

Print Materials for Older Adults – A Checklist

Language

Uses simple words and sentences	YES	NO
Avoids abbreviations	YES	NO
Avoids technical terms and jargon	YES	NO
Uses active voice	YES	NO

Reading level

Organization

Leads with main points	YES	NO
Answers question: “Why is this topic important?”	YES	NO
Content relevant to target audience (if target audience is unclear, mark “no”)	YES	NO
Graphics relevant to target audience (if target audience is unclear, mark “no”)	YES	NO
Information grouped in meaningful sections	YES	NO
Clear headings present	YES	NO
Uses bullet points or numbers	YES	NO

Developed by Sarah Lowman (2009). This tool is based on Lighthouse International's recommendations for designing materials for people with visual impairments, NIA's "Making Your Printed Health Materials Senior Friendly" and "How to Create and Assess Print Materials" by Rima Rudd.

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Uses short sections or paragraphs	YES	NO
Repeats (summarizes) main points	YES	NO
Scope is limited (manageable # of points)	YES	NO

Visual Presentation

Uses serif typeface	YES	NO
Point size 13 or larger	YES	NO
Double spacing	YES	NO
Plenty of white space on page	YES	NO
Minimal use of CAPS, <i>italics</i> and <u>underlining</u>	YES	NO
Aligned to left margin	YES	NO
Dark text on lighter background	YES	NO
2-3 colors maximum (excluding graphics)	YES	NO
Graphics relevant, clear, and labeled	YES	NO
Appropriate paper – not too glossy or thin	YES	NO