



SOLACE lay writing guide

Lay communication is communicating clearly, sensitively and in an engaging way to people who may have less technical knowledge of a particular subject.

This is particularly important for the SOLACE project, which aims to include hard-to-reach populations in lung cancer screening programmes.

'Best practice' points to remember

- Short sentences - around 15 words or less
- Do not assume any prior knowledge
- Aim for your language to be understood by a 10–12-year-old
- 1 piece of information per sentence
- Avoid contractions (can't, I'll, should've)
- Avoid jargon – scientific words and technical terms
- Spell out any acronyms (e.g. IPF, COPD) when they are first used
- Avoid brackets and sub-clauses
- Use bullet points rather than a long list
- Avoid nominalisation – use 'We will investigate' rather than 'We will carry out an investigation'
- Use active language rather than passive language

Examples of academic vs lay language:

Academic	Lay
The development of asthma	Asthma development
Between 18-25%	Fewer than 1 in 4
Advances in the knowledge of	We know more about
To address this, we will do XYZ	We will do XYZ to address this
In order to	To

Examples of active vs passive language:

Active language	Passive language
The researcher conducted the experiment	The experiment was conducted by the researcher
The virus infected the cells	The cells were infected by the virus.
Painkillers reduce the frequency of painful episodes	The frequency of painful episodes is reduced by taking painkillers.



Sensitivity

- Consider your audience
- Take care when describing lung cancer impact – for example writing about the burden and cost could be insensitive to an individual living with the disease
- Avoid emotional or judgemental words like ‘tragic’, ‘devastating’, ‘heroic’ or ‘suffers from’
- Use people-centred language – People with lung cancer, not lung cancer patients
- When using photos/imagery consider consent, diversity, portrayal – ask yourself, is this photo representative of the audience I am trying to reach?

Lay writing for lung cancer screening

Patient organisations in the UK have worked with the National Health Service (NHS) to develop campaigns promoting lung cancer screening. These campaigns involved extensive research into the most appropriate language used to target the general population and encourage them to attend a screening programme.

The findings suggest that people identified with the idea of a lung health check-up, rather than mentioning the word ‘screening’ specifically, as this has medical connotations and was not always widely understood. Campaigns focused on the idea of ‘servicing’ your lungs (an MOT), as you would service a car. This was specific to a male audience in their 60s who may identify with this terminology.

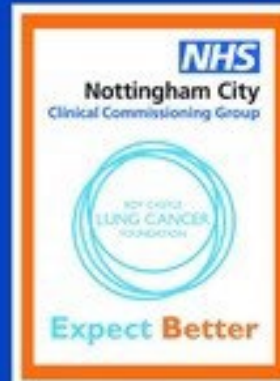
Examples of the successful campaigns and the language used can be found below:

LUNG

Health Checks

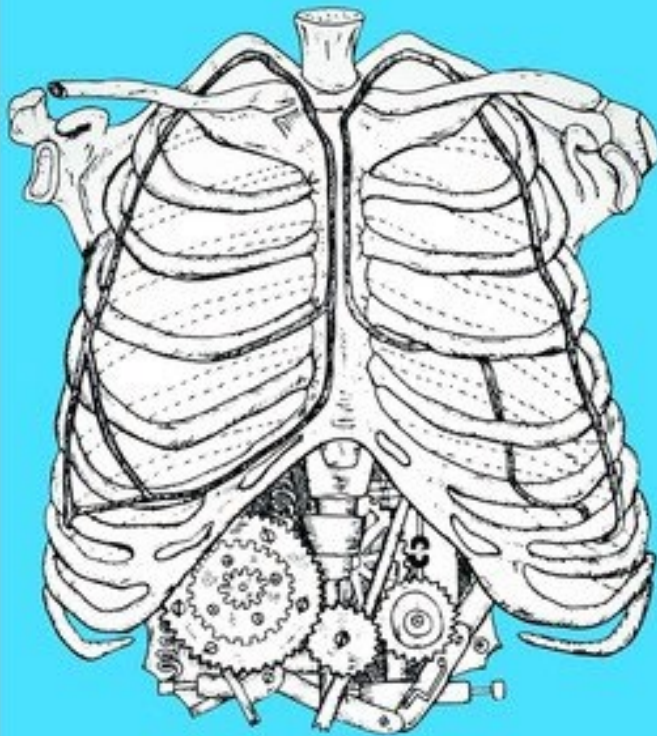
Ages 60-75
Smokers and ex-smokers

"I would never have gone to the doctors by myself because I didn't feel ill." *Bill from Bulwell*



An MOT for all models of lung owners

Smokers and ex-smokers between the ages of 60 and 75, registered at:



Aspley
Medical Centre

Melbourne Park
Medical Centre

RHR
Medical Centre

Lime Tree
Surgery

Strelley
Health Centre

Beechdale
Surgery

Bilborough
Surgery

Boulevard
Medical Centre

Grange Farm
Medical Centre

will receive an invitation
through the post to attend.

www.nottinghamcity.nhs.uk
www.roycastle.org

Engagement Materials Key to Pilot Success

FREE LUNG HEALTH CHECK

- Aged 55-74?
- A current or ex-smoker?

If the answer is 'yes' and you are registered with one of the GP practices on the back of this flyer you may be invited for a free Lung Health Check.

**فحص روتینی
مجانی
للصحة الرئوية**

- هل عمرك بين 55 – 74 سنة؟
- هل أنت تدخن حالياً أو أنت مدخن سابق؟

إذا كان الجواب "نعم" وأنت مسجل مع واحدة من إحدى عيادات الأطباء العامة، فقد تكون مؤهلاً للحصول على فحص الرئوي المجاني.

0167 4 4000 رقم الهاتف

LUNG HEALTH CHECK

BOOK YOURS TODAY

- Ever been a regular smoker?
- Aged 55 to 74?

If the answers are 'yes' then as a patient of this practice you are entitled to a quick and easy Lung Health Check.

This practice is taking part in a new pilot service and you will soon receive a letter urging you to sign up for an appointment at an NHS mobile clinic near you.

This service isn't normally offered and places are limited so don't miss out.

SOONER RATHER THAN LATER

Low-dose CT scan

Explained

LUNG HEALTH CHECK

A NEW PILOT SERVICE

- Ever been a regular smoker?
- Aged 55 to 74?

If the answers are 'yes' this could be your opportunity to get yourself a quick and easy Lung Health Check.

GP practices in this area will soon be urging their patients to make an appointment.

The Lung Health Check service is an NHS service and will take place in a mobile unit in Harpurhey on 29th April for 4 weeks.

Appointments will be available to book from 28th March.

This is a free NHS service which isn't normally offered, places are limited so don't miss out.

Ask your GP if they are participating.

**پیشقدموں
کا منت سماں**

- کیا آپ کی عمر 55 سے 74 سال کے درمیان ہے؟
- کیا آپ اب یا پہلے کسی تھم توڑی گرتے رہے ہیں؟

اگر آپ کا جواب "ہاں" ہے تو آپ کسی ایک ڈاکٹر کے ساتھ نئے نئے طبی کام میں حصہ لے سکتے ہیں۔ آپ کو اب ایک خط آئے گا جس میں آپ کو اپنا وقت بکھیرنے کی دعوت دی جائے گی۔

0167 4 4000 رقم الهاتف

Patients who were invited to attend a Lung Health Check were sent a letter from their GP together with a leaflet explaining the Lung Health Check and a second leaflet explaining the CT scan.

A range of printed materials were produced as part of the community engagement process to raise awareness that the pilot was about to begin.

