



## Clear Language and Design

### Sally J. McBeth



Sally McBeth is Clear Language and Design's manager and lead consultant, with 29 years of experience as a professional editor and trainer in print, digital, and spoken communications.

Sally is the author of the *Clarity Kit*, a guide to creating a clear-language organizational culture. She was a contributor to *Plain Language in Plain English*, a comprehensive guide to plain language best practices and guest editor of the international journal for legal writers, *Clarity*.

Sally has been a trainer with the Ontario government's clear language initiative since 2006, teaching communications staff in all ministries how to produce clearly written press releases, correspondence, reports, and web pages. During 2006/07, she was lead trainer and research consultant on the City of Toronto's clear language project for more than 1,000 report writers and approvers. In 2011, Sally trained internal trainers at the Financial Services Commission of Ontario, who then rolled out the program across the organization.

Sally is a regular guest lecturer to clinical and research fellows on knowledge translation and exchange at the Centre for Addiction and Mental Health. She is a member of the Editors' Association of Canada, the Society for Technical Communication, Clarity, and the Plain Language Association InterNational (PLAIN). A regular speaker at the association's biennial conferences, Sally is also on the program planning team for the September 2015 conference to be held in Dublin, Ireland.

### Recent writing, editing and assessment projects

- Municipal Property Assessment Corporation: Property assessment notice and information insert
- International Labour Office, Geneva: National employment planning guide for trade union leaders in developing countries
- College of Nurses of Ontario: Review of all correspondence from the Entry-to-Practice team; training and coaching for registration administrators
- Bank of Montreal: Certificates of insurance for mortgage and credit card holders
- United Way Toronto and McMaster University: Report and on precarious employment
- T.E. Wealth: Financial education webinars for employees in the energy sector
- John Stapleton (Open Policy): Retirement planning for people on low incomes
- Social & Enterprise Development Innovations: Financial literacy curriculum
- Heart & Stroke Foundation: Website and handbook for stroke survivors and caregivers
- Manitoba Student Aid: Redesign and usability testing of student loan application
- Health Canada: Guidelines on pre- and post-natal maternal and infant nutrition

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