

How to Write Clear Advertisements to Recruit Research Participants

- Identify your target audience
- Determine what type of advertisement will be most effective
- Use the templates provided to organize your content and meet UCSF’s graphic standards
- Write in a conversational tone
- Use short sentences and as few and simple words as possible – see the list of simple words below
- Define any technical words with simple terms
- Use an active, not a passive, voice
- Use “you” and “your” to help engage the reader’s attention
- Be consistent with words in the text

Complex/Jargon	Simple	Complex/Jargon	Simple
abdomen	stomach area	determine.....	find out
absence of	no	diet.....	food
accompany	go with	difficulties	problems, trouble
additional	more	dilate.....	open, stretch
administer	give	discharge	go home
admission	come to the hospital	disclose.....	show
adolescent.....	teen	discoloration.....	change in color
adverse (reaction)	bad	discomfort	pain
advise	tell, recommend	disconnect	undo
anticipate.....	expect	discontinue	stop
apply	put on, use	discovered	found
appointment	visit	distention.....	stretching
approximately	about	dressing	bandage
assist	help	effect	make
bacteria/virus	germ	elect.....	choose
benefit.....	help	elevate	raise, lift
benign	not cancer	embolism.....	lump of blood, clot
catheter	tube	encourage	urge
complete	fill out	ensure	make sure
complications.....	problems	essential.....	important
conclude.....	end	exhibit	show
condition	problem	experience	have
congestion.....	stuffy nose/chest	facilitate.....	help
consent.....	accept, permit	fluids	liquids
contact.....	call	for further instructions	to find out what to do next
cooperate.....	help	forward.....	send
decrease	make less, reduce	frequently	often
defect	problem	function	work
deficiency	lack	furthermore	also
demonstrate.....	show, prove	has the capability.....	can
desire.....	want	health care professional... doctor, nurse, dietician or therapist	
		highly contagious	easily caught

Complex/Jargon	Simple
however	but
identical	same
illustration	picture, drawing
implement	carry out, do
in addition	also
in an effort to	to
in lieu of	instead of
in the event that	if
in the near future	soon
inception	start
incision	cut
indicate	show
inflammation	swelling (and redness)
inform	tell
initial	first
initiate	start
injection	shot
insert	put into
insufficient	not enough
intravenous line	thin tube into a vein
laceration	cut, tear
legislation	law
let you know	tell you
limited number	few
locate	find
location	place
lower/upper extremities	legs/arms
maintain	keep, support
malformation	not formed in correct/right way
medication	medicine
method	way
modify	change
monitor	check, watch
negative	no
notify	tell
numerous	many, most
nutrition	food, diet, how you eat
observe	see, note
obtain	get
offer	give
opportunity	chance
oral	by mouth
participate	take part in
permit	let

Complex/Jargon	Simple
pharmacy	drugstore
physician	doctor
possibility	chance
presently	now
prior to	before
prescribed	ordered
procedure	test/surgery
promote	help
provide	give
provided that	if
purchase	buy
recommended	a good idea, advised, suggested
relating to	about, on
registration	sign up
remove	take out
request	ask
require	need
residence	home
resume	start again
retain	keep
review	check, go over
routinely	usually
ruptured	burst
saturate	soak
secretions	mucous
sensation	feeling
stool	bowel movement
submit	send
subsequent	later, next
substituted	used in place of, instead of
sufficient	enough
terminate	stop, end or finish
terminology	words
the baby	your baby
therefore	so
transmit	send
transports	carries
urgent	cannot wait long
utilization	use (n.)
utilize	use (v.)
varicella	chicken pox
viable	workable
whereas	since
your doctor	you or your child's doctor

Source: Patient & Family Education Materials Development Kit, 2005 Edition