

GYDI Plain-Language Phrasebook

Swap jargon for clear actions. Based on CDC/Digital.gov plain-language guidance.

Common swaps

- Utilize → Use
- Facilitate → Help, make easier
- Optimize → Improve
- Implement → Put in place, start
- Mitigate → Reduce, lower
- Stakeholders → People involved / partners
- Leverage → Use
- Facilitate synergies → Help groups work together
- Disseminate → Share
- Prioritize → Choose first
- Mitigation strategies → Ways to reduce [risk/problem]
- At scale → In many places / widely
- Deploy → Roll out, launch

Sentence fixes

Before: “We will implement a comprehensive intervention to facilitate optimization of bus operations.”

After: “We will start a plan to improve bus operations.”

Rules of thumb

- Write in active voice.
- Aim for ~20 words per sentence.
- One idea per sentence.
- Use headings and lists.
- Define terms in one line.
- Address the reader as “you.”

Sources (clickable):

- [CDC — Everyday Words for Public Health Communication](#)
- [Digital.gov — Federal Plain Language Guidelines](#)
- [CDC — Plain Writing at CDC](#)