

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 UCLA’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