

NAPCRG 52nd Annual Meeting — Abstracts of Completed Research 2024.

Submission Id: 6719

Title

Using Plain Language in Research: A qualitative study

Priority 1 (Research Category)

Qualitative research

Presenters

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Abstract

Context: Science and health literacy is limited particularly in under-represented communities. Plain language, communication at the 5th grade reading level, is an important tool to improve scientific literacy, build mutual trust and respect, and ensure the success of our studies. Objective: To learn from diverse community members what communication barriers impede participant engagement in research, what language should be used in research, and how people want to learn about research studies. Study Design and Analysis: Qualitative study using rapid review analysis. Setting: Western New York. Population Studied: 50 individuals over 18 representing diverse communities (ages, race/ethnicity, gender, disability, urban/rural, and familiarity with research) were purposefully sampled. Instrument: A semi-structured interview guide was used to conduct interviews. Participants were asked to provide suggestions to a recruitment flyer to make it more appealing to their community. Outcome Measures: Community perceptions of the use of language in research, barriers to participation in research, suggestions to improve communication of research. Results: Participants defined their community as a layering of different interest groups in which individuals contribute and feel valued. It is not necessarily related to neighborhood or geography. Overall, participants expressed the importance of plain language for communicating research. Major themes related to barriers to engagement in research include terminology usage, tone of materials making people feel dumb/not respected, researcher labs not being accessible, and research topics that do not connect with people or allow them to feel that their participation is contributing to a positive change. The response to the flyer included the use of more visuals, varying text size to attract attention, using headlines as questions to pique attention, and easy access for more details. A template for researchers that integrates suggestions offered by the diverse participants was developed with specific tips for addressing nuances related to specific communities. Conclusions: The use of plain language is essential to build trust with communities and will enable research to be available to all people. Communities are interested in research, especially when it is contributing to a greater good.

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