

# KM Plain-Language Writing Instructions

## Creating a Plain-Language Summary

### The Goal of External Communication:

To clearly and concisely communicate:

- A) What your research is.
- B) Why your research matters to your target audience (social impact).

### Identify Your Audience:

- Who are you speaking to?
- What do they care about?
- What do they already know about your area of research (terminology, context, etc.)?
- What can they do with the information you give them?

### Identify Your Key Messages:

- Essential information only.
- The things your audience *must* know and remember.
- Concise and easy to understand.

### Things to Consider Before Writing:

- Differentiate your arguments/recommendations/solutions from the facts/evidence/context.
- Replace jargon (the terms that your audience wouldn't know) with alternate/substitute plain-language words.
- Identify ideas that your audience might not understand already.
- Decide which ideas you need to explain and which ideas you can leave out.

### Structuring Your Summary:

- A) Briefly establish the necessary context.
- B) Establish the knowledge gap(s) that your research will address.
- C) Explain how your research uniquely addresses this gap.
- D) Show the results of your research and the potential impact of these results.

### Other Considerations:

- Consider your assumptions about what the reader does and does not know.
- It is not always necessary to communicate the full complexity of your research to your audience. It is important to gauge your audiences' varying levels of knowledge so that they remain engaged with your message.

# KM Plain-Language Summary Worksheet

Use this worksheet to create a plain-language summary for your research. After completing the worksheet, use the information you have identified to write a plain-language summary. Keep in mind the writing tips provided above.

<b>Who is your audience?</b> (e.g., service providers, policy makers, community, industry partners)	
<b>Primary audience group(s)</b>	
<b>Secondary audience group(s)</b>	
<b>What knowledge gap does your research address?</b>	

<b>What is the message of your research?</b>	
Key Message (Can be a recommendation/action/ solution/new idea for a specific audience group)	Supporting Evidence/Facts/Statistics