



Center for Plain Language  
MAKE IT CLEAR.

Center for Plain Language  
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## Center for Plain Language Announces 2023 ClearMark Award Winners

*Autrement dit and Canadian Centre on Substance Use and Addiction Take Home Top Prize for Clear Communications*

RICHMOND, VA — The Center for Plain Language announced Thursday, June 22, the winners of its 13th annual ClearMark Awards. The ClearMarks recognize the best in plain-language communications—in English, French, and Spanish—from government agencies, nonprofit organizations, and private companies in North America.

Held virtually, the award ceremony hosted by Barbra Kingsley, the center's chair, honored contributions from a wide range of sectors. Almost 100 entries were reviewed by 31 volunteer judges, including former journalists, professors, and plain-language experts. "We were thrilled to have so many stellar entries for this year's ClearMark Awards," says Kingsley. "The interest in ClearMark Awards shows us that we have an increasing number of professionals in both government and private industry who are championing the art of writing plainly."

After selecting individual winners for 13 categories, the judges honored one finalist as the best of the best to win the Grand ClearMark Award. This year, that honor went to Autrement dit and Canadian Centre on Substance Abuse and Addiction for their entry entitled *Résumé grand public des Repères canadiens sur l'alcool et la santé*. This marks the first time a French entry was selected as a Grand ClearMark Award winner. The judges praised this entry, which also won in two other categories, with one judge noting how the brochure shows excellent understanding of the intended audience and the sensitivities around alcohol use.

### [2023 ClearMark Award Finalists and Winners](#)

**Category:** Print

**Finalists:**

1. Health Literacy Media and Novartis: "Clinical Trial Results Summaries"
2. U.S. Department of Veterans Affairs, Million Veteran Program: "Million Veteran Program Brochure"
3. Eunice Kennedy Shriver National Institute of Child Health and Human Development: "What Does a Safe Sleep Environment Look Like?"

**Winner:** U.S. Department of Veterans Affairs, Million Veteran Program: "Million Veteran Program Brochure"



**Category:** Digital

**Finalists:**

1. CommunicateHealth and the Office of Disease Prevention and Health Promotion: "MyHealthfinder Tool"
2. Social Security Administration: "SSA.gov Homepage Redesign"  
**Winner:** CommunicateHealth and the Office of Disease Prevention and Health Promotion: "MyHealthfinder Tool"

**Category:** Shorter brochures (less than 20 pages)

**Finalists:**

1. Health Literacy Media and Kansas City Health Department: "Tips for dealing with feeling lonely or isolated"
2. Mission Partners and the Public Health Communications Collaborative: "Plain Language for Public Health"
3. Éducaloi: "Clear Communication: Info Sheet on Clear and Effective Legal Communication"  
**Winner:** Health Literacy Media and Kansas City Health Department: "Tips for dealing with feeling lonely or isolated"

**Category:** Longer brochures (more than 20 pages)

**Finalists:**

1. Tonic by Highmark Health: "The SMPL Way Book"
2. Tonic by Highmark Health: "AHN Post Heart Transplant Guide"  
**Winner:** Tonic by Highmark Health: "The SMPL Way Book"

**Category:** Posters, Charts, and Fliers

**Finalists:**

1. North Carolina Department of Health and Human Services: "How Safe and Effective COVID-19 Vaccines Come to You"
2. Circuit Media: "What You Say Matters - A Denver Department of Public Health & Environment (DDPHE) Mental Health Stigma Reduction Campaign"  
**Winner:** Circuit Media: "What You Say Matters - A Denver Department of Public Health & Environment (DDPHE) Mental Health Stigma Reduction Campaign"

**Category:** Infographics

**Finalists:**

1. National Institute for Occupational Safety and Health: "Worker Safety Matters When Working Near Power Lines"
2. Autrement dit and Canadian Centre on Substance Use and Addiction: "Canada's Guidance on Alcohol and Health, Public Summary"
3. National Institute for Occupational Safety and Health: "Ladder Rung Infographic: Improving Ease and Safety with Smaller Rung Spacing"  
**Winner:** Autrement dit and Canadian Centre on Substance Use and Addiction: "Canada's Guidance on Alcohol and Health, Public Summary"

**Category:** Websites

**Finalists:**

1. Social Security Administration: "Contact Us Webpage"



2. North Carolina Department of Health and Human Services: "NCDHHS COVID-19 Response"
3. Anthro-Tech, WaTech: "Making Washington State Government Services Easier to Find"
4. National Genetics Education and Family Support Center, Expecting Health: "The Family Center Leadership Hub"

**Winners:**

1. North Carolina Department of Health and Human Services: "NCDHHS COVID-19 Response"
2. National Genetics Education and Family Support Center, Expecting Health: "The Family Center Leadership Hub"

**Category:** Blog Posts and Summaries

**Finalists:**

1. Independence Insights Blue Cross Blue Shield: "IBX Insights: My Dad Got Scammed...Don't Let This Happen to You"
2. The WatchBlog and U.S. Government Accountability Office: "The WatchBlog—Following the Federal Dollar"

**Winner:** Independence Blue Cross Blue Shield: "IBX Insights: My Dad Got Scammed...Don't Let This Happen to You"

**Category:** Emails and Newsletters

**Finalists:**

1. Colorado Department of Health Care Policy & Financing: "Health First Colorado Member Newsletter (March 2023)"
2. Tonic by Highmark Health: "Site of Service 2022 Email"

**Winner:** Colorado Department of Health Care Policy & Financing: "Health First Colorado Member Newsletter (March 2023)"

**Category:** Legal Documents

**Finalists:**

1. Kingsley-Kleimann Group: "24 Hour Home Care Employee Confidentiality Agreement"
2. Kimble Center for Legal Drafting at WMU—Law School: "A Durable Power of Attorney for My Finances"

**Winner:** Kimble Center for Legal Drafting at WMU—Law School: "A Durable Power of Attorney for My Finances"

**Category:** Apps

**Finalist:**

1. CommunicateHealth, CDC Foundation, & Toolbox No. 9: "Live to the Beat – Pulse Check"
2. CommunicateHealth and Les Turner ALS Foundation: "Genetic Testing Module"

**Winner:** CommunicateHealth, CDC Foundation, & Toolbox No. 9: "Live to the Beat – Pulse Check"

**Category:** French Language

**Finalists:**

1. Investir au Canada and Plainly Speaking : « Rapport IDE 2021 - Investir au Canada »
2. Édcaloi : »La communication claire: aide-mémoire pour communiquer de l'information juridique de manière claire et efficace »



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3. Autrement dit and Canadian Centre on Substance Use and Addiction : « Résumé grand public des Repères canadiens sur l'alcool et la santé »

**Winner:** Autrement dit and Canadian Centre on Substance Use and Addiction : « Résumé grand public des Repères canadiens sur l'alcool et la santé »

**Category:** Spanish Language

**Finalists:**

1. North Carolina Department of Health and Human Services: "Un Verano Saludable"
2. CommunicateHealth: "COVID-19 Spanish Booster Social Story for People with Intellectual and Developmental Disabilities"
3. HealthproMed: "Dengue #AprendoyMeCuido"

**Winner:** North Carolina Department of Health and Human Services: "Un Verano Saludable"

**Category:** Grand ClearMark Award Winner

**Winner:** Autrement dit and Canadian Centre on Substance Use and Addiction: « Résumé grand public des Repères canadiens sur l'alcool et la santé »

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## ABOUT THE CENTER FOR PLAIN LANGUAGE

The Center for Plain Language is a North American nonprofit organization that helps government agencies and businesses write clear and understandable documents. The Center sponsors the annual ClearMark Awards for the best communications in plain language and the Federal Report Card, which evaluates how well federal agencies are complying with the Plain Writing Act of 2010. To become a member or for more information, visit us at <https://centerforplainlanguage.org/> and connect with us on [Facebook](#), [Twitter](#), and [LinkedIn](#).