

# Educational Factsheet

## What is it?

The purpose of an educational factsheet is to provide practical, field-related information for a specific target audience conveyed clearly and concisely using both text and graphics. Target audiences could include:

- community agencies
- mental health professionals
- student counsellors
- school staff

## Content

Often a factsheet gives information about a broad topic. It will then be divided into subsections that may include graphs, data and information cited from various reputable sources. Always check your assessment instructions and marking criteria to see what specific content you need to include in your factsheet. You can also clarify specific questions with your educator. Remember when writing a factsheet you should decide on an audience. The content and tone of your factsheet should be appropriate for your selected audience. Make sure you draw on relevant literature and reference accordingly in APA style.

## Style

- Factsheets are written in a style appropriate to the audience – This style may be less formal for a lay audience.
- Text needs to be easy to navigate and sections should flow logically.
- Use transition words between ideas
- Include references to add credibility and acknowledge your sources
- Use images and graphics that complement and enhance your content

## Structure

Information should be logically organised into sections or boxes with headings and subheadings. Generally, Educational Factsheets have the following formatting. Always check your assessment information for more specific instructions:

- Program: MSWord or MS PowerPoint
- Paper size: A2
- Pages: One, **including** reference list
- Title: Ensure the poster has a title including your name and student number.
- Orientation: Landscape or portrait
- Font: Times New Roman 12pt is to be used throughout, except in the case of headings, which may use a larger font size, and the reference list, which should use 8-10pt
- Language: The language in a poster is academic, as it is designed for a professional audience. An impersonal, scholarly tone should be used and formal writing expectations apply.
- References: An APA7-formatted reference list is to be included on the page in Times New Roman 8pt or 10pt.

## Sample Factsheets

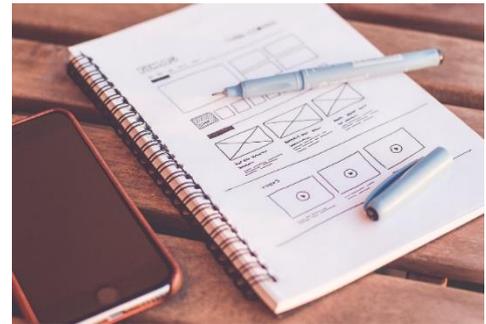
- [Climate Change and Mental Health](#)
- [Lifeline: Grief and Loss](#)
- [Routine activity theory: crime prevention](#)

# Tips and checklist

## Tips

- Make use of templates (search factsheet or infographic) in word and PowerPoint
- PowerPoint is installed on most computers and allows you to integrate a range of media and produce diagrams and flowcharts easily. [Download office 365 for free here.](#)
- Avoid fuzzy images. Make sure all graphics are high-resolution (at least 200 dpi).
- You can use the websites below to search high quality copyright free images

- <https://search.creativecommons.org/>
- <https://visualhunt.com/>
- <https://pixabay.com/>



- Organise and align your content with columns, sections, headings, and blocks of text. White space is important to increase visual appeal and readability (this is the “empty” space between sections).
- Format headings and subheadings consistently. This helps structure your information visually. Make sure the sections flow logically and smoothly and guide readers from one section to the next.
- Write concisely and include clear topic sentences. This will guarantee maximum understanding when reading your poster.
- Use dot points, lists, tables and graphs to increase clarity and quantity of the information.
- Avoid jagged edges. Left-justify text within text boxes or fully justify blocks of text.
- Make sure you give yourself enough time to prepare. Factsheets take time to design and create.

## Final checklist for writing your Factsheet

- I have tailored my factsheet to a particular audience
- I have included a mix of text, images and graphs
- I have included in-text references for all facts, paraphrased ideas and images taken from other sources
- I have proofread for grammar, spelling and checked formatting
- My reference entries follow APA style
- I have [checked my turnitin report](#) and paraphrased well