How to Ensure Your Study Webpage Meets the Language Requirement for the CU Anschutz Research Studies Website

What is the Language Requirement?

Your study webpage:

- Must be at or below an 8th grade reading level.
- Must use plain language.
- Should not use medical jargon, complex scientific words, or any abbreviations.
- Should contain enough information for the reader to understand the purpose of the study and what is being asked of them if they decide to join.

What is Plain Language?

Plain language is a **clear way of writing** and **sharing information** so that people can understand the information quickly and easily the first time they read it.

According to plainlanguage.gov, information that is communicated using plain language helps the individual find what they need, understand what they find, and use what they find to meet their needs.

*Having a study webpage that is **understandable** and **informative** to the community we serve is the most important aspect of creating a public-facing website for your study because it **helps build trust and participation in clinical research.***

Check out these great resources:

Health Literacy in Research by Multi-Regional Clinical Trials Center	*This website defines plain language, gives an overview of readability testing, and provides other great resources.*
Plain Language Medical Dictionary by University of Michigan	*Use this website to help you find words to use in place of medically complex words or scientific jargon.*
Plain Language Guide by the JRP Working Group for Equitable Research	*This is a step-by-step guide to help you create research materials that use plain language appropriately.*

Questions? Email us at ResearchStudies@cuanschutz.edu

How to Draft Content for Your Study Webpage (OnCore) on the CU Anschutz Research Studies Website

Title

PC Console > Short Title

This should be a lay person friendly title and not your IRB approved title because that usually contains medically complex language. When revising a title that has a lot of scientific jargon, you should make sure your title includes the population of interest, the disease or condition being studied, and the outcome being studied.

Primary Objective

SIP Console > Objective

This should be 1-2 sentences about the study and should include additional information that you were not able to include in the title. This is not the primary objective that is in your protocol or grant. This should be how you would explain the study during the first few minutes of the screening call or the informed consent visit when you are explaining why we are doing this study. This is not a separate section on the study webpage but will appear underneath the study title.

Why this Research Matters

SIP Console > Description

This is the main part of the study webpage. This can include 1-2 more sentences of background information but then covers what the study entails if the individual decides to join. This section should be primarily written in second person, i.e., “If you join this study, you will have to fill out surveys…”. You should write this section as if you are the interested person thinking about joining the study, not as if you are part of the research team. This section should include all study procedures, total number of visits, and total compensation.

Who can Participate

SIP Console > Key or Detailed Eligibility (not both)

This section should include only the most important inclusion criteria for your study. If there are criteria that need to be checked at a screening visit or there are a lot of eligibility criteria, this should not be included on the study webpage, you can include a sentence such as “Additional criteria will be checked by a study doctor or study staff at your first visit.” Also, this section should be written in second person, i.e., “You can join this study if you are: an adult between the ages of 18 and 65, etc”.

How to Draft Content for Your Study Webpage (Research Admin Tool) on the CU Anschutz Research Studies Website

Title

This should be a lay person friendly title and not your IRB approved title because that usually contains medically complex language. When revising a title that has a lot of scientific jargon, you should make sure your title includes the population of interest, the disease or condition being studied, and the outcome being studied.

Primary Objective

This should be 1-2 sentences about the study and should include additional information that you were not able to include in the title. This is not the primary objective as written in the protocol or grant. This should be how you would explain the study during the first few minutes of the screening call or the informed consent visit when you are explaining why we are doing this study. This is not a separate section on the study webpage but will appear underneath the study title.

Why this Research Matters

This is the main part of the study webpage. When using the Research Admin Tool this section is broken up into three separate sections. This first section should be used to provide 1-2 more sentences of background information.

What to Expect

This section should cover what the study entails if the individual decides to join. It should be primarily written in second person, i.e., “If you join this study, you will have to fill out surveys…”. You should write this section as if you are the interested person thinking about joining the study, not as if you are part of the research team. This section should include all study procedures. You should explain what the procedures are in lay terms.

Study Duration

This section should include the total number of visits, if the visits are in person or remote, and total time commitment if the person decide to join the study.

Compensation Information

You should include total compensation people will get if they participate.

Who can Participate

This section should include only the most important inclusion criteria for your study. If there are criteria that need to be checked at a screening visit or there are a lot of eligibility criteria, this should not be included on the study webpage, you can include a sentence such as “Additional criteria will be checked by a study doctor or study staff at your first visit.” Also, this section should be written in second person, i.e., “You can join this study if you are: an adult between the ages of 18 and 65, etc”.