

*tests*  
If your ~~initial screening evaluation~~ *show* indicates you have  
*high blood pressure* ~~hypertension~~, you will be *ask you* asked to *be in* participate in the second  
*part* ~~phase~~ of this *we* research *study* investigation. *Our goal is* The investigation  
aims to *test* ~~examine~~ a new medication that may ~~prevent~~  
*heart* ~~cardiovascular~~ disease. *help keep some people from getting*

Reading ease score (0-100):

Original = 20 or “very confusing”

Revised = 85 or “easy”

## How readable are your research materials?

Can your study participants easily read and understand what you’re asking them to do? If you’re not using plain language, at least half of them will likely struggle to read the study information you give them, especially consent forms. Our edits to the above passage improved the readability dramatically—**from about grade-level 15 to about grade-level 6.**

Clear, easy-to-read consent forms are central to the process of informed consent. Yet they remain the exception rather than the rule. Why? Because describing research procedures and their risks and benefits in plain language is challenging—especially when you’re accustomed to scientific writing.

But any concept—even complicated protocols or privacy protections—can be made more clear using plain language. **Let us show you how.**

# Program for Readability In Science & Medicine (PRISM)

Plain language tools, training, and consultation created especially for researchers

The PRISM Toolkit	PRISM Editing & Consultation	PRISM Training Workshops
<ul style="list-style-type: none"><li>A <b>FREE</b> plain language guide for research materials—and beyond.</li><li>Download your copy at <a href="http://www.tinyurl.com/prismtoolkit">www.tinyurl.com/prismtoolkit</a></li></ul>	<ul style="list-style-type: none"><li>Our experts will help you meet your readability targets.</li><li>We also strive to improve the appeal of research materials by using language that is meaningful and interesting to your target audience.</li></ul>	<ul style="list-style-type: none"><li>A hands-on approach, customized to fit your needs.</li><li>We offer a menu of training options and can tailor the workshop around issues and concerns common in your particular setting.</li></ul>

## See what others are saying:

"We have benefitted greatly from the readability training. The presentations were very well received by our staff, and they found the trainer knowledgeable and engaging. The PRISM team did an excellent job tailoring the training to our specific needs."

— Matias Valenzuela, PhD  
Public Education Coordinator  
Public Health, Seattle & King County

"I am a dental hygienist working full-time in clinical research. Informed consent of study subjects is a critical process and one that we take very seriously. PRISM resources have been invaluable in helping us develop study brochures and documents that use clearly stated, reader-friendly explanations of the study procedures. I have recommended the PRISM Toolkit to other dental professionals."

— Patricia A. Lenton, RDH, MA  
Oral Health Clinical Research Center  
University of Minnesota

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## What PRISM can do for you

### The PRISM Toolkit

In our **FREE** guide to using plain language in research materials, you can find:

- Plain language principles and strategies
- Quick reference guide and editing checklist
- Alternative wording suggestions
- Before-and-after examples
- Easy-to-read template language for consent forms and HIPAA authorizations

The PRISM Toolkit is a public-domain resource—already downloaded by thousands of researchers and other health care professionals nationwide. Get yours today at [www.tinyurl.com/prismtoolkit](http://www.tinyurl.com/prismtoolkit).

### PRISM Editing & Consultation

Our editors specialize in developing consent forms and other participant materials that are clear, readable, and well organized. Our strategies include:

- Replacing jargon and other complex terms with familiar vocabulary
- Creating single-topic paragraphs and concise sentences
- Using reader-friendly formatting
- Checking the reading level of your materials—in most cases, we can achieve a reading level of 8th grade or below

Editing costs depend on the length and complexity of your document(s).

### PRISM Training Workshops

We specialize in plain language training for researchers, but we can customize our workshops for other health care settings—such as public health or patient education.

Our **Basic workshop** provides a broad overview of health literacy and plain language and includes generic in-class exercises.

Our **Enhanced and Custom workshops** offer additional insights on topics of particular interest to you, and the editing exercises are based on the kinds of print materials you typically develop.

Cost information:\*

- \$500—Basic training
- \$1000—Enhanced training
- \$1500—Custom training

\*Other costs negotiated

### PRISM: Bringing plain language to research since 2005

PRISM began at Group Health Center for Health Studies in 2005 as a short-term, internal training initiative to boost the readability of our research consent forms and other participant materials, e.g., advance letters and information sheets. PRISM has since evolved into an enduring suite of hands-on plain language resources tailored for the research community.

While easy-to-read participant materials are a pillar of ethical research, they remain out of reach for many research professionals. PRISM resources are helping close this gap. For example, PRISM editing at our organization typically results in a reading level decrease of two grade levels or more, with an average final score of 7.7. We can help you do the same.

Contact us today to find out more about PRISM resources. Email us at [prism@ghc.org](mailto:prism@ghc.org), or call us at 206-287-2032. Download your **FREE** copy of the PRISM Toolkit at [www.tinyurl.com/prismtoolkit](http://www.tinyurl.com/prismtoolkit).