



Reading ease score (0-100):  
Original = 20 or “very confusing”  
Revised = 85 or “easy”

How readable are your research materials?

Can your study participants easily read and understand what you’re asking them to do? If you’re not using plain language, at least half of them will likely struggle to read the study information you give them, especially consent forms. Our edits to the above passage improved the readability dramatically—from about grade-level 15 to about grade-level 6.

Clear, easy-to-read consent forms are central to the process of informed consent. Yet they remain the exception rather than the rule. Why? Because describing research procedures and their risks and benefits in plain language is challenging —especially when you’re accustomed to scientific writing.

But any concept—even complicated protocols or privacy protections—can be made more clear using plain language. **Let us show you how.**

Program for Readability In Science & Medicine (PRISM)  
Plain language tools, training, and consultation created especially for researchers

The PRISM Toolkit	PRISM Editing & Consultation	PRISM Training
<ul style="list-style-type: none"><li>A <b>FREE</b> plain language guide for research materials—and beyond.</li><li>Download your copy at <a href="http://www.tinyurl.com/prismtoolkit">www.tinyurl.com/prismtoolkit</a></li></ul>	<ul style="list-style-type: none"><li>Our experts will help you meet your readability targets.</li><li>We also strive to improve the appeal of research materials by using language that is meaningful and interesting to your target audience.</li></ul>	<ul style="list-style-type: none"><li>We offer hands-on, in-person workshops customized to fit your needs.</li><li>NEW! PRISM Online Training is a FREE Web-based plain language tutorial available at <a href="http://prism.grouphealthresearch.org">http://prism.grouphealthresearch.org</a></li></ul>

## See what others are saying:

"We have benefitted greatly from the readability training. The presentations were very well received by our staff, and they found the trainer knowledgeable and engaging. The PRISM team did an excellent job tailoring the training to our specific needs."

— Matias Valenzuela, PhD  
Public Education Coordinator  
Public Health, Seattle & King County

"I am a dental hygienist working full-time in clinical research. Informed consent of study subjects is a critical process and one that we take very seriously. PRISM resources have been invaluable in helping us develop study brochures and documents that use clearly stated, reader-friendly explanations of the study procedures. I have recommended the PRISM Toolkit to other dental professionals."

— Patricia A. Lenton, RDH, MA  
Oral Health Clinical Research Center  
University of Minnesota

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## What PRISM can do for you

### The PRISM Toolkit

In our **FREE** guide to using plain language in research materials, you can find:

- Plain language principles and strategies
- Quick reference guide and editing checklist
- Alternative wording suggestions
- Before-and-after examples
- Easy-to-read template language for consent forms and HIPAA authorizations

The PRISM Toolkit is a public-domain resource—already downloaded by thousands of researchers and other health care professionals nationwide. Get yours today at [www.tinyurl.com/prismtoolkit](http://www.tinyurl.com/prismtoolkit).

### PRISM Editing & Consultation

Our editors specialize in developing consent forms and other participant materials that are clear, readable, and well organized. Our strategies include:

- Replacing jargon and other complex terms with familiar vocabulary
- Creating single-topic paragraphs and concise sentences
- Using reader-friendly formatting
- Checking the reading level of your materials—in most cases, we can achieve a reading level of 8th grade or below

### PRISM Training

**PRISM In-person Workshops** provide an overview of health literacy and readability, followed by a detailed explanation of plain language principles and strategies. Before-and-after examples, in-class editing exercises, and take-home tools help participants immediately begin using the strategies they've learned. Workshop content and editing exercises can be tailored to fit diverse settings—including public health and patient education.

**PRISM Online Training\*** translates our in-person workshop into a Web-based tutorial accessible to researchers everywhere. This **FREE** course was designed for a wide range of research professionals, including investigators, research staff, IRB administrators, communications staff—or anyone involved in developing print materials for study participants. <http://prism.grouphealthresearch.org>

*\*PRISM Online Training is supported by Group Health Research Institute and by grant UL1 RR025014 from the NIH National Center for Research Resources.*

### PRISM: Bringing plain language to research since 2005

PRISM began in 2005 at Group Health Research Institute (GHRI) as a short-term, internal training initiative to boost the readability of our research consent forms and other participant materials. PRISM has since evolved into an enduring suite of hands-on plain language resources tailored for the research community.

Overly complex research consent forms have long been a national trend. This trend has changed for the better at GHRI, where PRISM-edited consents average just below an 8th-grade reading level. We can help you do the same.

Contact us today to learn more about what PRISM can do for you: [prism@ghc.org](mailto:prism@ghc.org) or 206-287-2032.

Or take advantage of our **FREE** resources anytime!

- Download the PRISM Toolkit at [www.tinyurl.com/prismtoolkit](http://www.tinyurl.com/prismtoolkit)
- Try out PRISM Online Training at <http://prism.grouphealthresearch.org>