



What is Easy English?

Easy English is a style of writing designed to make information more accessible to people with low literacy levels or cognitive disabilities. It is characterised by simplified language, short sentences, and the use of visual aids like icons or images.

Why Use Easy English?

- 1. Accessibility:** It ensures that content is accessible to people with varying literacy levels or cognitive challenges.
- 2. Inclusivity:** Easy English makes websites more inclusive by ensuring that no one is left behind in understanding essential information.
- 3. Legal Compliance:** In some regions, making content accessible in Easy English aligns with disability standards and guidelines.

Quick References Guide

Summary of Easy English and Plain English

	Easy English	Plain English
Other names	Easy Read, Easy Write, Easy Info, Easy Access, easy-to-read, aphasia friendly	Easy Read, Easy Write, Easy Info, Easy Access, easy-to-read, aphasia friendly
What is it?	Easy English is an accessible and alternative form of communication. It has a distinct format that is simple to read.	Plain English is a direct style of writing which is easy and quick to understand. Its goal is to make sure the audience can understand the information the first time they read or hear it.

Quick References Guide Continued

Summary of Easy English and Plain English

	Easy English	Plain English
Who is it for?	For people who have difficulties reading and understanding English. It helps people with: <ul style="list-style-type: none">▪ low literacy▪ intellectual disabilities▪ English as a second language.	For everyone. It assumes reasonable literacy skills, around the Year 7 to 9 level.
Who else does it work for?	It is also helpful for people who: <ul style="list-style-type: none">▪ experience a high cognitive load such as a CEO.▪ want quick and summarised information.	It should be your baseline style for all information based material, as it's direct and to the point.
When is it used?	To explain key messages and points to people who have difficulty reading English.	For communicating information which normally uses jargon and complex terms. Such as government or business information.
Why is it used?	To help people with difficulties reading and understand English. It is a way for them to read and understand information easily.	To help everyone read and understand information quickly and easily.
Key features	<ul style="list-style-type: none">▪ Short sentences▪ Simple, everyday words▪ Key information▪ Explains hard words▪ Dot points▪ Clear sections and headings▪ Images to support each point▪ Lots of white space▪ Large text size	<ul style="list-style-type: none">▪ Short sentences▪ Short paragraphs▪ Simple, everyday words, avoiding jargon▪ Clear sections of text▪ Headings which are easy to understand▪ Adequate white space
How to check readability	Testing the features above with users is the best way to check if content is easy to read and understand. The Flesch-Kincaid readability checker can provide a baseline.	Use the Flesch-Kincaid readability checker. (Microsoft Word has one)

Checklist of Features

Summary of Easy English and Plain English

Features	Easy English	Plain English
Short sentences	Yes. As short as possible, 15 words maximum. One concept per sentence.	Yes. 15 to 20 words per sentence.
Clear sections of information	Yes.	Yes.
Common, simple language which avoids jargon	Yes. Explains hard words.	Yes.
Dot points	Yes.	Yes.
Active voice	Yes.	Yes.
Minimal punctuation	Yes.	Yes.
Font size (minimum)	14 pt	12 pt
Acronyms and abbreviations	Avoid if possible and define if it must be used.	Acceptable to include if defined or is for 'everyday' use.
Clear headings	Yes.	Yes.
Lots of white space	Yes.	Yes.
Left aligned text	Yes.	Yes.
Images/icons	To the left of text to reflect and support the main points. Must be clear and universally understood. Photos are preferred.	Good to include.
Reading level	As low as possible.	Year 7 to 8 (12 to 14 years old)
Number of pages	As short as possible. No more than 20 pages.	Not defined, but shorter the better.

What We Need From You

To ensure a smooth implementation of Easy English, we require the following from you:

1. Documents or Pages to Convert

- A list of the pages or documents you want to convert to Easy English. This could be your homepage, service pages, FAQs, or any content critical for your audience to understand.

2. Icons or Visuals

- Icons or images you wish to include alongside the text. Visual aids are essential for supporting the simplified content and enhancing comprehension.

3. Key Messages and Terminology

- Clarify the key points or messages you want to prioritise on each page. This ensures that the simplified content accurately reflects your most important information.
- If there are specific terms or phrases you want to be retained or simplified in a certain way, let us know so we can align the content accordingly.

