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

<table>
<thead>
<tr>
<th>Complex/Jargon</th>
<th>Simple</th>
</tr>
</thead>
<tbody>
<tr>
<td>abdomen</td>
<td>stomach area</td>
</tr>
<tr>
<td>absence of</td>
<td>no</td>
</tr>
<tr>
<td>accompany</td>
<td>go with</td>
</tr>
<tr>
<td>additional</td>
<td>more</td>
</tr>
<tr>
<td>administer</td>
<td>give</td>
</tr>
<tr>
<td>admission</td>
<td>come to the hospital</td>
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<tr>
<td>adolescent</td>
<td></td>
</tr>
<tr>
<td>adverse (reaction)</td>
<td>bad</td>
</tr>
<tr>
<td>advise</td>
<td>tell, recommend</td>
</tr>
<tr>
<td>anticipate</td>
<td>expect</td>
</tr>
<tr>
<td>apply</td>
<td>put on, use</td>
</tr>
<tr>
<td>appointment</td>
<td>visit</td>
</tr>
<tr>
<td>approximately</td>
<td>about</td>
</tr>
<tr>
<td>assist</td>
<td>help</td>
</tr>
<tr>
<td>bacteria/virus</td>
<td>germ</td>
</tr>
<tr>
<td>benefit</td>
<td>help</td>
</tr>
<tr>
<td>benign</td>
<td>not cancer</td>
</tr>
<tr>
<td>catheter</td>
<td>tube</td>
</tr>
<tr>
<td>complete</td>
<td>fill out</td>
</tr>
<tr>
<td>complications</td>
<td>problems</td>
</tr>
<tr>
<td>conclude</td>
<td>end</td>
</tr>
<tr>
<td>condition</td>
<td>problem</td>
</tr>
<tr>
<td>congestion</td>
<td>stuffy nose/chest</td>
</tr>
<tr>
<td>consent</td>
<td>accept, permit</td>
</tr>
<tr>
<td>contact</td>
<td>call</td>
</tr>
<tr>
<td>cooperate</td>
<td>help</td>
</tr>
<tr>
<td>decrease</td>
<td>make less, reduce</td>
</tr>
<tr>
<td>defect</td>
<td>problem</td>
</tr>
<tr>
<td>deficiency</td>
<td>lack</td>
</tr>
<tr>
<td>demonstrate</td>
<td>show, prove</td>
</tr>
<tr>
<td>desire</td>
<td>want</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Complex/Jargon</th>
<th>Simple</th>
</tr>
</thead>
<tbody>
<tr>
<td>determine</td>
<td>find out</td>
</tr>
<tr>
<td>diet</td>
<td>food</td>
</tr>
<tr>
<td>difficulties</td>
<td>problems, trouble</td>
</tr>
<tr>
<td>dilate</td>
<td>open, stretch</td>
</tr>
<tr>
<td>discharge</td>
<td>go home</td>
</tr>
<tr>
<td>disclose</td>
<td>show</td>
</tr>
<tr>
<td>discoloration</td>
<td>change in color</td>
</tr>
<tr>
<td>discomfort</td>
<td>pain</td>
</tr>
<tr>
<td>disconnect</td>
<td>undo</td>
</tr>
<tr>
<td>discontinue</td>
<td>stop</td>
</tr>
<tr>
<td>discovered</td>
<td>found</td>
</tr>
<tr>
<td>distention</td>
<td>stretching</td>
</tr>
<tr>
<td>dressing</td>
<td>bandage</td>
</tr>
<tr>
<td>effect</td>
<td>make</td>
</tr>
<tr>
<td>elect</td>
<td>choose</td>
</tr>
<tr>
<td>elevate</td>
<td>raise, lift</td>
</tr>
<tr>
<td>embolism</td>
<td>lump of blood, clot</td>
</tr>
<tr>
<td>encourage</td>
<td>urge</td>
</tr>
<tr>
<td>ensure</td>
<td>make sure</td>
</tr>
<tr>
<td>essential</td>
<td>important</td>
</tr>
<tr>
<td>exhibit</td>
<td>show</td>
</tr>
<tr>
<td>experience</td>
<td>have</td>
</tr>
<tr>
<td>facilitate</td>
<td>help</td>
</tr>
<tr>
<td>fluids</td>
<td>liquids</td>
</tr>
<tr>
<td>for further instructions</td>
<td>to find out what to do next</td>
</tr>
<tr>
<td>forward</td>
<td>send</td>
</tr>
<tr>
<td>frequently</td>
<td>often</td>
</tr>
<tr>
<td>function</td>
<td>work</td>
</tr>
<tr>
<td>furthermore</td>
<td>also</td>
</tr>
<tr>
<td>has the capability</td>
<td>can</td>
</tr>
<tr>
<td>health care professional</td>
<td>doctor, nurse, dietician or therapist</td>
</tr>
<tr>
<td>highly contagious</td>
<td>easily caught</td>
</tr>
<tr>
<td>Complex/Jargon</td>
<td>Simple</td>
</tr>
<tr>
<td>----------------</td>
<td>--------</td>
</tr>
<tr>
<td>however ..........but</td>
<td>pharmacy..........drugstore</td>
</tr>
<tr>
<td>identical ..........same</td>
<td>physician..........doctor</td>
</tr>
<tr>
<td>illustration..........picture, drawing</td>
<td>possibility..........chance</td>
</tr>
<tr>
<td>implement ..........carry out, do</td>
<td>presently ..........now</td>
</tr>
<tr>
<td>in addition ..........also</td>
<td>prior to ..........before</td>
</tr>
<tr>
<td>in an effort to ..........to</td>
<td>prescribed ..........ordered</td>
</tr>
<tr>
<td>in lieu of ..........instead of</td>
<td>procedure ..........test/surgery</td>
</tr>
<tr>
<td>in the event that ..........if</td>
<td>promote ..........help</td>
</tr>
<tr>
<td>in the near future ..........soon</td>
<td>provide ..........give</td>
</tr>
<tr>
<td>inception ..........start</td>
<td>provided that ..........if</td>
</tr>
<tr>
<td>incision ..........cut</td>
<td>purchase ..........buy</td>
</tr>
<tr>
<td>indicate ..........show</td>
<td>recommended ..........a good idea, advised, suggested</td>
</tr>
<tr>
<td>inflammation ..........swelling (and redness)</td>
<td>relating to ..........about, on</td>
</tr>
<tr>
<td>inform ..........tell</td>
<td>registration ..........sign up</td>
</tr>
<tr>
<td>initial ..........first</td>
<td>remove ..........take out</td>
</tr>
<tr>
<td>initiate ..........start</td>
<td>request ..........ask</td>
</tr>
<tr>
<td>injection ..........shot</td>
<td>require ..........need</td>
</tr>
<tr>
<td>insert ..........put into</td>
<td>residence ..........home</td>
</tr>
<tr>
<td>insufficient ..........not enough</td>
<td>resume ..........start again</td>
</tr>
<tr>
<td>intravenous line ..........thin tube into a vein</td>
<td>retain ..........keep</td>
</tr>
<tr>
<td>laceration ..........cut, tear</td>
<td>review ..........check, go over</td>
</tr>
<tr>
<td>legislation ..........law</td>
<td>routinely ..........usually</td>
</tr>
<tr>
<td>let you know ..........tell you</td>
<td>ruptured ..........burst</td>
</tr>
<tr>
<td>limited number ..........few</td>
<td>saturate ..........soak</td>
</tr>
<tr>
<td>locate ..........find</td>
<td>secretions ..........mucus</td>
</tr>
<tr>
<td>location ..........place</td>
<td>sensation ..........feeling</td>
</tr>
<tr>
<td>lower/upper extremities ..........legs/arms</td>
<td>stool ..........bowel movement</td>
</tr>
<tr>
<td>maintain ..........keep, support</td>
<td>submit ..........send</td>
</tr>
<tr>
<td>malformation ..........not formed in correct/right way</td>
<td>subsequent ..........later, next</td>
</tr>
<tr>
<td>medication ..........medicine</td>
<td>substituted ..........used in place of, instead of</td>
</tr>
<tr>
<td>method ..........way</td>
<td>sufficient ..........enough</td>
</tr>
<tr>
<td>modify ..........change</td>
<td>terminate ..........stop, end or finish</td>
</tr>
<tr>
<td>monitor ..........check, watch</td>
<td>terminology ..........words</td>
</tr>
<tr>
<td>negative ..........no</td>
<td>the baby ..........your baby</td>
</tr>
<tr>
<td>notify ..........tell</td>
<td>therefore ..........so</td>
</tr>
<tr>
<td>numerous ..........many, most</td>
<td>transmit ..........send</td>
</tr>
<tr>
<td>nutrition ..........food, diet, how you eat</td>
<td>transports ..........carries</td>
</tr>
<tr>
<td>observe ..........see, note</td>
<td>urgent ..........cannot wait long</td>
</tr>
<tr>
<td>obtain ..........get</td>
<td>utilization ..........use (n.)</td>
</tr>
<tr>
<td>offer ..........give</td>
<td>utilize ..........use (v.)</td>
</tr>
<tr>
<td>opportunity ..........chance</td>
<td>varicella ..........chicken pox</td>
</tr>
<tr>
<td>oral ..........by mouth</td>
<td>viable ..........workable</td>
</tr>
<tr>
<td>participate ..........take part in</td>
<td>whereas ..........since</td>
</tr>
<tr>
<td>permit ..........let</td>
<td>your doctor ..........you or your child’s doctor</td>
</tr>
</tbody>
</table>

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