

The Clarity Kit

Effective Communication for Municipalities



**Developing a Strategy for Clear Language
in Municipal Communications**



**Promoting Clear Communications
in Your Municipality**



**Analyzing Municipal Communications:
the Clarity Audit™**

**The Clarity Kit
was developed by:**

Canadian Association of Municipal Administrators (CAMA) Municipal Leadership:
Investing in Literacy and Learning for the Workplace and Community Project
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Business Card Slits

Is Your Municipality or Union Interested in:

- More effective communications with staff and the public?
- Improved health and safety in the workplace?
- Better quality of working life for employees?
- Better informed union membership?
- A more transparent and accountable municipal government?

The Clarity Kit is for You!

The Clarity Kit Provides:

- Answers to the most frequently asked questions about clear language.
- Before and after examples that demonstrate the power of clear language.
- Key steps to improve municipal communications using clear language.
- The Clarity Audit™ – a powerful new tool to analyze municipal communications.

For more
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