



Celebrating Plain Language

National Institutes of Health

April 15, 2008



CLEAR AND TO THE POINT

- Answer your reader's questions
- Use language appropriate for your reader
- Include only necessary details
- Use the active voice
- Use personal pronouns such as "we" and "you"
- Use short sentences and paragraphs
- Use tables, lists, and other easy-to-understand design features



Celebrating Plain Language National Institutes of Health

Lipsett Amphitheater

April 15, 2008

Welcome and Special Recognition of Volunteers	John T. Burklow Associate Director for Communications and Public Liaison, NIH
Opening Remarks	Elias A. Zerhouni, M.D. Director, NIH
Introduction of Speaker	Marin A. Allen, Ph.D. Deputy Associate Director for Communications and Public Liaison, NIH
Telling Stories for Writers	Jon Spelman Internationally-Renowned Storyteller
Presentation of Awards	Elias A. Zerhouni, M.D. John T. Burklow Ann Brewer Director, Executive Secretariat, NIH
Closing Remarks	John T. Burklow

Please join us for light refreshments following the ceremony

GOLD AWARD

Cancer.gov en Español: Mitos y creencias sobre el cancer (cancer myths and beliefs) – NCI

Using personal quotes and examples, the NCI presents 13 of the most common myths and beliefs among the Hispanic/Latino community about cancer risk, detection, and treatment. This Web site provides medically accurate information within a linguistic and social context. Plain language techniques include the use of headings, Q & A format, and easy-to-understand terms.

CANCER.GOV EN ESPAÑOL TEAM

Abigail Joyce

Alex Ziskind

Allison Zwibak Turner, M.PH.

Anne Middleswarth

Bill Killam, M.A.

Bill Robinson

Bryan Pizzillo

Carbelito Mendoza

Christine Ramirez

Claudia Conti

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Jianxiao (Jay) He

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Sue Feldman

Tom Henry

Vadim Provotorov, M.S.

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Voices for Health

Wayne Bittinger

Yvonne Vargas, M.D., M.PH.

Zhuomin (Min) Gao

GOLD AWARD

Chemotherapy and You – NCI

Designed to be a quick reference tool for patients who are undergoing chemotherapy, this guide includes a chart that describes common side effects that patients can discuss with their health care providers and refers patients to information about these side effects.

Helen Osborne, M.Ed.

Susan Spangler

Lorna Patrick, M.S.W.

Down Home Healthy Cooking – NCI

Down Home Healthy Cooking presents a healthful twist to traditional African American soul food. An extremely popular cookbook for decades, the updated version includes the new Dietary Guidelines for Americans. The recipes in *Down Home Healthy Cooking* allow people to enjoy traditional flavors with healthier ingredients, less fat, and less salt.

Taira Duncan, M.PH.

Lisa McCoy, M.D.

Alexis Williams, M.PH.

Del Harrod

David Fridberg

Felicia Solomon, M.PH.

Jill Bartholomew, M.S.

Facts About Peripheral Arterial Disease – NHLBI

Facts About Peripheral Arterial Disease

motivates Americans over the age of 50 to learn about peripheral arterial disease (PAD) and to take steps to seek diagnosis and treatment. The fact sheets use bulleted lists and graphic illustrations to convey complex health information and help increase awareness among individuals with PAD as well as 8-12 million Americans who have PAD but don't know it.

Susan Shero, R.N., M.S.

Amy Pianalto

Isabel's Story: How She and Her Family Learned About Osteoporosis and Bone Health – NIAMS

The NIH Osteoporosis and Related Bone Diseases National Resource Center developed a bilingual fotonovela (illustrated storybook) to educate readers about the importance of bone health and osteoporosis prevention. Much like a comic book, the fotonovela uses illustrations and cartoon bubbles to show the story of a woman with osteoporosis and the steps she takes to manage it.

Julie Townshend, M.B.A.

Janet S. Austin, Ph.D.

Trish Reynolds, R.N., M.S.

GOLD AWARD

It Takes Two: Hearing Loss Study Has NIDCD Scientists Doing Double Duty – NIDCD

It Takes Two: Hearing Loss Study Has NIDCD Scientists Doing Double Duty explains the unique perspective that twins—and only twins—can offer in the study of age-related hearing loss. This engaging *NIH Record* feature article summarizes an annual trek made by NIDCD staff to a small burg located 20 miles southeast of Cleveland. The town is renowned for its three-day festival that celebrates twins.

Jennifer Wenger, M.A.

The New Genetics – NIGMS

All living things use the DNA in genes as an instruction manual for life. This soft-cover booklet geared toward high school students explains the basics of DNA and its molecular cousin RNA, how genes influence health and disease, why studies of evolution drive medical research, and how computers are advancing genetics in the 21st century.

Alison Davis, Ph.D.

NIDDK Awareness and Prevention Series – NIDDK

Ideal for health fairs and similar venues, the *NIDDK Awareness and Prevention Series* presents brief overviews of common health problems such as diabetes or digestive, kidney, or urologic disorders. The pages—one in English and the other in Spanish—are for people not yet diagnosed. The *Prevention Series* features a straightforward Q & A format and an attractive, colorful two-page layout.

Kathy Kranzfelder, M.A.

Lorrie Fritz, M.H.S.

Gail Peterson, M.P.H.

Vincente Serrano

NIH Research Matters (September 10, 2007) – OD/OCPL

NIH Research Matters is a weekly e-Column that captures interesting NIH research studies from peer-reviewed journals for those who want to keep up on a wide range of NIH-supported research. This edition features numerous stories about basic biomedical research with important health implications.

Harrison Wein, Ph.D.

Victoria Contie, M.A.

Lauren Conte

GOLD AWARD

NIH Research Radio Podcast (May 18, 2007) – OD/OCPL

The biweekly *NIH Research Radio* podcasts capture the latest news about NIH medical research. The podcasts strive to sound less like a stereotypical Government production and more like something one might hear on National Public Radio with music beds, conversational storytelling, and public service announcements.

William M. Schmalfeldt

Woleola Akinso

Calvin Jackson

Radiation Therapy and You – NCI

This comprehensive guide is for patients undergoing radiation therapy for cancer. Using active voice and second person, the booklet helps readers identify side effects they are most likely to experience and tells them where to find more information. Medical illustrations help reinforce which treatment areas are likely to cause which side effects.

Helen Osborne, M.Ed.

Susan Spangler

Lorna Patrick, M.S.W.

Stay in Circulation: Take Steps to Learn about P.A.D. – NHLBI

The Stay in Circulation Web site offers multiple channels for learning about peripheral arterial disease (P.A.D.). Highlights include video clips of real people with P.A.D. telling their stories, links to clinical trials, photos with summary messages, as well as information about symptoms, risk factors, self-help measures, and treatment options. The site helps motivate Americans over age 50 to seek diagnosis and treatment and to understand the benefits of early detection.

Susan Shero, R.N., M.S.

Amy Pianalto

Let thy speech be short, comprehending much in a few words.

■ *Apocrypha*

SILVER AWARD

4 Steps to Control Your Diabetes. For Life. – NIDDK

Designed for people with diabetes, this easy-to-read brochure helps people understand the importance of diabetes self-management. The brochure offers four steps to encourage people with diabetes to become active partners in their own care to prevent or delay the onset of complications.

Joanne Gallivan, M.S., R.D.

Elizabeth Warren-Boulton, R.N., M.S.N., CDE

Body & Soul Church Fan – NCI

The innovative and fashionable *Body & Soul Church Fan* presents dietary guidelines to African American church members and educates them on the benefits of a healthy diet. The fan uses clear writing, active voice, bulleted text, and an easy-to-follow layout in a small space to convey important health messages.

Taira Duncan, M.P.H.

Felicia Solomon, M.P.H.

Alexis Williams, M.P.H.

Hong Vo

Jill Bartholomew, M.S.

Write for a scientist in another field. Don't underestimate your readers' intelligence, but don't overestimate their knowledge of a particular field. When writing about science, don't simplify the science; simplify the writing.

■ Julie Ann Miller, Editor of Science News

SILVER AWARD

Cancer.gov en Español: Themes Section – NCI

“What is Cancer?” is the most asked question among the Hispanic/Latino audience online, according to NCI’s research. This Web site uses everyday language that is culturally and linguistically appropriate and easy-to-read design features, such as illustrations, bullets, and short sentences, to offer a basic and accurate explanation of cancer.

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Caring for the Caregiver: Support for Cancer Caregivers – NCI

The NCI booklet is a condensed version of a larger piece, *When Someone You Love Is Being Treated for Cancer*. Written for caregivers with lower than average reading abilities, this booklet addresses primary issues in caregiving, such as the physical environment, and the emotional, psychological, and social needs of friends and family members. The focus is on the caregiver rather than the patient.

Louise Cunningham, M.P.H.
Susan Spangler

Clinical Center News (June 2007) – CC

Through clear writing, many photos, and a clean layout design, the *Clinical Center News* updates staff on what's happening at the Clinical Center. The publication provides information and recognizes staff members working at all levels, allowing everyone connected with the hospital to see colleagues featured in the *Clinical Center News*.

Jenny Haliski, M.A.

Simplicity is the ultimate sophistication.

■ *Leonardo da Vinci*

Conozca los síntomas repentinos de los ataques cerebrales (Stroke Education Toolkit) – NINDS

The innovative stroke education toolkit is the newest community education component of the NINDS national stroke education campaign, “*Know Stroke. Know the Signs. Act in Time.*” The Institute developed the colorful toolkit to promote stroke awareness among Hispanics at nationwide training programs, community health talks, and other small gatherings where the intended audience discusses health topics.

Marian Emr
Margo Warren

Consejos para Ayudar a una Persona con Diabetes (Tips for Helping a Person with Diabetes) – NIDDK

This tip sheet is part of a series of diabetes publications designed for the public and for specific ethnic and racial groups. To ensure that publications developed for target audiences are appropriate, clearly written, and easy-to-understand, NIDDK pretests all materials with members of the intended audience.

Joanne Gallivan, M.S., R.D.
Claudia Siervo, M.A.

SILVER AWARD

The Discoveries Behind Future Cures: Nobel Prize Honors Basic Research Breakthroughs – NIGMS

This consumer-friendly *NIH News in Health* article sums up two Nobel Prize winning research projects in basic biology and discusses the importance of supporting them. The article defines highly technical terms and features easy-to-follow discussions of groundbreaking research.

Emily Carlson, M.A.
Harrison Wein, Ph.D.

Drugs, Brains, and Behavior: The Science of Addiction – NIDA

Did you ever wonder why people take drugs when they know how dangerous they can be? Or why some people become addicted and others do not? Using many plain language elements, such as easy-to-read and understand design features, the booklet explains how we become addicted. It also discusses how treatment helps to counteract addiction's powerful effects and helps people regain control of their lives.

Timothy P. Condon, Ph.D.
Cindy Miner, Ph.D.
Susan Weiss, Ph.D.
Gaya Dowling, Ph.D.
Linda Thomas

Robin Mackar, M.P.H.
Anna Staton, M.P.A.
Elisabeth Davis, M.P.H.
Ruben Baler, Ph.D.
Jennifer Elcano, M.A.
Jan Lipkin
Joan Nolan
Patricia Anderson
Sheryl Massaro

Facing Forward: Life after Cancer Treatment – NCI

Facing Forward educates and empowers cancer survivors as they face life after cancer treatment. It addresses a range of issues, including follow-up medical care, survivor wellness plans, physical and emotional changes, social relationships, and financial and legal matters. The booklet uses everyday words, personal pronouns, active voice, logical organization, bullets, and white space.

Rhonda Wilt DeJoice
Louise Cunningham, M.P.H.
Julia Rowland, Ph.D.

Whatever is worth saying can be stated in fifty words or less.

■ *Stan Ulam, world-famous mathematician*

SILVER AWARD

Feedback Loop, Director's Message (February 20, 2007) – NIGMS

The *NIGMS Feedback Loop* is an e-mail newsletter alerting researchers to NIGMS funding opportunities, trends, and plans and gives them the opportunity to offer input on important issues of mutual concern. The *Feedback Loop* always features a message from the NIGMS Director. In this issue, the Director's Message focuses on the status of NIH-related Congressional activities and other relevant news.

Jeremy M. Berg, Ph.D.

Kidney Disease: What African Americans Need to Know – NIDDK

This makeover of NIDDK's *Learn the Risks* brochure speaks directly to African Americans about the connection between diabetes, high blood pressure, and kidney disease. Using a factual, straightforward tone, this easy-to-read brochure outlines the risks for kidney disease, particularly among African Americans, and encourages people to talk to their doctor or nurse about being tested.

Andrew Narva, M.D.

Elisa Gladstone, M.P.H.

Ogilvy Publications Worldwide

Learn More Breathe Better – NHLBI

The Learn More Breathe Better Web site offers a variety of experiences and materials for learning about chronic obstructive pulmonary disease (COPD). It encourages visitors to be tested, discusses treatment options, and lists activities that will help someone with COPD to breathe better and live a longer, more active life. It includes dramatizations and PowerPoint presentations for use in education and awareness.

Amy Pianalto

Susan Shero, R.N., M.S.

Living Laboratories poster – NIGMS

Living Laboratories is a companion poster to the NIGMS educational booklet, *The New Genetics*. The poster portrays in living color how fruit flies, worms, rats, and many other model organisms allow scientists to ask questions that they couldn't study in any other manner.

Alison Davis, Ph.D.

The chief virtue that language can have is clearness, and nothing detracts from it so much as the use of unfamiliar words.

■ *Hippocrates*

SILVER AWARD

Lupus: A Patient Care Guide for Nurses and Other Health Professionals – NIAMS

The 3rd edition of this NIAMS lupus care guide has both an updated look and revised content that makes the publication easy to read. The care guide includes a colorful companion CD-ROM that features a collection of print-friendly patient education brochures and other resources.

Betsy Lordan, M.A.

Leslie McIntire, M.S.

Karin Rudolph, M.A.

Richard Clark, M.Div.

Memorandum of Understanding between the NIH and NASA for Cooperation in Space-related health research – NIAMS

The NIH-NASA Memorandum of Understanding (MOU) is the first step in a joint agency effort to encourage biomedical researchers to develop experiments for NASA to perform on the International Space Station (ISS). The MOU clearly articulates the willingness of the NIH to consider supporting well-developed investigator-initiated extramural applications and potential intramural activities that require the microgravity environment of ISS. The MOU provides an overview of general research areas that could be explored to benefit human health both in space and on Earth.

Jonelle K. Drugan, Ph.D., M.P.H.

J. Milburn Jessup, M.D.

Annette C. Levey, J.D.

Anita M. Linde, M.P.P.

National Institute of Environmental Health Sciences Internet Home Page – NIEHS

With an eye toward plain language and input from users, NIEHS redesigned its home page to highlight the Institute's research and resources. The site employs clear writing, logical organization, appealing design, and simplified navigation systems to help visitors quickly find and understand a variety of materials.

Cheryl Renee Thompson, M.B.A.

Christine Bruske Flowers, M.P.A.

NIGMS Director's Fiscal Year 2008 Budget Statement to the Appropriations Subcommittee – NIGMS

It's a challenge to convey the value of basic, untargeted research to an audience typically more interested in studies on specific diseases. Using clear writing, first person, active voice, logical organization, and informative section headings, the Director's Fiscal Year 2008 budget statement makes a strong case for the investment in basic research.

Jeremy M. Berg, Ph.D.

Alison F. Davis, Ph.D.

SILVER AWARD

Pinn Point on Women's Health – OD/ORWH

Pinn Point on Women's Health is a monthly podcast hosted by Dr. Vivian W. Pinn and features the latest news in women's health research. Each episode uses common words, defines any technical terms, and repeats important concepts to help listeners follow news stories and interviews. *Pinn Point on Women's Health* continues to deliver information that women, healthcare providers, and families can use at all stages of life.

Marsha S. Love, M.A.
William Schmalfeldt
Calvin Jackson

Any fool can make things bigger, more complex, and more violent. It takes a touch of genius—and a lot of courage—to move in the opposite direction.

■ *Albert Einstein*

Promoting Healthy Lifestyles: Policy, Program, and Personal Recommendations for Reducing Cancer Risk – NCI

This *2006-2007 Annual President's Cancer Panel Report* examines the effects of obesity, diet and nutrition, physical activity, tobacco use, and secondhand smoke on cancer risk. The report presents recommendations to policymakers, the health care community, and individuals for promoting the adoption of healthy behaviors. In the midst of alarming obesity trends and stagnant decreases in smoking rates, the Panel calls for a cultural shift. Disease prevention should be emphasized as the primary means of reducing morbidity, mortality, and the health care costs associated with unhealthy lifestyles.

LaSalle D. Leffall, M.D.
Margaret Kripke, Ph.D.
Lance Armstrong
Abby Sandler, Ph.D.
Suzanne Reuben
Karen Parker, M.S.W.
Shelly Porcellino

SILVER AWARD

Radiation Therapy Fact Sheet Series – NCI

This series of 11 easy-to-read fact sheets on radiation therapy for patients and providers describes how radiation therapy works and what to expect during treatment. The series also offers tips to help patients manage side effects. The quotes, photographs, and questions help make the potential treatment experience less overwhelming.

Carol Sienché, M.P.H.
Jann Keenan, Ed.S.
Lorna Patrick, M.S.W.
Susan Spangler
Derek Inokuchi, M.H.S.

Serie de consejos sobre la radioterapia (Radiation Therapy Fact Sheet Series) – NCI

Personal quotes and easy-to-understand examples from cancer patients offer advice on how to cope with radiation therapy side effects. The colorful sheets are the shorter version of a 73-page Spanish-language book. *The Radiation Therapy Fact Sheets* in Spanish present medically accurate information within a cultural and linguistic context.

Silvia Inéz Salazar, M.P.A.
Carol Sienché, M.P.H.
Karina Jimenez-Donovan, M.S.
Voices for Health
Laura Planas, M.P.H., CHES
Susan Spangler

Taking Part in Cancer Treatment Research Studies – NCI

This booklet discusses what patients might expect during a clinical trial and explains technical terms. It uses graphics and active voice to address issues patients should think about when deciding to participate in a clinical trial.

Sona Thakkar, M.A.
Lorna Patrick, M.S.W.

Understanding Malaria: Fighting an Ancient Scourge – NIAID

This booklet describes in easy-to-understand language what malaria is and how it affects millions of people worldwide, making the publication an excellent learning tool for students studying biology or infectious diseases. The booklet also educates healthcare providers worldwide about the disease.

Ann London

The grant proposals that are well written are usually the ones that get the checks.

■ *Dr. Paul (Wyn) Jennings, the National Science Foundation's Program Director of Graduate Research Traineeships*

SILVER AWARD

Voices From our Communities: Messages of Hope – NIDDK

Voices From Our Communities: Messages of Hope is a culturally sensitive calendar that reflects the basic values of many Native Americans, including natural beauty, the love of family, and community. Through personal stories, the calendar encourages users to choose a healthy diet, physical activity, and personal responsibility for health. The stories presented give hope that small changes in personal choices are achievable and can make a difference in the health problems common in American Indians.

Mary Hoskin, M.S., R.D.
Sue Murphy, M.P.H., R.D.
Ramona Button
Elaine Narcisco
Georgia Tsingine
Dena Carducci
Charles Kvasnikoff
Thelma Lucero
Karen Rogers
Alfonso Bitsui

Jolyanna Bitsui
Bob Pablo
Rachel Seepie
Charmaine Hogner
Marshall Rivers
Faye Rivers
Minnie Roanhorse
R. Mark Roanhorse
Bert Lewis
Shades of Red Softball Team, Salt River
Shayla Narcisco
Donna Juan
Crystal Little
Phyllis Antone
Janielle Blaine
Larry Lewis
Chelsei Irving
Letitia Dalton
Beatrice Narcisco
Shayla Narcisco
Riscillia Narcisco
Leanna Paul
Native Seeds SEARCH

BRONZE AWARD

Austin Project Seeks to Refresh Human Resources – OD/OCPL

The July 2007 *NIH Record* article chronicles the bionic makeover of the NIH Human Resources Office over a five-year period. The article explains the history of this effort with clarity and even humor.

Carla R. Garnett, M.A.

Cancer.gov en Español Bookmark – NCI

The simply designed *Cancer.gov en Español Bookmark* promotes NCI's Spanish Web site as a trustworthy source for cancer information in Spanish.

Nina Ghanem, M.Ed.
Silvia Inéz Salazar, M.P.A.
Claudia Conti
Nelvis Castro
Richard Manrow, Ph.D.
Hong Vo

Cancer.gov en Español Flyer – NCI

The succinct *Cancer.gov en Español Flyer* promotes NCI's Spanish Web site as a trustworthy resource for cancer information in Spanish. Using a simple layout with bulleted items, the flyer has a clean and crisp appearance.

Nina Ghanem, M.Ed.
Silvia Inéz Salazar, M.P.A.
José Acosta, M.A.
Nelvis Castro
Richard Manrow, Ph.D.
Hong Vo

If you can't explain what you're doing and why you're doing it to any intelligent layman, that really means that you don't understand it yourself.

■ *Allan Bromley, former President of the American Physical Society*

BRONZE AWARD

Cancer.gov en Español: ¿Qué es el cáncer? – NCI

This Web site uses easy-to-read design features such as medical illustrations, photos, bullets, and short sentences to provide a basic and accurate explanation of cancer. It explains medical terms with language that is both culturally and linguistically appropriate.

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BRONZE AWARD

CCR Connections (Center for Cancer Research) – NCI

This magazine-style publication for NCI's Center for Cancer Research staff members showcases the Center's research accomplishments with lively language that accurately describes complex science and conveys to fellow scientists that dedicating one's career to research is meaningful.

L. M. Bennett, Ph.D.

D. Kerrigan, M.S.

M. Randazzo, M.A.

S. Fox

Feinstein Kean Healthcare

Rhoda Baer Photography

Vanchieri Communications

Palladian Partners, Inc.

Clinical Research Guide – NHLBI

This guide is the first clinical research electronic handbook developed by NHLBI to help investigators navigate the clinical research and grant processes. It incorporates many plain language elements essential to communicating in a clear and concise form.

Victoria Pemberton, R.N.C., M.S., C.C.R.C.

Matt Raschka

Gail Pearson, M.D., Sc.D.

Chris Olaes, M.S.

Irfan Mohammed, M.S.

Clinical Trials Portal Home Page of the NCI's Web site – NCI

People looking for health information view the Clinical Trials portal page of NCI's parent Web site more than 60,000 times a month. In 2007, NCI conducted audience testing and an expert review in preparation for redesigning the site and incorporating plain language and Web usability principles. The redesigned page has been successful in earning NCI thousands of additional more page views.

Cindy Lollar

Anne Middleswarth

Deb Price

Lakshmi Grama

Sandy Dwiggin

Betty Brown

Marcus Frank

John Rehmert

Erik Meyer

Wayne Bittinger

Alex Ziskind

Nam Kim

Mark Cramer

Olga Rosenbaum

Lawrence Harvey

Julia Redmond

Jesse Ghuman

Holly Massett

Christy Mylks

Bill Killam

BRONZE AWARD

Cloning Educational Fact Sheet – NHGRI

Designed for high school students, the *Cloning Educational Fact Sheet* uses graphic elements to depict the steps involved in the cloning of an animal. The fact sheet is available on the NHGRI Web site for teachers to use as a classroom handout.

Rebecca Kolberg, M.S.
Marcia Triunfol, Ph.D.
Jane Ades, M.A.
Judith Wyatt, M.S.
Mabel Bialecki

COPD: Are You at Risk? and Breathing Better with a COPD Diagnosis Fact Sheets – NHLBI

These COPD fact sheets motivate at risk people to get a simple breathing test and encourage them to take advantage of resources available to help manage their condition. Today, 12 million people have a diagnosis of COPD and another 12 million Americans have the disorder, but are unaware and undiagnosed. The fact sheets use common words and other plain language elements to describe the risk factors.

Amy Pianalto
Susan Shero, R.N., M.S.

DNA Educational Fact Sheet – NHGRI

NHGRI offers many educational materials that contain detailed descriptions of DNA. After identifying a need for a very brief fact sheet that focuses solely on DNA, the Institute developed this fact sheet aimed at high school students that answers frequently asked questions about DNA and its function. Teachers can use a colorful graphic depicting DNA and its structure as a handout.

Rebecca Kolberg, M.S.
Marcia Triunfol, Ph.D.
Jane Ades, M.A.
Judith Wyatt, M.S.
Mabel Bialecki

Dogging Sepsis – NIGMS

Dogging Sepsis tells the story of researcher and critical care veterinarian Cynthia Otto. Through engaging quotes, clear scientific descriptions, and illustrative graphics, readers learn about the challenge of understanding and treating sepsis, the dual career of a clinician scientist, and what it was like to work at Ground Zero in the days following 9/11.

Alisa Zapp Machalek, M.S.

BRONZE AWARD

Fellowships in Cancer Epidemiology and Genetics Brochure – NCI

This colorful brochure uses painted figures symbolic of the populations studied by cancer epidemiologists to attract the eye of potential fellowship applicants. The information presented is balanced, well organized, and appropriate for the intended audience.

Demetrius Albanes, M.D.
Kristin Kiser, M.H.A.
Hong Vo
Joseph F. Fraumeni, Jr., M.D.

From Molecules to Medicine: Science Education Publicity Card – NIGMS

The *From Molecules to Medicines* publicity card promotes a selection of free science education materials available from NIGMS. The 6- x 8-inch card uses rich, vibrant jewel tone colors and complementary images to direct people to a series of educational materials available through the Institute.

Susan Athey

The Good News About Fruits and Vegetables – NCI

The Good News About Fruits and Vegetables is a brochure for African American church members about the benefits of a healthy diet. It is a companion piece to *Body & Soul*, NCI's award winning faith-based intervention. The brochure presents information about the benefits of a healthy diet with a focus on fruits and vegetables. Readers can quickly determine the recommended number of fruits and vegetables they should be eating. The brochure also contains tips for eating more fruits and vegetables for the whole family.

Taira Duncan, M.P.H.
Felicia Solomon, M.P.H.
Alexis Williams, M.P.H.
Jill Bartholomew, M.S.

Clarity begins at home.

■ *Edie Schwager, American Medical Writers Association*

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Health and Education Web Site – NIEHS

NIEHS launched a redesigned Web site in August 2007 that uses logical organization of information and plain language elements to make the user experience smoother and more successful. Agency efforts to create an easy-to-understand design also make for easier site upkeep.

Cheryl Renee Thompson, M.B.A.

Robin Arnette, Ph.D.

Christine Bruske-Flowers, M.P.A.

N. John Peterson

Kimberly Thigpen Tart, J.D.

Helping Providers Help Their Patients: Using the Radiation Therapy Fact Sheets – NCI

This at-a-glance reference gives providers effective ways to use fact sheets about radiation side effects with patients in a clinical setting.

The booklet highlights ways to reinforce messages in easy-to-read corresponding fact sheets. By following three proven suggestions offered, providers can help move patients from the thinking phase to taking action.

Carol Sienché, M.P.H.

Jann Keenan, Ed.S.

Susan Spangler

Stephen Lowe

Inside the NIH Clinical Center – CC

This article, written for *NIH MedlinePlus Magazine*, features the personal stories of NIH Clinical Center patients. It helps explain the importance of clinical research in changing lives for the better. It also provides the reader with contact information to learn more about the NIH Clinical Center.

Sara Byars

Colleen Henrichsen

Shana Potash

It is Not Too Late to Prevent Diabetes (for older adults) – NIDDK

NIDDK's *It's Not Too Late to Prevent Diabetes* tip sheet for older adults helps those at risk for type 2 diabetes eat less and move more to reduce their weight and lower their risk for diabetes. The tip sheet contains design features and easy-to-read language that make it easier to follow.

Rachel Weinstein, M.Ed.

Elizabeth Warren-Boulton, R.N., M.S.N. CDE

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Nature's Secrets Yield New Adhesive Material – NIDCR

The Nature's Secrets Yield New Adhesive Material press release offers a succinct, clear description of how scientists designed a synthetic material that starts with the dry adhesive properties of the gecko lizard and supplements it with the underwater adhesive properties of a mussel.

Bob Kuska, M.S.J.

NIBIB 5th Anniversary Symposium Program – NIBIB

NIBIB's colorful and informative brochure provides a detailed, easy-to-follow guide to activities commemorating the Institute's fifth anniversary. Plain language elements such as tables and other design features add to the readability of the brochure.

Roderic J. Pettigrew, Ph.D., M.D.

Karen Peterson, Ph.D.

Cheryl Fee

NOVA Research Company

The Power of Love – OD/OCPL

This article, published in the February 2007 edition of *NIH News in Health*, features well-organized, clear writing in an active voice, using personal pronouns and quotes from researchers to make the text easier to read and understand. Design features, including a whimsical illustration and the creative use of two colors, help to make the story more accessible. A simple definition side box explains a term readers may not understand. A "Wise Choices" side box provides useful tips about the positive health effects of love and affection.

Harrison Wein, Ph.D.

Victoria Contie, M.A.

Bryan Ewsichek

Margaret Georgiann, M.F.A.

Sample Entries From the First NIH Director's Biennial Report – NIGMS

The *NIH Director's Biennial Report* to Congress showcases some of the major advances, initiatives, and accomplishments of NIH in the past two years. NIGMS rewrote five paragraph report sections to incorporate plain language standards.

Alisa Zapp Machalek, M.S.

Men of few words are the best men.

■ *William Shakespeare*

BRONZE AWARD

The Science of Health Behaviors – NINR, OD/OBSSR, OD/OSE

The Science of Healthy Behaviors is an NIH curriculum supplement designed to introduce students to the scientific study of behavior and how behavioral and social factors influence health. Lessons help students sharpen skills in observation, critical thinking, experimental design, and data analysis. The series is free to science teachers and school administrators and meets National Science Education Standards.

Bruce Fuchs, Ph.D.

Lisa Strauss

Cindy Allen, M.A.

Deborah H. Olster, Ph.D.

Melinda Tinkle, Ph.D.

BSCS

SAIC

Tips for Cutting Down on Drinking – NIAAA

In a simple bi-fold pamphlet, *Tips for Cutting Down on Drinking* uses active voice; clear, crisp writing with everyday words; and the personal pronoun “you.” The brochure also incorporates a clean, simple layout using bullets.

Diane W. Miller, M.P.A.

Maureen B. Gardner

What I Need to Know About Bladder Control for Women – NIDDK

This booklet addresses the issue of incontinence in an open, optimistic manner that should help the reader overcome any feelings of embarrassment. Illustrations help clarify complicated diagnostic procedures and treatment options. Forms inserted in the back cover allow the reader to prepare for a medical appointment, record health problems and progress, and understand medicine.

Kathy Kranzfelder, M.A.

Dan Garver, Ph.D.

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ACRONYMS

OD	Office of the Director
OD/OBSSR	Office of Behavioral and Social Sciences Research
OD/OCPL	Office of Communications and Public Liaison
OD/ORWH	Office of Research on Women's Health
OD/OSE	Office of Science Education
NCI	National Cancer Institute
NHGRI	National Human Genome Research Institute
NHLBI	National Heart Lung and Blood Institute
NIAAA	National Institute on Alcohol Abuse and Alcoholism
NIAID	National Institute of Allergy and Infectious Diseases
NIAMS	National Institute of Arthritis and Musculoskeletal and Skin Diseases
NIBIB	National Institute of Biomedical Imaging and Bioengineering
NIDA	National Institute on Drug Abuse
NIDCD	National Institute on Deafness and Other Communication Disorders
NIDCR	National Institute of Dental and Craniofacial Research
NIDDK	National Institute of Diabetes and Digestive and Kidney Diseases
NIEHS	National Institute of Environmental Health Sciences
NIGMS	National Institute of General Medical Sciences
NINDS	National Institute of Neurological Disorders and Stroke
NINR	National Institute of Nursing Research
CC	Clinical Center



*If I write a story and the average reader can't muddle
through it and figure out what I'm talking about, is it a story?*

—Rita Rubin

USA Today

2007 NIH Plain Language Awards Ceremony