

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 found on CHILD to organize your content and meet Children’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	decrease	make less, reduce
absence of.....	no	defect	problem
accompany	go with	deficiency	lack
additional.....	more	demonstrate	show, prove
administer.....	give	desire	want
admission	come to the hospital	determine	find out
adolescent.....	teen	diet	food
adverse (reaction).....	bad	difficulties.....	problems, trouble
advise	tell, recommend	dilate	open, stretch
anticipate	expect	discharge.....	go home
apply.....	put on, use	disclose	show
appointment.....	visit	discoloration	change in color
approximately	about	discomfort.....	pain
assist.....	help	disconnect.....	undo
bacteria/virus.....	germ	discontinue.....	stop
benefit	help	discovered.....	found
benign.....	not cancer	distention	stretching
catheter	tube	dressing.....	bandage
complete	fill out	effect.....	make
complications	problems	elect	choose
conclude	end	elevate.....	raise, lift
condition	problem	embolism	lump of blood, clot
congestion	stuffy nose/chest	encourage.....	urge
consent	accept, permit	ensure.....	make sure
contact	call	essential	important
cooperate	help	exhibit.....	show
		experience.....	have

Complex/Jargon	Simple
facilitate.....	help
fluids	liquids
for further instructions	to find out what to do next
forward.....	send
frequently	often
function	work
furthermore	also
has the capability.....	can
health care professional.....	doctor, nurse, dietician or therapist
highly contagious	easily caught
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

Complex/Jargon	Simple
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
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

Complex/Jargon	Simple
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.....	your child's doctor

Source: Patient & Family Education Materials Development Kit,
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