

Clear writing
for **Europe**
2021



Best practices
in health communication:
Strategies
for plain and bias-free language

Romina Marazzato Sparano

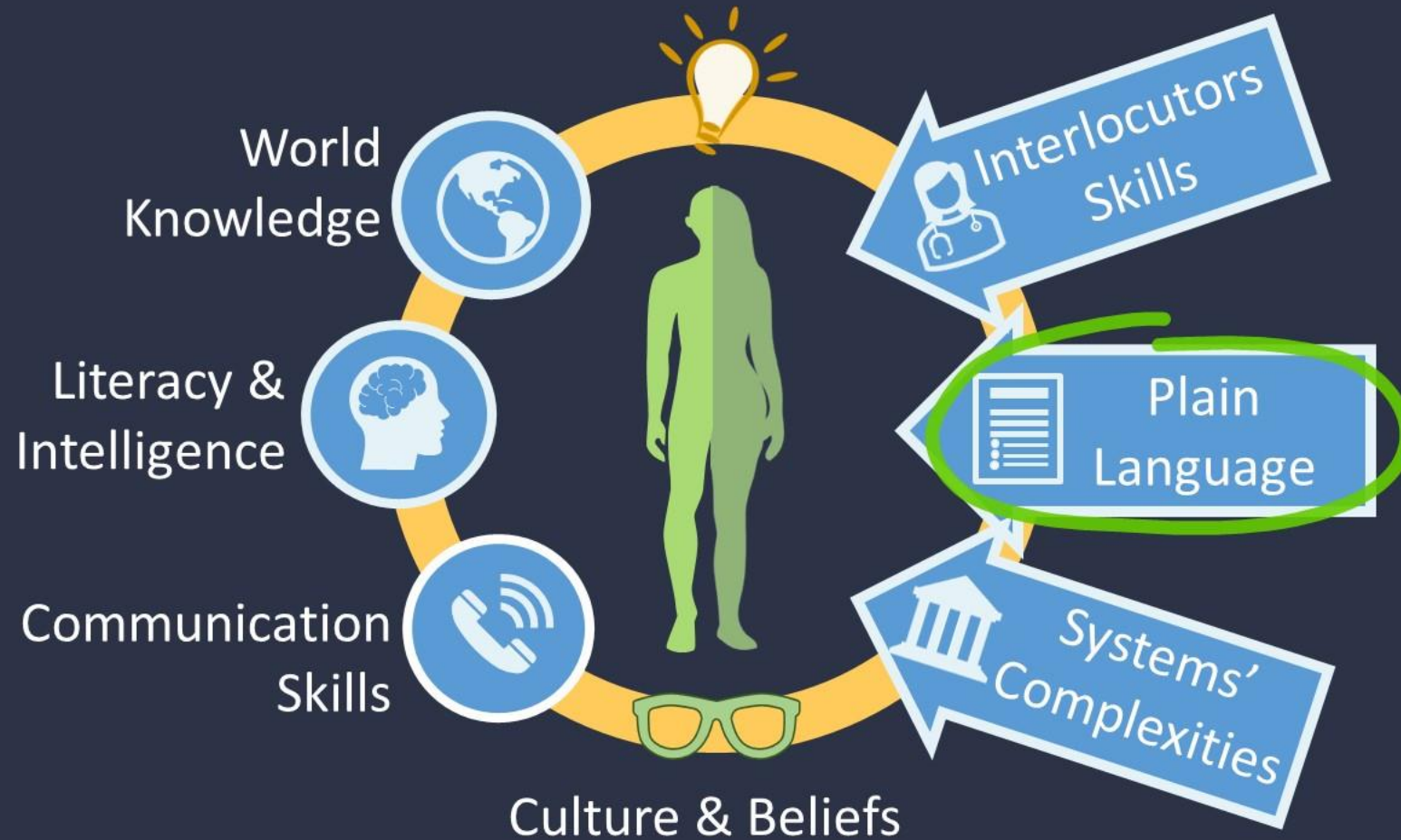
~ Language Compass ~

Plainlii

Organised in partnership with:

European Commission, European Parliament, General Secretariat of the Council of the European Union, Joint Services of the European Economic and Social Committee and the Committee of the Regions & Translation Centre for the Bodies of the European Union.

Communication in Context



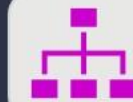
Principles: **RAISE**



Relevance



Accessibility



Intelligibility

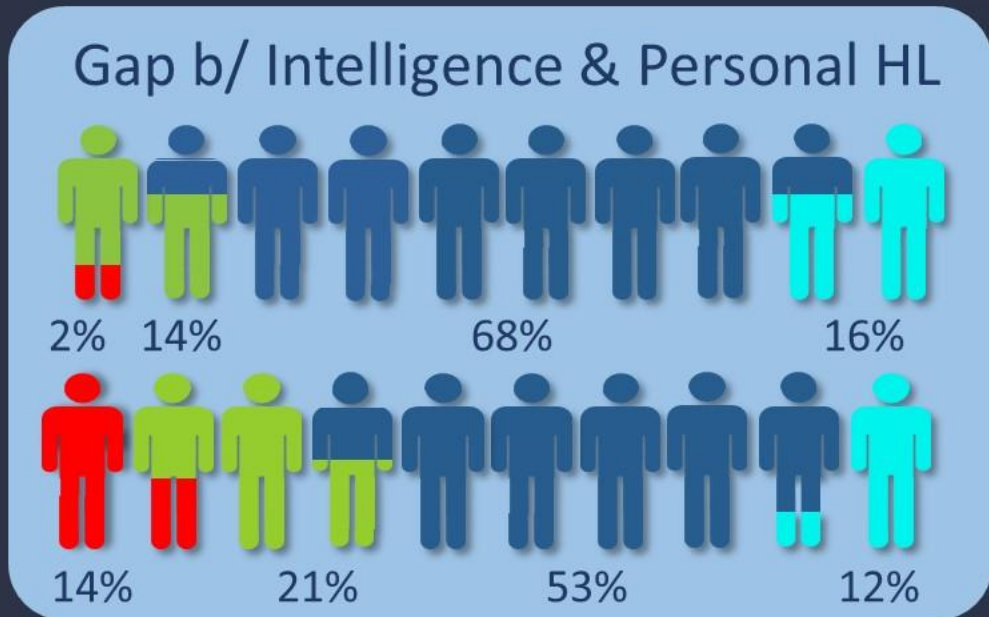
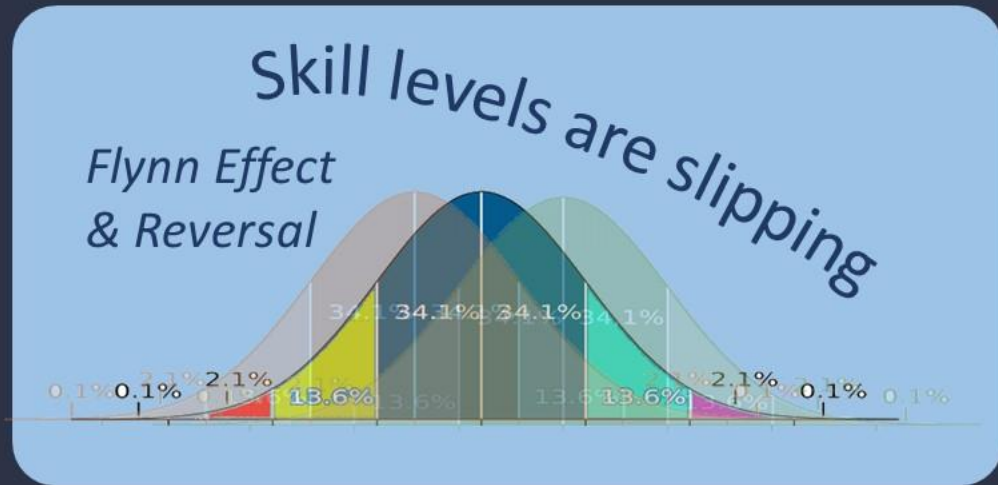


Suitability



Efficacy

We need CLARITY

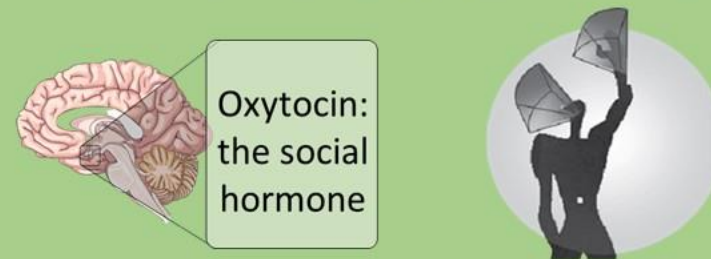


We need EMPATHY

(Health) Literacy is also situational



Stories are told In the body



Mirror & Peripersonal Neurons

Interventions in...

Writing

structure

DESIGN

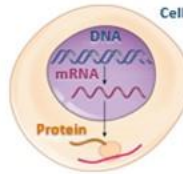
The mRNA vaccine for COVID-19

Messenger RNA (mRNA) is a molecule that tells cells how to make proteins. It is caused by the virus. The virus has a crown-like surface. These proteins help the virus invade human cells. The vaccine teaches your cells to make copies of the spike protein. Your immune system learns to recognize the spikes and fight them off. When you are exposed to the real virus, you may get sick. Later, if you are exposed again, your body will be able to fight off the proteins of the virus. The vaccine delivers mRNA to your cells by using a lipid nanoparticle. This helps the mRNA get into your cells and work.

The mRNA vaccine for COVID-19

What is mRNA?

Messenger RNA, or mRNA, is genetic material that tells cells how to make proteins.



What causes COVID-19?

COVID-19 is caused by a coronavirus, SARS-CoV-2, that has a crown-like surface formed by proteins. These proteins, called spike proteins, help the virus invade human cells and cause disease.



How does the vaccine for COVID work?

The vaccine contains mRNA from the virus that teaches your cells to make copies of the spike protein. Your immune system learns to recognize the spikes and fight them off. Later, if you are exposed to the real virus, your immune system...

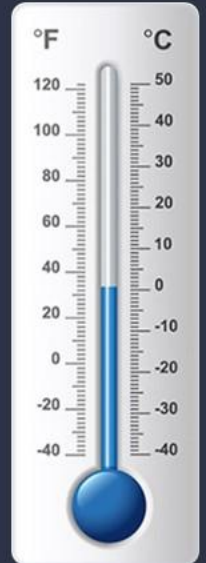
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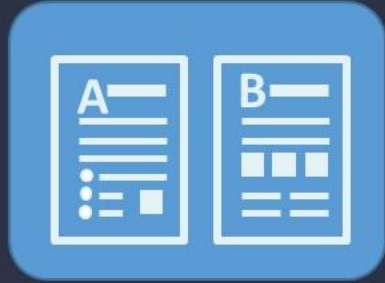
Readability Formulas?

Flesch Kincaid Grade Level:

$$0.39 \times \left(\frac{\text{total words}}{\text{total sentences}} \right) + 11.8 \times \left(\frac{\text{total syllables}}{\text{total words}} \right) - 15.59$$



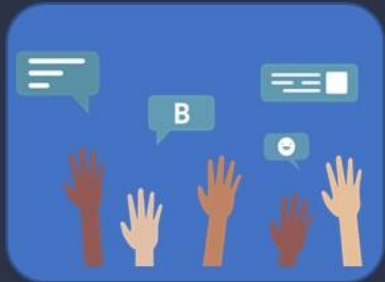
Feedback Techniques



A/B Testing



Ethnography



Focus Groups



Teachback



Surveys



Interviews

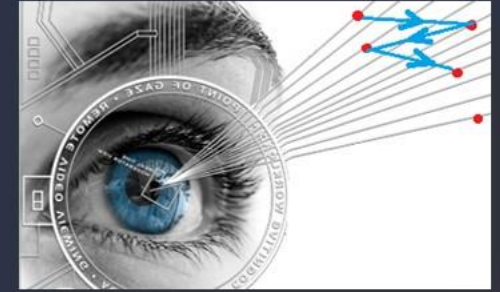


Present
Answer
Restate
Check
Assure



Writing: Within the Sentence

- Small Words Matter!

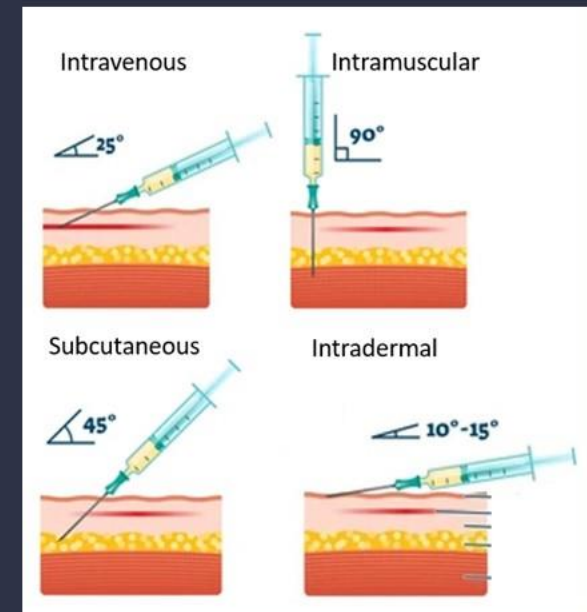


✗ The results convinced **her patients** should get full workups routinely.

her that patients...

- “Translating” Technical Terminology

Tehcnical Term	Lay Explanation: administered by injection
Intravenous	into a vein
Intramuscular	into a muscle
Subcutaneous	under the skin



Writing: Beyond the Sentence

Migraine is a **neurovascular disorder** characterized by paroxysmal attacks of unilateral headache.

 **Technical**

Migraine is , as a **disorder of neurootological and vascular nature**, mainly characterized by sudden paroxysmal attacks of unilateral headache.


 **Plain**

Migraine is a type of headache that:

- **affects the nerves and blood vessels,**
- usually appears on one side only.

 **Lay**

Migraine is a condition of the nerves and blood vessels. It usually consists of sudden attacks of pain that affect only one side of the head.

 **Obscure**

Structure: Rhetorical Patterns + Formatting



Sequence



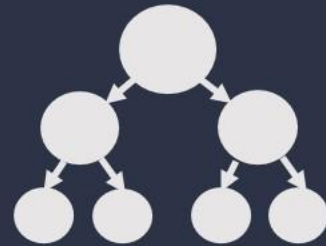
Cause & Effect



Chronology



Problem
&
Solution



Hierarchies



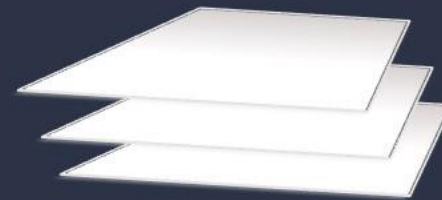
Topics



Q & A



Compare &
Contrast



Layered Patterns

RECORDATORIOS IMPORTANTES SOBRE LA VACUNA CONTRA COVID-19

Ahora, todas las personas de 12 años de edad o más son elegibles para vacunarse. Agende su turno con 1 ó 2 días de anticipación y recuerde llevar su identificación.

Proceda a la sala de observación después de la vacunación, como precaución.

Agende el turno para la segunda dosis, a menos que haya recibido la vacuna Janssen.

SI TIENE PREGUNTAS, PUEDE ENVIARNOS UN EMAIL A COVID19@VALLEYHOSPITAL.COM

VALLEY HOSPITAL

RECORDATORIOS SOBRE LA VACUNA CONTRA COVID-19

- 1 Ahora, todas las personas de 12 años de edad o más son elegibles para vacunarse.
- 2 Agende su turno con 1 ó 2 días de anticipación y recuerde llevar su identificación.
- 3 Recuerde cumplir con las medidas sanitarias adecuadas mientras esté en el centro de vacunación.
- 4 Proceda a la sala de observación después de la vacunación, como precaución.
- 5 Agende el turno para la segunda dosis, a menos que haya recibido la vacuna Janssen.

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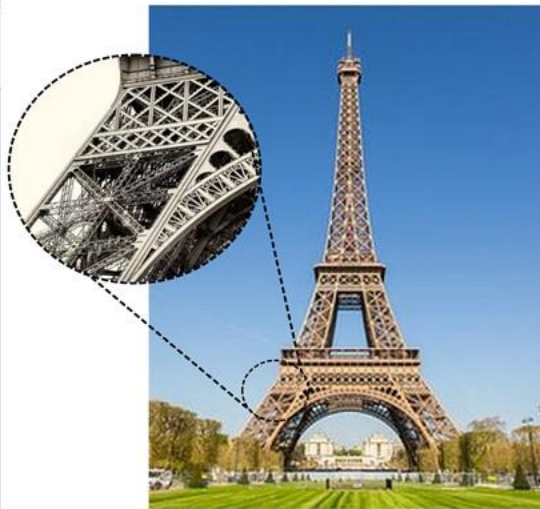
Design: Meaningful & Streamlined Support

Microscopic structure of bone

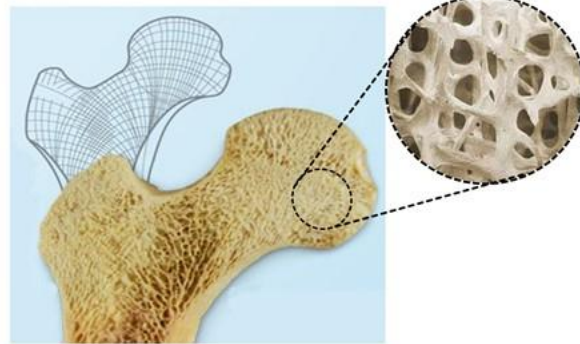
- Cancellous (spongy) bone
 - Found sandwiched between compact bone.
 - No osteons
 - Contains needle like Trabeculae
 - Bone cells found in trabeculae
 - Nutrients and waste passed through
 - Bone marrow



Trabecular Bone

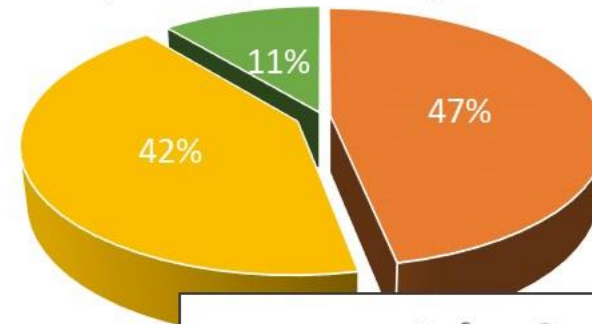


- Structural support & flexibility
- Lighter than compact bone



Trabeculae: 3D Lattice

11,4% youth
between 12-25 abuse
prescription drugs



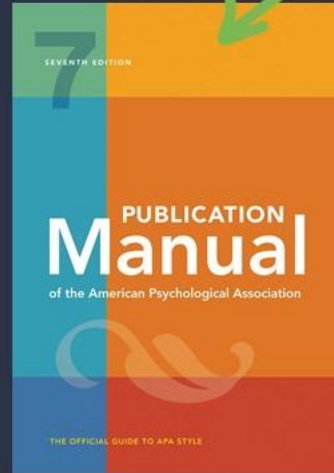
1 in 9 youth
between 12 and 25



abuse prescription drugs

Bias-Free Language: Goals & Guidelines

- Objectivity
- Cultural Humility
- Respect



**unconventional*



- Relevance
- Specificity
- Intersectionality



SOCIOECONOMIC
STATUS



AGE



RACE &
ETHNICITY



SEX &
GENDER



PARTICIPATION
IN RESEARCH



DISABILITY



Bias-Free Language Guidelines in Practice

- **Focus on person** ➤ with paraplegia, epilepsy *paraplegic, epileptic
- **Focus on identity** ➤ blind, autistic, amputee *with blindness, autism
- **Positive terminology** ➤ wheelchair user *wheelchair-bound
- **Objective descriptors** ➤ undocumented, schooled until *illegal, uneducated
- **Parallel comparison** ➤ dignitaries and spouses *dignitaries and wives
- **Define minorities** ➤ Hispanic-American, Haitian-American, Native American

Empathy in Communication

TRANSITIONAL RESIDENT **HOUSE RULES** SECURITY

**CURFEW IS ENFORCED
EVERY NIGHT AT 10 PM**

If you come in after the set curfew without previous arrangements, you will be given a written warning.

Transitional Resident HOUSING RULES **Keeping you safe**



For safety, **we have a curfew** for you to return home at night by 10 pm.

Talk to Cassidy, our house coordinator, to **get a pass** if you need to come home after the curfew.

- Objective
- Respectful
- Values belonging
- Values commitment
- Explains rules
- Communicates (doesn't forbid)
- Gives options

THANK YOU!



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Bonus Slides

Situational Understanding





Identify

Determine

Calculate

Synthesize

Health Literacy

- Do not eat or drink anything, except **water**, for 6 hours before the exam. You may drink water, as much water as you can would be helpful, until arrival.
- Routine medications may be taken,
 - **You're having unprotected sex** of a new partner.
 - **You're involved in riskier relationships** with an infected partner or in an open relationship.
 - **You engage in high-risk sexual behavior** (e.g., sex worker, IV drug user, men with men, men who have sex with men).
 - **You've had an infection in the past.**
 - **You're a baby boomer.** Because many people born between 1945 and 1965)

Directions

- shake well before using
- ml _____
- **do not take more than 60 mL in 24 hours or use the maximum dosage for more than 2 weeks**
- measure only with dosing cup provided. Do not use any other dosing device.
- keep dosing cup with product
- adults and children 12 years of age and older: take 10-20 mL as needed, between or after meals, at bedtime, or as directed by a doctor
- children under 12 years of age: do not use

Advance Directives

There are many advance directive formats. Some follow forms outlined in...

The Living Will
The living will is a legal document used to state...

Medical Power of Attorney
You can name a person to be a proxy (agent)...

POLST (Physician Orders for Life-Sustaining Treatment)
A POLST form also helps describe your wishes...

Do Not Resuscitate (DNR) Orders
Resuscitation means that medical staff will try to re-start...

Teach Back

PRESENT

Explain the concept.

ANSWER

Give room for questions.

RESTATE

Explain again.

CHECK

Tell me IYOW

ASSURE

Repeat until accurate.

