Audience—Speaking to your reader

- **Use...**

- “You” and “we” pronouns
- Contractions
- Conversational tone
- Simple words
- Common definitions

- **Avoid...**

- Slang and jargon
- Acronyms and abbreviations
- Reinforcing racial/ethnic stereotypes
- References to age or physical limitations



What are the plain language basics?

Audience—Example 1

Original

We are pleased to provide you 24 hour access to health center services.

We will ship your order for 12 boxes of brochures this afternoon.

Revision



What are the plain language basics?

Audience—Example 1

Original

We are pleased to provide you 24 hour access to health center services.

We will ship your order for 12 boxes of brochures this afternoon.

Revision

You now have 24-hour access to health center services.

The 12 boxes of brochures you ordered will ship this afternoon.



What are the plain language basics?

Organization—Laying out information

- Easy to act on and recall
- Easy for the eye to follow
- White space



- **Bold & Italics**
- **Chunking & Transition Words**
- **Vertical Lists**
- **Headings & Levels**



What are the plain language basics?

Organization—Example 2

Original	Revision
<p>By age 2, children should get shots against measles/mumps/rubella; <i>Haemophilus influenzae</i> type b; polio; diphtheria; Tetanus; pertussis; hepatitis B; and varicella.</p>	



What are the plain language basics?

Organization—Example 2

Original	Revision
<p>By age 2, children should get shots against measles/mumps/rubella; <i>Haemophilus influenzae</i> type b; polio; diphtheria; Tetanus; pertussis; hepatitis B; and varicella.</p>	<p>Children should get these shots by age 2:</p> <ul style="list-style-type: none">• Measles/mumps/rubella• <i>Haemophilus influenzae</i> type b• Polio• Diphtheria• Tetanus• Pertussis• Hepatitis B• Varicella



What are the plain language basics?

Writing Principles—Active voice

- Active voice
 - Clarifies who does what
 - Eliminates ambiguity about responsibilities
 - Helps you make your point clearly
 - Subject → Verb → Object



What are the plain language basics?

Writing Principles—Example 3

Original
The lake was polluted by the company.
The evaluation will be conducted by our health educator.
The vaccine was administered by the nurse.

Revision



What are the plain language basics?

Writing Principles—Example 3

Original

The lake was polluted by the company.

The evaluation will be conducted by our health educator.

The immunization was administered by the nurse.

Revision

The company polluted the lake.

Our health educator will conduct the evaluation.

The nurse administered the immunization.



What are the plain language basics?

Writing Principles—Sentence structure

- Simple sentence structure
 - Use parallel construction
 - Avoid noun strings
 - Avoid doublets and triplets



What are the plain language basics?

Writing Principles—Example 4

Original

The components of a successful product are functional design, customer appeal, and a price that's affordable.

Draft laboratory animal rights protection regulations.

Due and payable

Cease and desist

Revision



What are the plain language basics?

Writing Principles—Example 4

Original

The components of a successful product are functional design, customer appeal, and a price that's affordable.

Draft laboratory animal rights protection regulations.

Due and payable

Cease and desist

Revision

The components of a successful product are functional design, customer appeal, and affordable pricing.

Draft regulations to protect the rights of laboratory animals.

Due

Stop



What are the plain language basics?

Writing Principles—Direct and concise

- Clear, direct, concise
 - One idea per sentence and paragraph
 - Short sentences
 - Avoid redundant or unnecessary words
 - Use concrete, familiar words
 - Use "must" to express requirements; avoid ambiguous words like "shall"



What are the plain language basics?

Writing Principles—Example 5

Original	Revision
A number of	
At this point in time	
The X and Y department worked together on a joint project to improve...	
Their claim was totally unrealistic.	
It is particularly difficult to reconcile the somewhat different views expressed by the management team.	



What are the plain language basics?

Writing Principles—Example 5

Original	Revision
A number of	Several, a few, many
At this point in time	Now
The X and Y department worked together on a joint project to improve...	The X and Y department worked on a project to improve...
Their claim was totally unrealistic.	Their claim was absurd.
It is particularly difficult to reconcile the somewhat different views expressed by the management team.	It is difficult to reconcile the different views expressed by the management team.



Group Activity



Wellness Activity



Erika Siever

Health Education Administration



Program Update

Ruth Wong

Quality and Productivity Commission



Lunch



Wellness Activity



Kim Harrison Eowan
Health Education Administration



Collaborative Committees

Print Materials Committee

Susan Srabian

Health Education Administration

Jessica Marshall

Service Planning Area 8

Speakers' Bureau Committee

Milan Hill

Health Education Administration

Yeira Rodriguez

Healthy Way L.A.



Next Steps



Upcoming Collaboratives

Date	Time	Location	Content
June 1 st , 2010	9am – 4pm	California Endowment 1000 N. Alameda Ave, LA 90012 Cabrillo Room	AM: Wellness Committee PM: Professional Development
July 6 th , 2010	9am – 4pm	5555 Ferguson 2 nd floor, suite 220 Conference room A, #2081	AM: Program Updates PM: PM & SB Committees



Wrap-Up & Evaluations

Jackie Valenzuela

Health Education Administration



Thank You!

