

# **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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