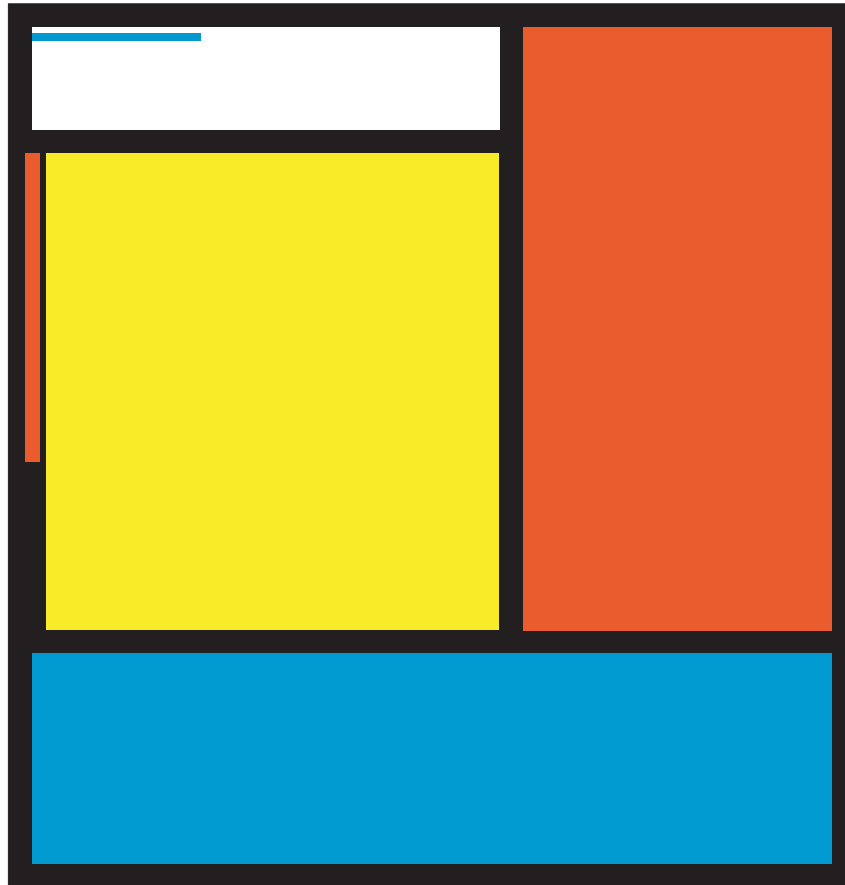




Celebrating Plain Language and Clear Communication

National Institutes of Health

May 26, 2010



CLEAR AND TO THE POINT



Answer your reader's questions



Use language appropriate for your reader



Include only necessary details



Use the active voice



Use personal pronouns such as “we” and “you”



Use short sentences and paragraphs



Use tables, lists, and other easy-to-understand design features



Celebrating Plain Language and Clear Communication

National Institutes of Health

Masur Auditorium

May 26, 2010

Welcome

Raynard S. Kington, M.D., Ph.D.
Deputy Director, NIH

Special Recognition of Volunteers

John T. Burklow
Associate Director for Communications
and Public Liaison, NIH

Remarks

Francis S. Collins, M.D., Ph.D.
Director, NIH

Introduction of Keynote Speaker

Marin P. Allen, Ph.D.
Deputy Associate Director for
Communications and Public Liaison, NIH

Keynote Speaker

Jeff Howe
Author of *Crowdsourcing* and
Contributing Editor, *Wired* magazine

Presentation of Awards

Raynard S. Kington, M.D., Ph.D.
John T. Burklow
Marin P. Allen, Ph.D.

Closing Remarks

John T. Burklow

Please join us for light refreshments following the ceremony to celebrate fine writing.

GOLD AWARD

A Tongue for an Eye: Device Challenges Conventional Vision – NEI

This feature story uses the active voice and clear descriptions to convey a blind adventure athlete's experiences using a low-vision device and the research behind the device. The article is meant to interest employees in attending an NEI 40th anniversary event.

Allyson Collins, M.S.

Acupuncture-Like Treatments Improve Outcomes Compared to Usual Care for Low Back Pain – NCCAM

This press release, developed from complicated scientific information, informed the public about new information on acupuncture or simulated acupuncture as a treatment option for low back pain.

Katy Danielson, M.P.H.

Agricultural Health Study Update 2009 – NCI

This newsletter was developed as a means of staying in touch with the nearly 90,000 participants in the Agricultural Health Study, a prospective cohort that includes licensed pesticide applicators and their spouses. The publication updated participants on the latest scientific findings from the Study, educated them about specific health risks associated with pesticide use and measures that may reduce that risk, and also thanked them for their contributions to the Study.

Agricultural Health Study Executive Committee
Agricultural Health Study Field Stations Staff,
North Carolina

Agricultural Health Study Field Stations Staff, Iowa
Agricultural Health Study Coordinating Center
Rhonda DeJoice
Jennifer Loukissas, M.P.P.

*He that uses many words for the explaining any subject
doth, like the cuttlefish, hide himself for the most part
in his own ink.*

■ John Ray

GOLD AWARD

Caring for a Person with Alzheimer's Disease: Your Easy-to-Use Guide from the National Institute on Aging – NIA

As people with Alzheimer's disease lose the ability to remember, think, and use good judgment, they need more and more help to carry out the daily activities of life. This free, easy-to-read guide, seeks to provide detailed information, time-tested tips, expert guidance, access to available resources, and positive support to help caregivers learn about and cope with these changes and challenges.

David Burton
Wendy Mettger, M.A.
Jennifer Watson, M.A.
Karen Pocinki, M.A.
Vicky Cahan

Challenge Yourself: Be An NCI Fellow! – NCI

This bookmark is a recruitment tool to engage pre- and post-doctoral fellows in training programs at the Division of Cancer Epidemiology and Genetics. The material is designed to direct potential applicants to the Division's website.

Joseph F. Fraumeni, Jr., M.D.
Jackie Lavigne, Ph.D.
Kristin Kiser, M.H.A., M.S.
Wendy Schneider-Levinson
Office of Education Advisory Group

Choosing Nutrient Dense Foods Video – NIA

This short video uses expert interviews and profiles of two older adults to describe the concept and practice of nutrient-dense eating. Featured in the Eating Well as You Get Older topic on NIHSeniorHealth.gov, the video encourages older adults to choose foods that can provide the most nutritional benefit as they age.

Stephanie Dailey, M.A.
Karen Pocinki, M.A.
Vicky Cahan

ClinSeq Clinical Trial Video – NHGRI

This video helps to educate potential participants about NIH's ClinSeq study. The clinical trial is among the first to explore the promise of DNA sequencing for personalized health care.

Maggie Bartlett
Alvaro Encinas
Rebecca Kolberg, M.S.
Peter Standring, M.S.
Larry Thompson, M.S., M.F.A.

*I'm not a very good writer,
but I'm an excellent rewriter.*

■ James Michener

GOLD AWARD

Concerned About Coffee?

It May Actually Be Good for You – OD

This article appeared in *NIH News in Health*, a free monthly newsletter that provides practical health information based on NIH research. The story explored the facts about popular rumors that coffee causes everything from heart disease to cancer.

Harrison Wein, Ph.D.

Eating Hints: Before, During, and After Cancer Treatment – NCI

This booklet helps people who are undergoing cancer treatment cope with eating problems. It includes information on the most common treatment-related eating problems. Each eating problem has strategies and lists of foods and drinks for coping.

Lorna Patrick, M.S.W.

Helen Osborne, M.Ed., OTR/L

Susan Spangler, Digital Art

Exercise and Physical Activity:

Your Everyday Guide from the National Institute on Aging – NIA

This guide combines the latest scientific information about exercise for older people with expert input on what motivates people to become active. Two main points reiterated throughout the guide are that exercise and physical activity are good for you, and it's never too late to start exercising or increase your level of physical activity. Original photographs and clear step-by-step directions demonstrate sample exercises and enhance the guide's utility. Vignettes connect readers with others who have successfully applied the tips provided in the guide.

Karen Pocinki, M.A.

Anne Rodgers, M.A.

Monica Snellings

Easy reading is damn hard writing.

■ *Nathaniel Hawthorne*

GOLD AWARD

***Findings*, September 2009 Issue – NIGMS**

Findings magazine showcases diverse and vibrant scientists who do cutting-edge research. Each issue profiles two scientists—one man and one woman—and contains brief research highlights, a puzzle or other activity, and online extras like videos. The profile articles feature not only the research, but also the hobbies, backgrounds, and personalities of the scientists. Our goal with *Findings* is to “put a face on science” and to present engaging role models who will inspire young people to consider careers in biomedical research.

Alisa Machalek, M.S.

Emily Carlson, M.A.

Alison Davis, Ph.D.

*A good novel tells us the truth
about its hero; but a bad novel
tells us the truth about its author.*

■ G.K. Chesterton

Healthy Moments – NIDDK

Through this second annual series of weekly radio reports, the NIDDK Director provides health tips to prevent and control diseases within the Institute’s mission. To further extend the messages, reports also are archived on NIDDK’s website and posted and streamed online by Majic 102.3 FM, Magic 95.9 FM, and WKYS 93.9 FM.

Griffin P. Rodgers, M.D., M.A.C.P.

Wendy Starman Papier, M.S.

Ody Leonard

Toni Campbell

Andrew S. Narva, M.D., F.A.C.P.

Joanne M. Gallivan, M.S., R.D.

Leslie L. Curtis, M.A.

Eileen Newman, M.S., R.D.

Mary Harris

Alex Green IV

¡Ojo con su Visión! Si tiene diabetes, lea esta historia (Watch Out for Your Vision: Read This Story if You Have Diabetes) – NEI

This photonovella (available in English and Spanish) is an illustrated story booklet designed to educate Hispanics/Latinos with diabetes about the eye complications of diabetes.

Neyal Ammary-Risch, M.P.H., CHES

Laurie Hamilton

André Marschalko

Leslie Rivera, M.A.

GOLD AWARD

¡Podemos! Bocadillos 100 Calorías o Menos (We Can! Snacks – 100 Calories or Less) – NHLBI

This resource, originally developed for the ‘We Can! Energize Our Families: Parent Program: A Leader’s Guide,’ now is available as a stand-alone Spanish-language tip sheet for families and communities. It offers numerous suggestions for low-calorie snacks that can be included in a healthy diet. This information is especially useful for Latino and Hispanic communities that exhibit higher prevalence rates of childhood obesity.

Karen Donato, S.M.

Matilde Alvarado, R.N., M.S.

Gloria Ortiz

National HIV Testing Day Statement – NIAID

This statement communicated the importance of getting tested for HIV.

Laura Sivitz, M.S.J.

National Diabetes Education Program (NDEP) Website – NIDDK

NDEP’s newly redesigned website is more user-friendly and easier to navigate. Four entrance portals allow users to get needed content quickly. The redesign was based on user feedback and user interest and concerns.

Joanne Gallivan, M.S., R.D.

Eugenie Thompson

John Bobosh, M.A.

Angela Carlson Mills, M.A.

New Online Features Translate Vision Science to Everyday Life – NEI

This news release uses an innovative, interactive format and concise descriptions to unveil multimedia resources on the NEI website.

Allyson Collins, M.S.

Jean Horrigan

*Don't tell me the moon is shining; show
me the glint of light on broken glass.*

■ Anton Chekhov

GOLD AWARD

NIDAMED Resources for Medical and Health Professionals – NIDA

This innovative and interactive Web-based set of tools is designed to help physicians efficiently and easily screen their patients for substance abuse, conduct brief interventions, and make referrals to treatment as needed. It can help catch substance abuse problems before they progress to addiction and other deleterious health outcomes.

Tom Brady, Ph.D.
Redonna Chandler, Ph.D.
Wilson Compton, M.D.
Elisabeth Davis, M.P.H.
Richard Denisco, M.D.
Gaya Dowling, Ph.D.
Jennifer Elcano, M.A.
Carol Krause, M.A.
Jan Lipkin
Cindy Miner, Ph.D.
Lisa Onken, Ph.D.
Cecelia Spitznas, Ph.D.
Susan Weiss, Ph.D.

The best style is the style you don't notice.

■ Somerset Maugham

NIDCR Spanish-Language Website – NIDCR

This website provides high quality, culturally and linguistically appropriate Spanish-language oral health information to U.S. Latinos. The site tested favorably in focus groups with both Spanish-dominant and bilingual individuals. Preliminary data from the American Customer Satisfaction Index survey indicate that user satisfaction with the site is high.

Karina Boehm, M.P.H.
Marco Beltran, M.P.H., Dr.P.H.
Jody Dove
Richard Barnes
IQ Solutions

NIH MedlinePlus Salud Magazine – NLM

NIH MedlinePlus Salud (Spanish for 'health') is a free, consumer-friendly guide to the vast array of authoritative online health and medical information at medlineplus.gov/salud. NIH, the Friends of the National Library of Medicine, and the National Alliance for Hispanic Health, publish *NIH MedlinePlus Salud* to provide Hispanic Americans with the gold standard of reliable health information in a user-friendly format. This new magazine, written in both Spanish and English, complements *NIH MedlinePlus* magazine, which premiered in 2006.

Patricia Carson
Kathleen Cravedi, M.S.
Naomi Miller, M.L.S.
Elliot Siegel, Ph.D.

GOLD AWARD

No More Butts: Snuff Out that Cigarette for Good – OD

This article offered readers inspiration and up-to-date information on how to quit smoking and why it's important. It was published in *NIH News in Health*, a free monthly newsletter that provides a general readership with practical health information based on NIH research.

Vicki Contie, M.A.

Older Adults: You Can Get Help – NIA

This booklet was developed by NIA to provide an easy-to-read overview of the complex issues pertinent to older people and alcohol use. Getting help is the theme of the booklet. Using engaging techniques, such as personal stories, checklists, and questions and answers, the booklet provides information and encouragement for older people who may have concerns about drinking problems. It offers a list of resources for more detailed information.

Freddi Karp, M.PA.

Jann Keenan, Ed.S.

Anne Decker

Carolyn Hirschman, M.A.

Vicky Cahan

Series of YouTube Videos/Scripts, Various Drug Abuse Topics – NIDA

This novel video series, featuring real NIDA staff, talks to teens about drug abuse and shares information with them in an accessible format they can relate to, making them more receptive to the message.

Ruben Baler, Ph.D.

Redonna Chandler, Ph.D.

Wilson Compton, M.D.

Cheryl Dolan, BCI Media LLC

Gaya Dowling, Ph.D.

Joe Frascella, Ph.D.

Sharan Jayne

Carol Krause, M.A.

Cindy Miner, Ph.D.

Joni Rutter, Ph.D.

It's easy for us to forget the power of words. We use them the way an engineer uses a slide rule, a surgeon uses a scalpel, or a cop uses handcuffs or a gun.

■ Jonathan Capehart,
2009 NIH Plain Language
Awards Ceremony

GOLD AWARD

Smokefree Women Website – NCI

Despite the dangers, one in five women continues to smoke in the United States. Research reveals that women face unique risks associated with female biology and challenges in trying to quit. This evidence-based cessation website provides tools and information for women, especially those in their childbearing years, to become and remain nonsmokers. By quitting, mothers avoid modeling smoking to their children and avert the serious health risks of tobacco use.

Erik Augustson, Ph.D., M.P.H.

Ami Bahde, M.P.H.

Yvonne Hunt, Ph.D., M.P.H.

Mary Schwarz

Shani Taylor, M.H.S.

Alison Pilsner, M.P.H., C.P.H., CHES

Lewellyn Belber

Stroke: Challenges, Progress, and Promise – NINDS

This progress report on the most important research advances in stroke summarizes the results of numerous research studies supported by NINDS in recent years. The report contains full-color, high-resolution images to help the reader understand highly technical topics, serve as a guide for investigators on recent scientific findings, and may help speed up the pace of discovery on stroke.

Daniel Stimson, Ph.D.

The Sara Bellum Blog – NIDA

The Sara Bellum blog strives to connect teens with the latest scientific research and news to help them make healthy, smart decisions. This vanguard initiative is the first federal government blog geared directly to teens and the first to allow moderated comments.

Gaya Dowling, Ph.D.

Jennifer Elcano, M.A.

Carol Krause, M.A.

Brian Marquis

Jessica Palmer, Ph.D.

Anna Staton, M.P.A.

Susan Weiss, Ph.D.

IQ Solutions Sara Bellum Blog Team

Tips for Teens with Diabetes: Make Healthy Food Choices (Consejos para jóvenes con diabetes: Come alimentos saludables) – NIDDK

This easy-to-read bilingual tip sheet contains the basics about managing type 2 diabetes for children and their families. It also includes a list of resources for more information.

Joanne Gallivan, M.S., R.D.

Susan McDonough, M.S., R.D., C.D.E.

Elizabeth Warren-Boulton, R.N., M.S.N.

Claudia Siervo, M.A.

GOLD AWARD

Understanding Breast Changes: A Health Guide for Women – NCI

This guide addresses the concerns of women who get an abnormal mammogram finding or notice a breast change. It explains important next steps in testing, diagnosis, and treatment when breast changes are found.

Carol Sienché, M.P.H.

Rebecca Chasan, Ph.D.

Richard Manrow, Ph.D.

Diana Blais, M.A.

Susan Spangler, Digital Art

Understanding Medical Words: A Tutorial from the National Library of Medicine – NLM

Understanding Medical Words is for consumers who want to learn more about what their doctor is saying. The tutorial is a Flash movie and includes interactive quizzes. Users learn how to put together parts of medical words using word roots, prefixes, and suffixes. The tutorial includes fun tips for remembering meanings.

Naomi Miller, M.L.S.

Brooke Dine, M.S.L.S.

Stephanie Dennis, M.L.S.

Joseph Potvin

Jeremy Markowitz

What I need to know about Hepatitis C – NIDDK

This booklet is designed to help people understand the causes, symptoms, and treatment of hepatitis C, and learn how to prevent hepatitis C.

Dustin Hays

Kathy Kranzfelder, M.A.

National Digestive Diseases Information
Clearinghouse

*As scientists or administrators, you
have all been taught the cardinal
virtue of plain prose: If writing is
communication, then only clear
writing is effective communication.*

■ Michael Dirda
2001 NIH Plain Language
Awards Ceremony

SILVER AWARD

At-A-Glance One-Page Fact Sheets – NHLBI

The NHLBI developed eight brief fact sheets based on existing NHLBI products. The NHLBI and the Federal Citizens Information Center (FCIC) bring together an array of governmental information and services and make them accessible to the public. Visitors of the FCIC seek timely, practical information from trusted sources. The one-page fact sheets are designed and written in plain language for lay health educators and the general public. The fact sheets include: At-A-Glance: Lowering Your Cholesterol with TLC; At-A-Glance: Physical Activity; At-A-Glance: Healthy Sleep; At-A-Glance: Lowering Your Blood Pressure with DASH; At-A-Glance: Healthy Weight; At-A-Glance: Asthma; At-A-Glance: Coronary Artery Disease; At-A-Glance: Atherosclerosis.

Ann Taubenheim, Ph.D.

Terri Williams, M.S.

Bigger is Better Than Just a Bad Taste in Your Mouth: How a Tiny Genetic Mutation is Helping Us Map Human Migration Out of Africa – NIDCD

This feature story for *INSIDE*, an online newsletter, is about an NIDCD intramural scientist working on the genetics of taste. It explains how genetic mutations that influence how we taste bitterness also have the unique ability to trace the history of human migration out of Africa more than 70,000 years ago.

Robin Latham

Biological Pathways – NHGRI

The Cancer Genome Atlas, a project of NCI and NHGRI, has shed light on the fact that cancer is not just a disease of genes but also of biological pathways. The goal of this fact sheet is to answer questions about biological pathways and provide a vivid graphic that supports the narrative, which can easily be printed out and used in classrooms.

Geoffrey Spencer

Phyllis Frosst, Ph.D.

Marcia Triunfol, Ph.D.

Jane Ades, M.A.

***Boletín del Instituto Nacional del Cáncer* (National Cancer Institute's *Cancer Bulletin*) – Email Correspondence – NCI**

The purpose of this bilingual email correspondence was to welcome new subscribers to the Spanish-language *Boletín del Instituto Nacional del Cáncer* (National Cancer Institute's *Cancer Bulletin*).

The email communicated the publication's purpose and frequency and invited subscribers to share the digital publication with colleagues. This was the first communication received by subscribers, and therefore it was important to draft a brief but informative email.

Nelvis Castro

Nina Ghanem, M.Ed.

José L. Acosta

Jennifer Kiger, M.S.

Sebastian Roldan

SILVER AWARD

Como ayudar a su hijo a controlar el exceso de peso (Helping Your Overweight Child) – NIDDK

This Spanish-language brochure provides parents tips on how to involve the whole family in building healthy eating and physical activity habits and was published by the Weight-Control Information Network.

Susan Yanovski, M.D.

Leslie Curtis, M.A.

Claudia Siervo, M.A.

Van Hubbard, M.D., Ph.D.

Cool Video: Leading Cells with Light – NIGMS

This 60-second video reports on a grantee's finding about activating cell proteins with a laser. It features colorful and compelling video clips from the grantee's journal article. The feature appeared as the 'Cool Video' in the September 2009 issue of the NIGMS e-newsletter *Biomedical Beat*.

Stephanie Dutchen, S.M.

DDIR Web Board – OD

The primary purpose of the Deputy Director for Intramural Research Web Board is to dispel rumors with frank discussion of NIH policy (as seen in each 'current issue' section). The Web Board also informs and entertains.

Michael Gottesman, M.D.

Christopher Wanjek, M.P.H.

El Dr. Huerta habla sobre la diabetes (Dr. Huerta on Diabetes)

Radio PSA – NIDDK

This 60-second radio PSA features Dr. Huerta and the message that having a parent, sister or brother with type 2 diabetes puts a person at high risk for the disease. Other risk factors include being overweight and age 45 or older.

Joanne Gallivan, M.S., R.D.

Eugenie Thompson

Claudia Siervo, M.A.

For People with Diabetes or High Blood Pressure: Get Checked for Kidney Disease – NIDDK

Developed at a seventh grade-reading level, this brochure can be distributed by health departments and other partners to help increase awareness of chronic kidney disease, the importance of getting tested, and the fact that kidney disease can be treated.

Andrew Narva, M.D.

Eileen Newman, M.S., R.D.

Nancy Accetta, M.H.S., CHES

Juanita Thompson

SILVER AWARD

Instantáneas de Cáncer (Cancer Snapshots) – NCI

The Instantáneas de Cáncer (Cancer Snapshots) are Spanish translations of disease-focused electronic fact sheets that provide information from NCI on disease incidence and mortality, NCI funding, relevant activities, and recent scientific advances. These web-based documents incorporate hyperlinks to additional information resources for a broad, and now more diverse, user audience.

Elizabeth Hsu, Ph.D., M.P.H.

Duilio Correa, M.A.

José L. Acosta, M.A.

James Corrigan, Ph.D.

Lisa Stevens, Ph.D.

Jonas Brothers Radio PSA – NIDDK

This 60-second radio Public Service Announcement features the Jonas Brothers and how they support Nick, who has diabetes. It emphasizes the importance of learning to manage diabetes, avoiding complications, and having family support for a person with the disease.

Joanne Gallivan, M.S., R.D.

Eugenie Thompson

Kidney Sundays: A Toolkit – NIDDK

The National Kidney Disease Education Program created Kidney Sundays, a faith-based initiative designed to increase awareness about chronic kidney disease in the African American community and encourage those at risk to get tested. The Kidney Sundays Toolkit was developed because African Americans increasingly are turning to places of worship to get accurate and useful information about issues that uniquely affect their community. The online Toolkit provides faith-based organizations with everything they need to incorporate kidney health messages in their programs.

Eileen Newman, M.S., R.D.

Vickie Jones

Anna Zawislanski, M.P.H.

Juanita Thompson

When you write about a topic you are familiar with, don't fall into familiar jargon.

■ Cokie Roberts
2003 NIH Plain Language
Awards Ceremony

SILVER AWARD

Media-Smart Youth: The Essentials Facilitator's Guide – NICHD

This interactive, afterschool educational program, adapted from the full Media-Smart Youth curriculum, was created for National Council of Negro Women (NCNW) community leaders to help young people ages 11 to 13 understand the complex media world around them and how it can influence their health, especially in regard to nutrition and physical activity. The NICHD dedicates this award to Dr. Dorothy Height, President Emerita of NCNW, who died in April 2010, for the spirit and energy she infused into the collaboration that went into these materials and all her endeavors.

Marianne Glass Miller
Elyse Cohen, M.PH.
Ronne Ostby-Malling, M.A.

NEI-NASA Team Up for Early Cataract Detection Tool – NEI

This feature story explains an NEI-NASA research collaboration that resulted in the translation of basic science discoveries into a clinical device for early cataract detection.

Allyson Collins, M.S.

NIAID Global Research: Improving Health in a Changing World – NIAID

The purpose of this brochure is to help NIAID initiate new international collaborations in response to the worldwide impact of diseases such as HIV/AIDS, tuberculosis, and malaria, as well as the global threats posed by emerging infections such as pandemic influenza. It aims to facilitate discourse between NIAID and potential partners within the public, private, and nonprofit sectors.

Paul Williams

NIH MedlinePlus, Diabetes Section – Fall 2009 – NLM

During National Diabetes Awareness Month, *NIH MedlinePlus* magazine highlighted diabetes and steps for prevention and treatment. The magazine showcased two national education campaigns promoted by the NIH/NIDDK/NDEP and the American Diabetes Association. Six personal stories from people with diabetes showed how the disease can be controlled for a healthier life.

Christopher Klose
Selby Bateman, M.A.
Joanne Gallivan, M.S., R.D.
Joan Chamberlain
Patricia Carson
Kathleen Cravedi, M.S.
Elliot Siegel, Ph.D.
Naomi Miller, M.L.S.
Peter Reinecke
Shana Potash

SILVER AWARD

NIH News in Health – OD

This free monthly newsletter provides practical health information based on NIH research and explains how NIH's medical discoveries improve health and save lives.

Harrison Wein, Ph.D.
Vicki Contie, M.A.
Margaret Georgiann
Bryan Ewsichek

NIH Research Matters – OD

This online weekly highlights important NIH-funded research studies published in peer-reviewed journals.

Harrison Wein, Ph.D.
Vicki Contie, M.A.
Alyson M. Olander
Sara R. Cohen

NINDS Know Stroke Website – NINDS

NINDS's newly redesigned Know Stroke website offers a wealth of free public information on stroke prevention, treatment, and rehabilitation, and resources for health care professionals including brochures, radio PSAs, videos, and posters. The website is part of the NINDS national public education campaign: 'Know Stroke. Know the Signs. Act in Time.'

Marian Emr
Margo Warren
Ruth Shapiro

Palliative Care: The Relief You Need When You're Experiencing the Symptoms of Serious Illness – NINR

This brochure, written and disseminated to increase awareness of palliative care among patient and care giving populations, health care providers, the general public, and the media, improves understanding of what palliative care is, who it benefits, and how those suffering pain and distressing symptoms can get the relief they need.

Elisa Gladstone, M.PH
Melissa Barrett, M.PH

Proteins Linked to Congenital Deafness Help Build, Maintain Stereocilia in the Inner Ear – NIDCD

This news article was written for the NIDCD website to increase public awareness of a recently published study by NIDCD scientists that helps explain how two key proteins help build and maintain stereocilia in the inner ear.

Jennifer Wenger, M.A.

I try to leave out the parts that people skip.

■ Elmore Leonard

SILVER AWARD

The Chemistry of Health – NIGMS

This booklet describes how basic chemistry and biochemistry research spur a better understanding of human health. The booklet serves as a gateway to expanded online content including scientist profiles, videos, games, and a classroom poster, and is intended for high school and early college students and teachers.

Alison Davis, Ph.D.

Stephanie Dutchen, S.M.

Srivalli Subbaramaiah

The Edge of Discovery: A Portrait of the National Institute of Allergy and Infectious Diseases – NIAID

This booklet communicates a broad overview of the Institute's research activities, the role of these activities in the development of new vaccines, treatments, and diagnostic tools for infectious and immune-related diseases, and why NIAID's work is important to human health.

Courtney Billet

Cynthia Fabry, M.B.A.

Robert Taylor, Ph.D.

Watermark Design

Utilice los datos de la etiqueta de nutrición (We Can! Using the Nutrition Facts Label) – NHLBI

This resource information originally developed for the 'We Can! Energize Our Families: Parent Program: A Leader's Guide,' is now available as a stand-alone tip sheet, translated into Spanish, for families and communities. It offers guidance for the public on how to read and interpret the diverse information contained on the Nutrition Facts Label.

Karen Donato, S.M.

Matilde Alvarado, R.N., M.S.

Gloria Ortiz

What Can Prevent Walking Disability in Older People? – NIA

This press release announced a national, multi-site clinical trial designed to determine whether a physical activity program may stave off disability in older people.

Barbara Cire

Vicky Cahan

Using plain language does not mean dumbing down, just as using complicated jargon does not mean smarting up.

■ Rita Rubin

2007 NIH Plain Language Awards Ceremony

SILVER AWARD

What to Share with Your Doctor Video – NIA

Through interviews with a 91-year-old patient, his doctor, and a geriatrician, this short video describes issues older patients should be willing to share with their doctors including, symptoms, medications, habits and lifestyle, sensitive subjects, and other concerns. The video appears in the *Talking with Your Doctor* topic on NIHSeniorHealth.gov.

Stephanie Dailey, M.A.

Karen Pocinki, M.A.

Vicky Cahan

What You Need To Know About Liver Cancer – NCI

This 42-page booklet helps liver cancer patients take an active role in making choices about their care. The booklet features questions to ask the doctor, a dictionary, a medical illustration, and pictures of a patient talking to a doctor about participating in cancer research.

Gerianne Piazza, M.A.

Rebecca Chasan, Ph.D.

Itzhak Avital, M.D.

Donald Bliss, M.A., National Library of Medicine

Jeanne Kelly, Aardvark Design Associates

Susan Spangler, Digital Art

Inherently, all stories are personal. The only way a story can be personal to anyone else is if it is first personal to the writer.

■ Jon Spelman, 2008 NIH Plain Language Awards Ceremony

BRONZE AWARD

50 Years of Protein Structure Determination – NIGMS

This interactive timeline celebrates 50 years of major advances in the field of structural biology. Readers can go back in time decade by decade to learn about major developments, see pictures, and find citations.

Emily Carlson, M.A.

Erin Fults

Camille Haylock

Jason Suter

Ward Smith, Ph.D.

John Norvell, Ph.D.

Jeremy Berg, Ph.D.

Paula Flicker, Ph.D.

Ravi Basavappa, Ph.D.

Charles Edmonds, Ph.D.

Peter Preusch, Ph.D.

All Clear Language Alert: Clear...as a bell. Utterly transparent, like a cool mountain stream. Really, really beautiful.

■ Susan Dentzer
2002 NIH Plain Language
Awards Ceremony

***Alzheimer's Disease: Unraveling the Mystery* – NIA**

This 80-page book describes the basics of the healthy brain; illustrates the changes that occur in Alzheimer's; and highlights findings from recent research into the causes of AD, new developments in diagnosis, and the search for new treatments. It addresses issues of concern to caregivers and families and helps readers understand its impact on individuals and society. The book also explains research advances to prevent or diminish the effects of the disease.

Anne Rodgers, M.A.

Susan Farrer, M.A.

Jennifer Watson, M.A.

Karen Pocinki, M.A.

Vicky Cahan

ARRA: Helping a Few to Teach the Many – NIDCR

This article reports on NIDCR's use of ARRA funds to enable two high school science teachers to spend their summer in a biomedical research lab. Quotes allow readers to hear directly from the teachers and their mentor about the impact of spending a summer in a research setting.

Bob Kuska, M.S.J.

BRONZE AWARD

Delay in Diagnosis of Menopause-Like Condition in Young Women Linked to Low Bone Density – OD

This NIH Radio Audio Report, also featured in the NIH Research Radio podcast, describes a recent study which found that a delay in diagnosing a menopause-like condition in women and young girls is linked to low bone density. The condition may increase risk for osteoporosis and fractures later in life.

Belle Waring, R.N., M.F.A.

Diabetes Numbers at-a-Glance – NIDDK

This pocket guide, based on the most current American Diabetes Association clinical recommendations, provides a quick reference list of current recommendations to diagnose and manage pre-diabetes and diabetes.

Joanne Gallivan, M.S., R.D.

Elizabeth Warren-Boulton, R.N., M.S.N.

Epigenomics Fact Sheet – NHGRI

This educational fact sheet provides a brief overview of epigenomics, the study of how our environment interacts with our DNA.

Laura Bonetta, Ph.D.

Rebecca Kolberg, M.S.

Alan Hoofring

Explaining GFR: A Tear-off Pad for Clinical Use (Vietnamese-Language Version) – NIDDK

This educational tool was developed to help health care providers explain GFR results to their Vietnamese-speaking patients. The easy-to-read tear sheet for patients includes: basic kidney information; an area for providers to fill in results; a diagram to help explain GFR results; and tips for keeping the kidneys healthy. The back of the pad gives providers simple talking points in Vietnamese to use with patients.

Eileen Newman, M.S., R.D.

Karen Goldstein, M.PH.

Eye on NEI – NEI

This monthly online news magazine gives science-minded readers an inside look at the vision research process, from the laboratory bench to the patient's bedside. The articles are written using active voice and concise paragraphs to engage readers. Stories are complemented by a clean layout with captivating images and videos.

Allyson Collins, M.S.

Noemi Lucciola

Sloppiness can throw an entire piece into question. Verify all facts and go that extra mile to go back and check again.

■ Judith Viorst

2005 NIH Plain Language Awards Ceremony

BRONZE AWARD

Harry Potter's World: Renaissance Science, Magic, and Medicine – NLM

This exhibition website examines the intersection between the Harry Potter novels and Renaissance traditions that played an important role in the development of Western science, including alchemy, astrology, and natural philosophy. The exhibition highlights NLM's rare book collections and uses the popular excitement for Harry Potter as an entry point to share the history of science.

Elizabeth Bland
Jiwon Kim

Healthy Aging: Lessons from the Baltimore Longitudinal Study of Aging – NIA

This booklet describes how the 50-year-old Baltimore Longitudinal Study of Aging (BLSA) has transformed what we know about normal aging and aging well. The booklet offers research-based recommendations for healthy aging. Archival photos from the BLSA, juxtaposed with images of nature, enhance the content.

Megan Homer, M.A.
Lena Markley, Levine & Associates, Inc.
Luigi Ferrucci, M.D., Ph.D.
Freddi Karp, M.P.A
Vicky Cahan

Honor the Past, Learn for the Future: Reduce the Risk of SIDS in Native Babies – NICHD

This flyer is intended to raise awareness about reducing the risks for SIDS in infants among Native communities.

Christina Stile, M.A.P.W., E.L.S.
Shavon Artis, M.P.H.
Native American Management Services, Inc.
Healthy Native Babies Project Workgroup

Joint Replacement Surgery (Cirugía de reemplazo articular) – NIAMS

Joint Replacement Surgery (Cirugía de reemplazo articular) is an illustrated bilingual booklet on joint replacement surgery. It informs potential surgical patients about the benefits and potential complications of surgery and describes what a joint is, why surgery might be needed, explains preparation and recovery, and current research.

Marcia Vital, M.S.
Mimi Lising, M.P.H.
Sara Rosario Wilson
Richard Clark, M. Div.

Learning from Sharks: Identifying Natural Anticancer Products Found in the Body – OD

This article, which appeared in *The NIH Catalyst*, highlights how NIH scientists have identified unique characteristics in animal cartilage that could be exploited to slow or stop cancer growth.

Vanessa McMains, Ph.D.

BRONZE AWARD

Lo que usted debe saber sobre las medicinas para la diabetes (What You Need to Know About Diabetes Medicines) – NIDDK

This Spanish-language booklet provides information about each type of diabetes medicine, separate information sheets for each drug, and lists of questions for people to ask about their medicines.

Judy Fradkin, M.D.

Kathy Kranzfelder, M.A.

Vince Serrano

National Diabetes Information Clearinghouse
Voices for Health

Lo que usted debe saber sobre los pólipos en el colon (What You Need to Know About Polyps in the Colon) – NIDDK

This Spanish-language booklet is designed to help people understand the characteristics and symptoms of colon polyps, learn who is more likely to have colon polyps, and understand tests and treatments.

Carol Kennedy, R.N., M.A.

Kathy Kranzfelder, M.A.

Vince Serrano

National Digestive Diseases Information
Clearinghouse
Voices for Health

National HIV/AIDS and Aging Awareness Day Statement – NIAID

This statement communicates the value of studying HIV in the context of aging. It highlights NIH research underway in this field and NIH funding opportunities on HIV and aging.

Laura Sivitz, M.S.J.

NCCAM Director's Messages – NCCAM

The NCCAM Director's Messages provide a voice 'beyond the science' to help readers understand the context of scientific findings, articles in the press, and topics unique to NCCAM. These messages also educate readers in a more personal way than a fact sheet or other traditional communication, and are often referenced in external blogs, tweets, and websites.

Josephine Briggs, M.D.

*To get to the best communication possible,
cut through the subject matter..*

■ Berkey Belser

*2006 NIH Plain Language
Awards Ceremony*

BRONZE AWARD

Fiscal Year 2008 Fact Book: A Year in Review – NIAID

NIAID's *Fiscal Year 2008 Fact Book* provides an overview of the Institute's research and budgetary activities. An annual publication, this year's *Fact Book* highlights selected scientific accomplishments and summarizes the policies, programs, and mechanisms that enable the Institute to support research and training activities critical to advancing NIAID's mission.

Nahid Akhyani

David A. Kosub, Ph.D.

Jane Lockmuller, M.S.

Judit O'Connor, M.A.

Yolly P. Shubrick

Cheryl Silver

Anne S. Tatem, M.P.A.

NIGMS Feedback Loop – NIGMS

Formerly an e-newsletter, the NIGMS Feedback Loop launched as a blog in April 2009 to share NIGMS funding opportunities, meetings, resources and other useful information with grantees, applicants and others in the scientific community. Readers have the opportunity to comment and engage NIGMS and the community in constructive conversation.

Jeremy M. Berg, Ph.D.

Emily Carlson, M.A.

Feedback Loop Contributors

NIH Announces American Recovery and Reinvestment Act (ARRA) Funding Opportunities – NCRR

This NIH/NCRR news release announced the \$1 billion in Recovery Act funds available for extramural core facilities and other construction, renovation or repair awards. Nearly 1,200 applications were received and a total of 146 grants were awarded.

Cindy McConnell

NIH Research Radio Podcast – Episode 83 – OD

More and more people are turning to new media sources like podcasts. Podcasts are technologically accessible and can reach the general public through computers, personal media players, like an iPod, or pod-catchers like iTunes. The NIH Research Radio Podcast provides consistent programming for this growing audience. Episode 83 is an example of the presentation of health topics important to the American public, explained in lay terms, and featuring spokespersons like Drs. Fauci, Clayton and Volkow.

Joe Balintfy

Dorie Hightower

Woleola Akinso

BRONZE AWARD

NIH, Wikipedia Join Forces to Improve Online Health – OD

This newsletter article with sidebar covers the first ever Wikipedia Academy held in the United States.

Carla Garnett, M.A.

Rethinking Drinking Website – NIAAA

The Rethinking Drinking Website has two major goals: To educate people about “how much is too much” when it comes to alcohol, and to support them in making a change if they are drinking too much.

Maureen Gardner

Mark Willenbring, M.D.

Diane Miller, M.P.A.

The NIH Library: Renovated and Reinvented – OD

This article in *The NIH Catalyst* relays information about the NIH library renovation and also presents a philosophical discussion on the nature and need for modern research libraries.

Christopher Wanjek, M.P.H.

It is possible to be really clear, to the point, effective and short.

■ Joe Palca, 2004 NIH Plain Language Awards Ceremony

Understanding Targeted Therapies – NCI

This animated Web tutorial (and DVD) educates health professionals about the three main types of targeted therapies now available to treat cancer. Targeted therapies are new treatment approaches that take advantage of information gained from studying the genomic profiles of individual cancerous growths. These profiles reveal molecular pathways in some cancers that are critical to successful growth and metastasis. Oncologists treat patients with agents that target these critical pathways.

Donna Kerrigan, M.S.

Michelle Bennett, Ph.D.

Erin Milliken, Ph.D.

Richard Manrow, Ph.D.

Rebecca Chasan, Ph.D.

Mike Miller

Cancer.gov Web Team

Julia Wolf-Rodda

Medicom Digital, Inc.

What I Need to Know about Peptic Ulcers – NIDDK

This booklet is designed to help people understand the causes, symptoms, and treatment of peptic ulcers, and also learn how to prevent them.

Patrick Zickler

Kathy Kranzfelder, M.A.

National Digestive Diseases Information Clearinghouse

KEYNOTE SPEAKER



Jeff Howe
Author, *Crowdsourcing:
Why the Power of the Crowd Is
Driving the Future of Business*

Jeff Howe is a contributing editor at *Wired* magazine, where he covers the media and entertainment industry, among other subjects. In June of 2006 he published “The Rise of Crowdsourcing” in *Wired*. He has continued to cover the phenomenon in his blog, crowdsourcing.com, and in August 2008 Crown Business published *Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business*.

Before coming to *Wired* he was a senior editor at Inside.com and a writer at the *Village Voice*. In his fifteen years as a journalist he has traveled around the world working on stories ranging from the impending water crisis in Central Asia to the implications of gene patenting.

He has written for *U.S. News & World Report*, *The Washington Post*, *Mother Jones* and numerous other publications. He lives in Brooklyn with his wife and daughter Annabel Rose and son Phineas and a miniature black lab named Clementine.

PREVIOUS CEREMONY SPEAKERS

2009–Jonathan Capehart

Editorial Writer for The Washington Post

Capehart specializes in national politics and environmental issues, and joined *The Washington Post* editorial board in 2007. He was a member of the *New York Daily News*' editorial board and was National Affairs Columnist for *Bloomberg News*. Capehart also was a policy adviser to Michael Bloomberg in his successful campaign for Mayor of New York City. He returned to the *Daily News* as Deputy Editor of the editorial page. In 1999, Capehart and the *Daily News* editorial board won the Pulitzer Prize for Editorial Writing for their editorial series on the Apollo Theater in Harlem.

2008–Jon Spelman

Award-Winning, Internationally-Renowned Storyteller

Spelman has been a Featured Teller at the National Storytelling Festival and regularly performs at colleges, theaters, and festivals around the world. He has received many awards, including Children's Radio Award, an Achievement in Children's Television Award, and two Emmys presented by the Washington Chapter of the National Academy of Television Arts & Sciences. He is a winner of the prestigious Circle of Excellence Award from the National Storytelling Network.

2007–Rita Rubin

Award-Winning Medical Reporter for USA Today, Author

Rubin is a medical reporter for *USA Today*. She previously covered medicine for *U.S. News & World Report*, *The Dallas Morning News*, the *Columbus Citizen-Journal* and the *Fort Lauderdale News and Sun Sentinel*, and has written for a number of magazines and websites. She is the author of *What If I Have a C-Section?*, published in 2004. Rubin has won both the Exceptional Merit Media Award from the National Women's Political Caucus and the Wyeth-Ayerst Award for Women's Health Reporting.

2006–Berkey Belser

Award-Winning Graphic Designer, Author

Belser is a graphic designer best known for his design of the Nutrition Facts Label that appears on all packaged foods in the United States. He is widely known for the pioneering work in legal advertising that earned him a Lifetime Achievement Award from the Legal Marketing Association. Belser authored *25 Years of Legal Branding* (Sunnyside Press) published in 2004. He has won hundreds of awards in every major field of graphic design.

PREVIOUS CEREMONY SPEAKERS

2005–Judith Viorst

*Award-Winning Journalist, Poet,
Novelist, Author*

Viorst is a journalist, psychoanalysis researcher, and the author of several works of fiction and non-fiction for children and adults. She is the recipient of numerous awards and her non-fiction classic, *Necessary Losses*, appeared on *The New York Times* best-seller list for nearly two years.

2004–Joe Palca

*Award-Winning Science Correspondent
for National Public Radio*

Since joining NPR in 1992, Palca has covered a range of science topics ranging from biomedical research to astronomy. Palca has won numerous awards, including the National Academies Communications Award, the Science-in-Society Award of the National Association of Science Writers, the American Chemical Society James T. Grady-James H. Stack Award for Interpreting Chemistry for the Public, and the American Association for the Advancement of Science Journalism Prize.

2003–Cokie Roberts

*Award-Winning Journalist, Political
Commentator, News Analyst*

Roberts is a senior news analyst for NPR, where she was the congressional correspondent for more than ten years. Roberts also is a political commentator for ABC News, providing analysis for all network news programming. In her more than 40 years in broadcasting, she has won countless awards, including three Emmys and was cited by the *American Women in Radio and Television* as one of the 50 greatest women in the history of broadcasting.

2002–Susan Dentzer

*Editor-in-Chief of Health Affairs and On-Air
Analyst for The NewsHour with Jim Lehrer*

Dentzer is an on-air analyst on health issues with *The NewsHour with Jim Lehrer*, which airs on the *Public Broadcasting Service*. At *The NewsHour*, Dentzer has been the recipient of multiple awards. In 2007, she received the American Society on Aging National Media Award for a two-part series on our current understanding of the causes of Alzheimer's disease, efforts under way to speed treatments to patients, and the enormous burden faced by caregivers of Alzheimer's patients. She is Editor-in-Chief of *Health Affairs: The Policy Journal of the Health Sphere*, based in Bethesda, Maryland.

PREVIOUS CEREMONY SPEAKERS

2001–Michael Dirda

*Pulitzer Prize-Winning Critic,
The Washington Post*

Dirda, a longtime staff writer for *The Washington Post Book World*, received the 1993 Pulitzer Prize for criticism. Two collections of Dirda's literary journalism have been published: *Readings: Essays and Literary Entertainments* and *Bound to Please*. He has also written *Book by Book: Notes on Reading and Life*, *Classics for Pleasure*, and the autobiographical *An Open Book: Coming of Age in the Heartland*.

Special thanks to the 2009-2010 NIH Plain Language/Clear Communication Reviewers for their commitment of time and energy to the NIH Plain Language/Clear Communication Awards Program. The reviewers represent a cross section of NIH Institutes and Centers and demonstrate expertise in clear communication.

Wally Akinso, OD	Jean Horrigan, NEI
Carla Alvarez, OD	Linda Huss, NEI
Neyal Ammary-Risch, NEI	Dawn Johnson, NIMH
Shuly Babitz, NIAAA	Lisa Kaesar, NICHD
Richard Barnes, CIT	Shirley LaBella, OD
Tony Beck, NCRR	Valerie Lambros, OD
Ann Benner, OBSSR	Robin Latham, NIDCD
Patricia Blessing, NIDCD	Robert Logan, NLM
Ann Brewer, OD	Ann London, NIAID
Stephanie Burrows, NHLBI	Don Luckett, CSR
Emily Carlson, NIGMS	Robin Mackar, NIEHS
Laura Carter, OD	Lisa Marshall, OD
Kym Collins-Lee, NEI	Barbara Marzetta, NHLBI
Megan Columbus, OD	Robert Miranda-Acevedo, NIDCD
Vicki Contie, OD	Jilliene Mitchell, NIGMS
Kathy Cravedi, NLM	Melanie Modlin, NLM
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Josseline de Saint Just, NLM	Ann Poritzky, OD
Stephanie Dailey, NIA	Moniqua Roberts, OD
Laurie Doepel, NIAID	Cheryl Silver, NIAID
Nancy Eng, NHLBI	Susan Scolnik, NHLBI
Bonnie Flock, OD	Geoff Spencer, NHGRI
Sarah Freeman, OD	Christina Stile, NICHD
Craig Fritz, OD	Jeff Swarz, NCI
Carla Garnett, OD	Margo Warren, NINDS
Paul Girolami, NINDS	Jenny Wenger, NIDCD
Gerda Gallop-Goodman, NIAMS	Sara Rosario Wilson, NIAMS

Special Thanks to

Carlos Pavão, NIH Director's Council of Public Representatives

Review of Chinese and Vietnamese-language Products

Ronnie Chan, NLM

Nga Nguyen, NHLBI

For more information on Plain Language and Clear Communication at the NIH:

<http://www.nih.gov/clearcommunication>

For questions and comments, please contact: plainlanguage@od.nih.gov

ACRONYMS

CC	NIH Clinical Center
CIT	Center for Information Technology
CSR	Center for Scientific Review
FIC	Fogarty International Center
NCCAM	National Center for Complementary and Alternative Medicine
NCI	National Cancer Institute
NCMHD	National Center on Minority Health and Health Disparities
NCRR	National Center for Research Resources
NEI	National Eye Institute
NHGRI	National Human Genome Research Institute
NHLBI	National Heart, Lung, and Blood Institute
NIA	National Institute on Aging
NIAAA	National Institute on Alcohol Abuse and Alcoholism
NIAID	National Institute of Allergy and Infectious Diseases
NIAMS	National Institute of Arthritis and Musculoskeletal and Skin Diseases
NIBIB	National Institute of Biomedical Imaging and Bioengineering
NICHHD	National Institute of Child Health and Human Development
NIDA	National Institute on Drug Abuse
NIDCD	National Institute on Deafness and Other Communication Disorders
NIDCR	National Institute of Dental and Craniofacial Research
NIDDK	National Institute of Diabetes and Digestive and Kidney Diseases
NIEHS	National Institute of Environmental Health Sciences
NIGMS	National Institute of General Medical Sciences
NIMH	National Institute of Mental Health
NINDS	National Institute of Neurological Disorders and Stroke
NINR	National Institute of Nursing Research
NLM	National Library of Medicine
OD	Office of the Director
OAR	Office of AIDS Research
OBSSR	Office of Behavioral and Social Sciences Research
OCPL	Office of Communications and Public Liaison
ODP	Office of Disease Prevention
OER	Office of Extramural Research
OIR	Office of Intramural Research
ORS	Office of Research Services
ORWH	Office of Research on Women's Health
OSC	Office of Strategic Coordination



Do not put statements in the negative form.

And don't start sentences with a conjunction.

If you reread your work, you will find on rereading that a great deal of repetition can be avoided by rereading and editing.

Never use a long word when a diminutive one will do.

Unqualified superlatives are the worst of all.

De-accession euphemisms.

If any word is improper at the end of a sentence, a linking verb is.

Avoid trendy locutions that sound flaky.

Last, but not least, avoid cliches like the plague.

— William Safire, “Great Rules of Writing”