



## Clear Language and Design

### Sally J. McBeth



Sally McBeth is Clear Language and Design's manager and lead consultant, with more than 30 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 was a trainer with the Ontario government's clear language initiative, teaching staff in all ministries how to produce clear web pages, press releases, correspondence, and reports. She was lead trainer and research consultant on the City of Toronto's clear language project for more than 1,000 report writers.

Since 2016, Sally has trained staff of all divisions at the College of Nurses of Ontario. She provides ongoing training for public health staff serving 32 isolated communities in northwest Ontario for the Sioux Lookout First Nations Health Authority. From November 2019 to October 2020, Sally trained tribunal members in decision writing at both the general and appeal division levels for the Social Security Tribunal of Canada.

Sally is a member of Editors Canada, the Society for Technical Communication, Clarity, and the Plain Language Association International. Clear Language and Design is a division of the Centre for Learning & Community Development, a non-profit organization.

### Recent writing, editing, and assessment projects

- Service Canada: Readability Assessment report and rewriting of key Canada Pension correspondence
- Immigration and Refugee Board of Canada: Assessment and rewriting of guides from the Immigration Appeals Division; training and coaching for decision writers
- College of Occupational Therapists of Ontario: Editing of registration policies and complaints process guides; training and coaching for staff writers
- Ryerson University: Online introductory clear-language workshop for law students
- Sioux Lookout First Nations Health Authority: COVID-19 public health information
- Law Society of Ontario: Consumer guide to contingency fees and standard contract
- Ontario Non-Profit Housing Association: Occupancy agreement for transitional housing
- College of Physiotherapists of Ontario: Practice standards, jurisprudence testing
- Health Canada: Dietary guidance policy report
- John Stapleton, Open Policy: Various reports and discussion papers on social policy