Société Alzheimer Society

ALZHEIMER SOCIETY RESEARCH PROGRAM

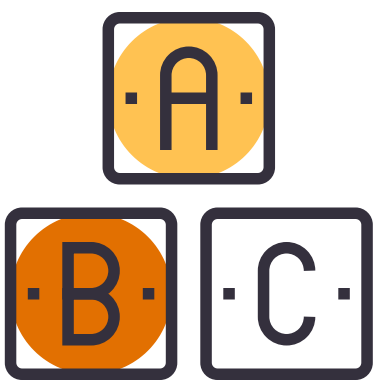
How to Write in Plain Language

SIMPLE STEPS TO SHARING SCIENCE

1. THINK ABOUT YOUR AUDIENCE

It is essential that at the Alzheimer Society, we are able to clearly communicate the impact of research among our key stakeholders, including people with lived experience and donors. When writing, think about what would be of greatest interest to the audience and consider how much scientific knowledge they may have on the topic.

2. USE SIMPLE WORDS

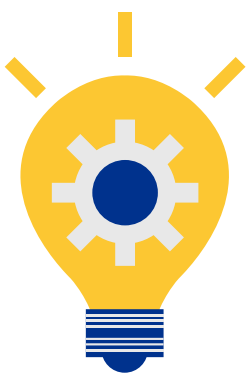


Technical terms and scientific acronyms can complicate the text and cause the reader to become disengaged. To prevent this from happening, phrase your message so that someone without a scientific background can understand it. This will help you to reach and expand your audience.

3. WHAT IMPACT WILL YOUR RESEARCH HAVE IN THE FIELD OF DEMENTIA?

Those who are reading about your study may not have the context that is needed to understand your area of research. Use this opportunity to explain why your research matters and how it's relevant to them.

4. WHAT DO YOU WANT PEOPLE TO REMEMBER?



When highlighting key information, focus on what the reader needs to know by pointing to the novelty and significance of your research. Present information in a way that will be easy for your audience to understand and explain to others. Review for clarity by asking yourself if you have written anything that can be easily misinterpreted.

SAMPLE QUALITY OF LIFE LAY SUMMARY (UNEDITED)

The proposed research could help to direct future interventions aimed at delaying onset of cognitive decline in those at risk for dementia. Engagement in cognitively stimulating activities is a simple, cost effective intervention target that may be undertaken by individuals of almost any age or functional ability, and could be combined with existing medical treatments aimed at slowing the progression of dementia.

SAMPLE PLAIN LANGUAGE QUALITY OF LIFE LAY SUMMARY (EDITED)

My research may help future studies aimed at delaying the onset of cognitive decline in those at risk for dementia. Individuals of any age or functional ability can engage in cognitively stimulating activities which, combined with existing medical treatments, can slow the progression of dementia.