



# Celebrating Plain Language

National Institutes of Health

June 2, 2009



## 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 National Institutes of Health

Lipsett Amphitheater

June 2, 2009

<b>Welcome and Special Recognition of Volunteers</b>	John T. Burklow Associate Director for Communications and Public Liaison, NIH
<b>Opening Remarks</b>	Raynard S. Kington, M.D., Ph.D. Acting Director, NIH
<b>Introduction of Keynote Speaker</b>	Marin P. Allen, Ph.D. Deputy Associate Director for Communications and Public Liaison, NIH
<b>Keynote Speaker</b>	Jonathan Capehart Award-Winning Editorial Writer for <i>The Washington Post</i>
<b>Presentation of Awards</b>	Raynard S. Kington, M.D., Ph.D.  John T. Burklow  Marin P. Allen, Ph.D.
<b>Closing Remarks</b>	John T. Burklow

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

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## GOLD AWARD

### **A Guide to Your Genome – NHGRI**

This brochure uses plain language and colorful graphics to answer important questions of: What's a genome? What does my genome have to do with my health? The brochure provides a basic framework for understanding how advances in genome research may touch lives.

Bijal Trivedi, M.S., M.A.  
Rebecca Kolberg, M.S.  
Jane Ades, M.A.

### **Computing Life – NIGMS**

This education booklet features short articles, colorful graphics, and fun sidebars to show students how computers are enhancing our understanding of biology and health.

Emily Carlson, M.A.  
Alison Davis, Ph.D.  
Alisa Machalek, M.S.  
Jilline Mitchell  
Susan Gaidos  
David Bochner

### **Control del dolor: Apoyo para las personas con cáncer (Pain Control: Support for People With Cancer) – NCI**

This booklet, a translation of *Pain Control: Support for People With Cancer*, provides culturally sensitive information regarding pain control for cancer patients who use Spanish as their primary language. Topics include medicines and side effects, communication, pain control methods, and coping with physical and emotional effects of pain.

Louise Cunningham, M.P.H.  
Silvia Salazar, M.P.A.  
Susan Spangler  
Scott Van Til, Voices for Health

### **End of Life: Helping with Comfort and Care – NIA**

This booklet is written in a compassionate tone and features large print, helpful questions to ask, and resources for families and friends of older people nearing the end of life.

Karin L. Kolsky  
Freddi Karp  
Vicky Cahan  
Lena Markley

*The shorter and the plainer the better.*

■ *Beatrix Potter*

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## GOLD AWARD

### **Group Education Program on Heart Health for Filipino Americans – NHLBI**

This teaching manual offers lay health educators and community health workers an eleven-session course on heart health and how to reduce risk factors prevalent among American Filipinos. Teaching scripts, learning activities, reproducible handouts, full color picture cards, and associated talking points in Tagalog and English help the leader explain facts and reinforce key heart disease prevention messages.

Violet Ryo-Hwa Woo, M.S., M.P.H.

### **Healthy Moments – NIDDK**

Through this radio series, Dr. Griffin Rodgers provides tips to prevent and control diseases of interest to the NIDDK. The reports air on Majic 102.3 FM and are posted on the Majic and NIDDK websites.

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

Elizabeth H. Singer, M.S.

Wendy Starman Papier, M.S.

Toni A. Campbell

Calvin D. Jackson

Joseph K. Balintfy

Woleola O. Akinso

### **It's a Noisy Planet: Protect Their Hearing – NIDCD**

This new public education campaign teaches parents of children ages 8 to 12 (“tweens”) about the causes of noise-induced hearing loss. With this information, parents can encourage children to adopt healthy habits that will help them protect their hearing for life.

Patricia Blessing

Jennifer Wenger, M.A.

Melinda Moyer, M.S.

Charlotte Ball, M.P.A.

Sharon Judge

### **It's Time for Addiction Science to Supersede Stigma – NIDA**

The stigma associated with substance use disorders poses a huge obstacle to the effective translation of science-based principles into practice. This commentary was written to capture the cultural, scientific, and policy dimensions of this complex issue and to frame the smart, forward-looking strategies we need to put in motion in order to move past the stigma.

Nora Volkow, M.D.

Ruben Baler, Ph.D.

Susan Weiss, Ph.D.

Gaya Dowling, Ph.D.

Jessica Palmer, Ph.D.

Jennifer Elcano, M.A.

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## GOLD AWARD

### **Living with Huntington's – NIGMS**

As part of a magazine called *Findings* that encourages high school students to pursue scientific careers, this article profiles a researcher whose persistence and compassion will one day help people living with a devastating genetic disease.

Emily Carlson, M.A.

### **Making and Maintaining Muscle: How Much Protein Do You Need – OD**

This article, featured in *NIH News in Health*, addresses the popular notion that most Americans need to eat more protein. *NIH News in Health* is written for people interested in improving their own health, or that of family, friends, and the community.

Harrison Wein, Ph.D.

*If you tell a story, start at the beginning and when you reach the end, stop.*

■ Jon Spelman

### **Managing Chemotherapy Side Effects – NCI**

This series of eighteen one-page fact sheets help cancer patients prevent or manage side effects from treatment. With the goal of increasing quality of life during treatment and encouraging conversations between patients and providers, these fact sheets were pilot tested and appreciated by both patients and health care providers.

Carol Heather Sienche, M.P.H.

Jann Keenan, Ed.S.

Rose Mary Padberg, R.N., M.A.

Sophie Grasmeyer, R.N., B.S.N., O.C.N.

Silvia Salazar, M.P.A.

Susan Spangler

Diana Blais, M.A.

Daryl McGrath, M.A.

### **NCI Graphic Standards Manual – NCI**

This manual serves as a written guideline for the design and production of all print and electronic media graphics for NCI. The guideline establishes and reinforces the graphic integrity of NCI, which disseminates critical cancer information throughout the world.

Donna Bonner, M.S.P.M.

Del Harrod

Paul LaMasters

Walter Burroughs

Jeanne Kelly, Aardvark Design Associates

Kathy Hollen, Composition Services, Inc.

Howard Clare, Creative Communications

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## GOLD AWARD

### **NCRR E-Newsletter – NCRR**

This e-newsletter fosters communication, collaboration and resource sharing in areas of current interest to scientists and the public. More than 2,400 subscribers include NCRR grantees, as well as, other stakeholders in research, such as leaders in academia, industry, voluntary health organizations, patient advocacy groups and scientific professional societies, policy makers, and science teachers.

Craig Hicks

Joyce McDonald

Robert Schneider Jr.

Lamont Williams

### **NCRR Overview: Harnessing Innovation to Enhance Human Health – NCRR**

This presentation, posted on the NCRR website for researchers, policy makers, patient advocacy groups, and other stakeholders in research, illustrates NCRR's wide reach and resources that support biomedical research, and why NCRR's work is important to human health. It also introduces the role of NCRR in bringing researchers together to spark ideas and collaborations through shared knowledge and resources.

Cindy Caughman, M.P.H.

Craig Hicks

Joyce McDonald

Lori Mulligan, M.P.H.

David Timpane

### **NCRR Reporter – NCRR**

The *NCRR Reporter* showcases how collaboration and resource sharing among scientists, institutions, and communities lead to advances in health research. It illustrates how basic, translational, and clinical research leads to improvements in human health. The magazine presents technical content in a manner that is understandable to non-scientific audiences.

Laura Bonetta, Ph.D.

Terry LaMotte

Joyce McDonald

Karen Welter

Lamont Williams

### **NIDCD Anniversary Special Section of NIH Medline Plus Magazine – NIDCD**

This special section serves to mark the 20th anniversary of NIDCD. It provides practical health tips and illustrates the impact of NIDCD research through the personal stories of people who have benefited by this research.

Linda Joy

Patricia Blessing

Kathy Cravedi, M.S.

Chris Klose

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## GOLD AWARD

### **NIDCR Website – NIDCR**

NIDCR's new website is quick and easy for users to find the information they need. Guided by audience research and extensive usability testing, the site features simplified navigation with fewer clicks to accomplish key tasks, an "A to Z" index, new content, and a user-friendly graphic design.

Jody Dove

Karina Boehm, M.P.H.

Cari Wolfson

Bob Bailey, Ph.D.

Richard Barnes

### **NIH News in Health – OD**

This free monthly newsletter provides practical health information based on NIH research and explains how NIH's medical discoveries help improve the nation's health and save lives. The publication is available on the *NIH News in Health* website.

Harrison Wein, Ph.D.

Vicki Contie, M.A.

### **NIH News in Health (February 2008) – OD**

This issue offers whimsical illustrations and creatively uses two colors, rendering the stories interesting and easy to read. Simple definitions in side boxes explain terms readers may not understand. "Wise Choices" side boxes contain useful health tips.

Harrison Wein, Ph.D.

Vicki Contie, M.A.

### **Pain Control: Support for People with Cancer (English version) – NCI**

This booklet provides comprehensive information for cancer patients about pain control. Topics include pain control methods, medicines and their side effects, communication, and coping with the physical and emotional effects of pain.

Louise Cunningham, M.P.H.

Lori Keesey

Susan Spangler

*When something can be read without great effort,  
great effort has gone into its writing.*

■ *Enrique Jardial Poncela*

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## GOLD AWARD

### **Science Serving People Website – NCI**

This website is designed to communicate to NCI's many constituencies how NCI conducts science, manages its budget, and prepares for future years. It provides transparency and insight into NCI's priorities and decision-making.

Shannon K. Bell, M.S.W.

Kevin Broun, M.L.I.S.

Jeanette Contreras

Louise Cunningham, M.P.H.

Susan Erickson

Marcus Frank

Brooke Hamilton Leggin

Sabrina Islam-Rahman

Jane A. Jacobs, M.S.

Star A. Kline

Anne Lubenow

Anne Middleswarth

Weston Ricks

### **Senior-Friendly Public Service Announcement for Website – NIA**

In this animated public service announcement, an elderly man encourages older adults to put aside the notion that computers aren't for them and encourages them to check out NIHSeniorHealth.gov, a senior-friendly website.

Vicky Cahan

Kathleen Cravedi, M.S.

Karen Pocinki, M.A.

Stephanie Dailey, M.A.

### **Special Edition on Science Education Memo – OD**

This memo conveys the urgency of improving science education in the United States and inspires NIH grantees to work on that challenge in several concrete ways in their own communities.

Bruce A. Fuchs, Ph.D.

Brooke Bourdélat-Parks, Ph.D.

Ravi Sawhney, D.D.S., M.S.D., Ph.D.

Cynthia Allen, M.A.

*The most important lesson in the writing trade is that any manuscript is improved if you cut away the fat.*

■ Robert Heinlein

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## GOLD AWARD

### **Video Cases: Helping Patients Who Drink Too Much – NIAAA**

Through engaging video case studies and interactive exercises, this e-learning program brings to life the recommendations in the NIAAA clinician's guide: *Helping Patients Who Drink Too Much*. The course presents evidence-based strategies for screening, assessing, and managing the care of patients who drink heavily. It features a seventeen-minute tutorial, and four ten-minute video cases of patients with varying degrees of alcohol involvement and readiness to change.

Mark L. Willenbring, M.D.

Maureen B. Gardner

Diane W. Miller, M.P.A.

### **When a Medical Emergency Strikes – OD**

This cover story, featured in *NIH News and Health*, describes the importance of quick action during a medical emergency and provides an overview of basic and clinical NIH-funded research that may improve emergency medical care in the future. A “Wise Choices” box offers bulleted tips on when to call 911.

Vicki Contie, M.A.

*As for style of writing, if one has anything to say, it drops from him simply and directly, as a stone falls to the ground.*

■ *Henry David Thoreau*

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## SILVER AWARD

### **Biomedical Beat (August 2008 Issue) – NIGMS**

This issue of the monthly e-newsletter *Biomedical Beat* features short, engaging summaries of important findings in basic biomedical research. This online medium includes videos, images, and links to additional information.

Erin Fults

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

This tear-off pad is an educational tool to help health care providers explain glomerular filtration rate (GFR) results to their Spanish-speaking patients. Components include an area to record results, information to help explain results, tips for kidney health, and simple talking points in Spanish to use with patients.

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

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

Karen Goldstein, M.P.H.

Cassandra de la Cruz Oshinnaiye

### **Helicopter Traffic Around NIH Campus: Going Up – OD**

This feature story in the *NIH Record* describes how the increase in helicopter traffic reflects the ongoing integration of National Naval Medical Center with Walter Reed Army Medical Center and trends in trauma-care.

Belle Waring, R.N.

### **Helping Older People Find Health Information Just Got Easier – NIA**

Many older adults are interested in finding health information online but lack the necessary web skills. This brochure encourages librarians, senior center directors, and others to download lesson plans from NIA's *Toolkit for Trainers* for use in teaching older adults how to search the Internet for reliable health information.

Stephanie Dailey, M.A.

Karen Pocinki, M.A.

Vicky Cahan

Jennie Jariel

*You cannot write in the chimney  
with charcoal.*

■ *Russian proverb*

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## SILVER AWARD

### **Herbs at a Glance: A Quick Guide to Herbal Supplements – NCCAM**

This booklet provides consumers with simple, easy-to-understand, scientifically based information about commonly used herbs. According to the *2007 National Health Interview Survey*, more than 38 million American adults use natural products, including herbs.

Catherine Law, M.T.S.C.  
NCCAM Clearinghouse Writing Team  
Graves Fowler Creative

### **In Jazz Improv, Large Portion of Brain's Prefrontal Region 'Takes Five' to Let Creativity Flow – NIDCD**

This press release describes a study in which NIDCD researchers used imaging technology to determine the brain activity of jazz musicians while they are improvising. The study received widespread news coverage and this press release received a great deal of attention in the media.

Jennifer Wenger, M.A.

### **Investing in Discovery: NIGMS Strategic Plan – NIGMS**

This strategic plan articulates NIGMS's values, priorities, and goals. By developing and implementing this plan, NIGMS ensures that current and future programs support its mission. Scientists, policymakers, and others who read the plan will gain insight into NIGMS enabling them to work with the Institute most effectively.

Alison F. Davis, Ph.D.

### **La Ronde – NIA**

Older adults combing through medical books at a library are frustrated in their search for answers until they discover how easy it is to get reliable health information from [NIHSeniorHealth.gov](http://NIHSeniorHealth.gov). The round, a technique from Vaudeville in which dialogue is repeated, is used to drive home the message.

Vicky Cahan  
Kathleen Cravedi, M.S.  
Karen Pocinki, M.A.  
Stephanie Dailey, M.A.

*Less is more.*

■ *Robert Browning*

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## SILVER AWARD

### **Media-Smart Youth Guide for Training Program Facilitators – NICHD**

This training guide includes half-day and full-day training options, along with a CD-ROM containing supplemental presentations. Community educators and facilitators can use this training guide to train and convey the nutrition, physical activity, media analysis, and media production concepts in the *Media-Smart Youth: Eat, Think and Be Active!*<sup>®</sup> curriculum.

Marianne Glass Miller

Christina Stile, E.L.S., M.A.P.W.

Elyse Cohen

### **Medical Historian Examines NIMH Experiments in Crowding – OD**

This feature article summarizes an NLM History of Medicine lecture and sparks interest in the research of a prominent former NIH investigator. The article uses subheadings to break the story into bite-size pieces that readers can easily digest.

Carla R. Garnett, M.A.

### **Menopause: Time for a Change – NIA**

This booklet discusses the menopausal transition, addresses common symptoms and health problems associated with menopause, and offers suggestions for staying healthy.

Karin L. Kolsky

Freddi Karp

Vicky Cahan

### **NCI Snapshots – NCI**

These electronic fact sheets provide information from across NCI on disease incidence and mortality, NCI funding, relevant activities, and recent scientific advances. *NCI Snapshots* are web-based and incorporate hyperlinks to connect users, including the scientific community, Congress, advocacy groups, and international research partners, to additional informational resources.

Julie L. Bronder-Mason, Ph.D.

James G. Corrigan, Ph.D.

*The most valuable of all talents is that of never using two words when one will do.*

■ *Thomas Jefferson*

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## SILVER AWARD

### **NIAMS Update – NIAMS**

This monthly email is a critical tool in the science-to-service mission of NIAMS and provides subscribers with the latest information and research advances concerning diseases of bones, joints, muscles, and skin. It also offers up-to-date information on NIAMS-sponsored grants, meetings, and publications.

Melanie M. Martinez, M.P.A.

Leslie McIntire, M.S.

Susan Bettendorf

Karin Rudolph, M.A.

Janet Austin, Ph.D.

### **NIBIB E-Newsletter (*February 2008*) – NIBIB**

This e-newsletter one of a series of e-newsletters providing up-to-date information on NIH and NIBIB activities, programs, and opportunities. The e-newsletter is electronically distributed three times a year to institute employees, grantees, constituency groups, and interested members of the public.

Cheryl Fee

Mary Beth Kester, M.S.

Jude Gustafson, M.A.

### **NIH Research Matters E-Column – OD**

This e-column, created for people who want to keep up with the breathtaking range of medical research conducted by NIH and NIH-funded scientists, highlights important research studies published in peer-reviewed journals. The audience includes researchers, physicians, policy-makers, interest groups, and members of the public.

Harrison Wein, Ph.D.

Vicki Contie, M.A.

### **Tool Kit for Trainers – NIA**

Libraries, senior centers, and other organizations interested in helping older adults learn about health information online can use this tool kit, a senior-friendly curriculum offering easy-to-use lesson plans, worksheets, and training tools. NIHSeniorHealth.gov and Medlineplus.gov teach basic web skills and provide reliable online health information.

Stephanie Dailey, M.A.

Karen Pocinki, M.A.

Vicky Cahan

Jennie Jariel

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## SILVER AWARD

### **Una llamada, un clic – Diabetes Awareness – NIDDK**

Una llamada, un clic, a 30 and 60 second Spanish radio Public Service Announcement, is part of a new awareness campaign to promote the *National Diabetes Education Program (NDEP)*. It is a leading source of free information for people with diabetes and people at risk, and promotes an easy to remember website address and phone number.

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

### **What I Need to Know about Diabetes Medicines – NIDDK**

This booklet provides essential information about each type of diabetes medicine in a format that facilitates instruction. It includes easy updates and offers helpful tools, such as a list of questions for people to ask about their medicines.

Ellen Schwab, M.S., R.D., C.D.E.  
Judith Fradkin, M.D.  
Kathy Kranzfelder, M.A.

*If you find your own writing boring,  
so will somebody else.*

■ *Michael Dirda*

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## BRONZE AWARD

### **Bone Health for Life – NIAMS**

This booklet is about bone health and describes who is at risk for osteoporosis and how to recognize it. The booklet addresses medicines for osteoporosis and ways to make bones healthier. It also provides information on how to join a research study.

Trish Reynolds, R.N., M.S.

Julie L. Townshend, M.B.A.

Mimi M. Lising, M.P.H.

### **Cómo cuidarse mientras usted cuida a su ser querido: Apoyo para personas que cuidan a un ser querido con cáncer (Caring for the Caregiver: Support for Cancer Caregivers) – NCI**

This booklet is a translation of *Caring for the Caregiver: Support for Cancer Caregivers*, and provides culturally sensitive information for the cancer caregiver, focusing on how they can take care of themselves while caring for a loved one. For Spanish-speaking adults who are taking care of a loved one, the booklet offers both practical and supportive information to help the caregiver cope during this stressful time.

Louise Cunningham, M.P.H.

Silvia Salazar, M.P.A.

Susan Spangler

Scott Van Til, Voices for Health

### **Division of Cancer Control and Population Sciences (DCCPS) 2007 Overview and Highlights – NCI**

This report provides information about the history, programs, and people of DCCPS since its creation in 1997. It describes activities, science advances, research resources, and analytic tools from the past decade and highlights achievements of funded investigators and partners. Color-coded chapters, lists, figures, highlight boxes, and images clearly define the information and offer visual appeal.

Lori L. Alexander, M.T.P.W., E.L.S.

Cathy Backinger, Ph.D., M.P.H.

Rachel Ballard-Barbash, M.D., M.P.H.

Denise H. Buckley, E.L.S.

Brenda K. Edwards, Ph.D.

Julia H. Rowland, Ph.D.

Mary Schwarz

Stephen Taplin, M.D., M.P.H.

Stacey Vandor, M.P.A.

Deborah M. Winn, Ph.D.

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## BRONZE AWARD

### **Division of Cancer Epidemiology and Genetics (DCEG) Linkage Newsletter – NCI**

This scientific newsletter informs readers about cancer research conducted by the DCEG, and includes a variety of articles about research projects, individual scientists, and meeting and program summaries. It includes an extensive section that highlights published manuscripts. The newsletter presents complex information in a way that is both understandable and interesting to a wide and diverse scientific audience.

Joseph F. Fraumeni, Jr., M.D.

Samantha Nhan

Shelia Hoar Zahm, Sc.D.

### **Draft Testimony from NIAMS Director, Dr. Stephen I. Katz – NIAMS**

This testimony, before the House Committee on Science and Technology, Subcommittee on Space Aeronautics, describes implementation of the *Memorandum of Understanding* between NIH and NASA for Cooperation in Space-Related Health Research. Members of Congress were familiar with NASA's directed research agenda but not with NIH's commitment to unsolicited investigator-initiated research.

Jonelle K. Drugan, Ph.D., M.P.H.

### **Explaining GFR: A Tear-off Pad for Clinical Use – NIDDK**

This tear-off pad is an educational tool to help health care providers explain glomerular filtration rate (GFR) results to their patients. Components include an area to record results, information to help explain the results, tips for kidney health, and simple talking points to use with patients.

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

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

Nancy Accetta, M.H.S., CHES

Anna Zawislanski, M.P.H.

*The language of truth is simple.*

■ *Euripides*

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## BRONZE AWARD

### **Family Research Matters: Inherited Bone Marrow Failure Syndromes Study Newsletter – NCI**

This newsletter informs study participants and their families of NCI's progress in studying seven rare genetic blood disorders that lead to bone marrow failure. For each disorder, new discoveries and future areas of research are shared. Participants also are updated on recommendations for screening and management, confidentiality, resources, and published articles resulting from the study.

Blanche P. Alter, M.D., M.P.H., F.A.A.P.  
Rhonda Wilt DeJoice  
Neelam Giri, M.D., F.A.A.P.  
Sharon A. Savage, M.D.  
Hong Vo

*I never write 'metropolis'  
when I can write 'city' and  
get paid the same.*

■ Mark Twain

### **For Women with Diabetes: Your Guide to Pregnancy – NIDDK**

This booklet is designed to help pregnant women with pre-existing diabetes learn how to lower the risk of health problems for themselves and their infants by controlling blood glucose levels before and throughout pregnancy.

Ellen Schwab, M.S., R.D., C.D.E.  
Kathy Kranzfelder, M.A.

### **Iraqi Woman Has Early Success in Dysphagia Study – NINDS**

This article, written for the *NIH Record*, describes early success in an NINDS Intramural clinical trial led by Dr. Christy Ludlow. The article details one woman's experience with dysphagia—a swallowing disorder—and the therapy she received through the trial, which changed her life.

Shannon E. Garnett

### **Making Vision a Health Priority – NEI**

This fact sheet provides a wide array of information on early detection of eye diseases and the importance of a comprehensive dilated eye exam.

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

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## BRONZE AWARD

### **Minority Programs Update e-Newsletter – NIGMS**

This e-newsletter keeps program directors informed of opportunities, deadlines, meetings, and other news of interest to those committed to increasing the number of minority biomedical scientists.

Susan Athey  
Jilliene Mitchell  
Clifton Poodry, Ph.D.

### **Multi-Cultural Heart Health Booklets – NHLBI**

These four sets of heart health booklets offer motivation and action steps to incorporate heart healthy behaviors into daily life and are designed specifically for Latino Americans, Filipino Americans, African Americans, and American Indians. References to culturally appropriate foods, activities, and situations engage the reader. Interactive text answers questions and provides check lists for lifestyle changes.

Matilde Alvarado, R.N., M.S.N.  
Violet Ryo-Hwa Woo, M.S., M.P.H.  
Robinson Fulwood, Ph.D., M.S.P.H.  
Rachael Tracy, M.P.H.  
Janet de Jesus, M.S., R.D.

### **NIAMS Director's Statement to the Appropriations Committees (FY 2009) – NIAMS**

This statement provides a clear, concise description of NIAMS research progress and future directions in support of the NIAMS fiscal year (FY) 2009 budget request. It includes information about the burden of disease associated with NIAMS research areas and addresses how the institute is working to reduce this burden.

Anita M. Linde, M.P.P.  
Jonelle K. Drugan, Ph.D., M.P.H.  
Louise M. Rosenbaum, Ph.D.

### **NIH Grant Cycle: Application to Renewal – NIAID**

Covering the entire grants spectrum, this online tutorial combines graphics and text to explain how to successfully compete for an NIH grant. A reinvention of NIAID's *All About Grants* tutorials, the resource divides the funding lifecycle into twelve phases and offers stage-specific information and advice for scientific investigators. Flowcharts illustrate key processes and decision points, linking text for in-depth information.

Maya Hadar  
Jenny Sacchetti  
Mark Helfman

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## BRONZE AWARD

### **NIH Senior Health-Wisdom for the Ages Bookmark – NIA**

This creative bookmark uses inspiring imagery to let older adults know about NIHSeniorHealth.gov, a health and wellness website created especially for them. Clear and simple language tells readers how easy it is to make the text bigger, the contrast better, and even make it talk.

Stephanie Dailey, M.A.

Karen Pocinki, M.A.

Vicky Cahan

Monica Snellings

### **Pap Tests: Things To Know – NCI**

This brochure introduces the concept of routine Pap testing to women. It provides introductory information to women's most common questions, such as: what is a Pap test, why and when to have one. It also discusses free and low-cost tests and the human papillomavirus (HPV).

Rhonda Wilt DeJoice

Harry T. Kwon, Ph.D., M.P.H., CHES

Rose Mary Padberg, R.N., M.A.

Susan Spangler

### **Protein Puzzlers – NIGMS**

This article from the education booklet *Computing Life* targets upper level high school and college students. Clear language and fun graphics demonstrate how this student audience can play games to help scientists learn about protein folding.

Erin Fults

### **Quick Reference on UACR and GFR – NIDDK**

This fact sheet provides key information for health care professionals and patient educators about two tests used to determine kidney function: estimated glomerular filtration rate (GFR), and the urine albumin-to-creatinine ratio (UACR). The tool distills information in one easy-to-read document.

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

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

Anna Zawislanski, M.P.H.

Michael Briggs

*Vigorous writing is concise.*

■ *William Strunk*

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## BRONZE AWARD

### **Scientists Develop Sensitive Salivary Sensor – NIDCR**

This news release reports on the development of a sensor that can find an oral-cancer-specific biomarker in saliva. The press release's lead paragraph grabs attention and then explains the complex topic in easy to understand language. Quotes from researchers help clarify the science.

Bob Kuska, M.S.J.

### **Study of Sugars on Cell Surface Identifies Key Factor in Flu Infection – NIGMS**

This news release about a finding that refines our notion of how bird flu could infect humans, clearly explains the results and their significance to reporters interested in following up with their own news articles.

Emily Carlson, M.A.

*What I don't write is as important as what I write.*

■ *Jamaica Kincaid*

### **Surgeon General's Report: What It Means To You (Chinese) – NIAMS**

This Chinese trans-adaptation of the Surgeon General's *Report on Bone Health and Osteoporosis: What It Means to You* involved careful collaboration with members of the Chinese community. The magazine-style, full-color booklet offers ready-to-use information on how to take action to improve bone health.

Janet Austin, Ph.D.

Julie Townshend, M.B.A.

Ping Wang, M.D.

### **The Aging Eye – NEI**

This fact sheet provides information on age-related eye diseases such as age-related macular degeneration, cataract, diabetic retinopathy, glaucoma, low vision, and the importance of early detection through a comprehensive dilated eye exam.

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

Linda Huss

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## BRONZE AWARD

### **Tips for Teens with Diabetes: Make Healthy Food Choices – NIDDK**

This teen-friendly tip sheet helps teens with both type 1 and type 2 diabetes and their families learn more about food and how to make healthy food choices.

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

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

### **Welcome Letter for New T32 Grantees – NIGMS**

This welcome letter from NIGMS contains helpful information for scientists who receive NIGMS institutional training grant funding.

Alison E. Cole, Ph.D.

*To write simply is as difficult as to be good.*

■ Somerset Maugham

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## KEYNOTE SPEAKER



### **Jonathan Capehart**

Editorial Writer for *The Washington Post*, Capehart specializes in national politics and environmental issues. Capehart joined the editorial board in 2007. Prior to the *Post*, he was a member of the *New York Daily News*' editorial board from 1993 to 2000. Capehart was National Affairs Columnist for *Bloomberg News* from 2000 to 2001. He then went to work as 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 from 2002 to 2005. Capehart and the *Daily News* editorial board won the 1999 Pulitzer Prize for Editorial Writing for their editorial series on the Apollo Theater in Harlem.

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## PREVIOUS CEREMONY SPEAKERS

### **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.

### **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.

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## PREVIOUS CEREMONY SPEAKERS

### **2004–Joe Palca**

*Award-Winning Science Correspondent for National Public Radio (NPR)*

Since joining *National Public Radio* in 1992, Palca has covered a range of science topics, 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 *National Public Radio (NPR) News*, where she was the congressional correspondent for more than ten years. In addition to her work for NPR, Roberts 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 (PBS)*. 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.

### **2001–Michael Dirda**

*Pulitzer Prize Writing 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*.

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**Special thanks to the 2008-2009 NIH Plain Language Reviewers for their  
commitment of time and energy to the NIH Plain Language Award Program.**

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**Review of Chinese and Tagali Products**

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## 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



In celebration of the 200th anniversary of the births of two very accomplished communicators, Charles Darwin and Abraham Lincoln.

*There seems to be a sort of fatality in my mind  
leading me to put at first my statement or  
proposition in a wrong or awkward form.*

— Charles Darwin

*Man is not the only animal who labors; but he is  
the only one who improves his workmanship.*

— Abraham Lincoln