

Accessibility Summer Camp

Handout for Plain Language Basics: Creating Content That Is Accessible to All

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Presented by Amy Reff

Sr. Accessibility Editor, [WestEd.org](https://www.wested.org)

Resources

- [Plain Writing Act of 2010](#)
- plainlanguage.gov
- Microsoft Office tutorial “[Apply styles](#)”
- Merriam-Webster’s [33 Transition Words and Phrases](#)
- [The dirty dozen](#) of words and phrases
- [Design and implement accessible tables and graphs](#) (from the Center for Excellence in Universal Design)

Example of Bad Hierarchy

Create a Vision and Mission Statement for Your Family Child Care Program

Begin by creating a vision statement, and then use your vision statement to help you create a mission statement.

A vision statement identifies what your program wants to achieve, or what you want to see happen in the future. This statement serves two purposes: (1) It helps prospective client families and others understand your business goals and values and (2) acts as a guide for how your program needs to operate to achieve its vision.

A mission statement describes the values and purpose of your business. It identifies how your program is implementing its vision statement. It may be as short as a few sentences or longer if preferred.

A mission statement should identify the purpose of your business, your target audience, and how your program is implementing its vision statement.

Example of Good Hierarchy

Create a Vision and Mission Statement for Your Family Child Care Program

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Vision Statement

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Mission Statement

A mission statement describes the values and purpose of your business. It identifies how your program is implementing its vision statement. It may be as short as a few sentences or longer if preferred.

A mission statement should identify the following:

- Purpose of your business
- Your target audience
- How your program is implementing its vision statement

Example of Bad Multilevel Lists

Example of Vision and Mission Statements

Here are some examples of vision and mission statements at Mari's Family Child Care. Feel free to tailor to your own program.

- Vision Statement for Mari's Family Child Care
 - Our Vision: Children enter school prepared for success.
 - Mari's Family Child Care is committed to offering a high-quality child care program where children receive a strong foundation for academic success.
- Mission Statement for Mari's Family Child Care
 - The mission of Mari's Family Child Care is to support the learning and development of children from birth through age 12.
 - We provide a high-quality play-based curriculum and offer individual support to help children achieve academic success.

Example of Good Multilevel Lists

Example of Vision and Mission Statements

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Vision Statement for Mari's Family Child Care

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Avoid Nonessential Adjectives and Adverbs

When you find yourself adding adjectives and adverbs, think about whether they add meaning to the content or just make it seem pretty, or read academic, or just increase the word count.