



Celebrating Plain Language
at the
National Institutes of Health



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 at the National Institutes of Health

Lipsett Amphitheater

April 17, 2007

Welcome	Susan Persons Chair, NIH Plain Language Coordinating Committee
Opening Remarks	Elias Zerhouni, M.D. Director, NIH
Introduction of Speaker	John Burklow
Guest Speaker	Rita Rubin Award-winning Health Journalist and Columnist for USA Today
Presentation of Awards	Elias Zerhouni, M.D., and Susan Persons
Closing Remarks	Susan Persons

Please join us for light refreshments following the ceremony

OUTSTANDING

A PRINCESS DIARY: MEMOIRS FROM THE CHERRY BLOSSOM FESTIVAL – NIGMS

This light-hearted article spotlights the personal experience of an NIGMS employee as she becomes a modern-day Cinderella – a Cherry Blossom Princess.

Emily Carlson, M.A.

COPING WITH ADVANCED CANCER: SUPPORT FOR PEOPLE WITH CANCER – NCI

The gentle, sensitive approach used in this publication should be very meaningful to advanced cancer patients and their families. It outlines types of care, interventions to cope with side effects and feelings, and suggestions for communicating with the health care team, family members, and friends.

Louise E. Cunningham, M.P.H.

Lori Keesey, B.S.

Susan Spangler, B.A.

IT'S NEVER TOO EARLY TO PREVENT DIABETES (SPANISH VERSION) – NIDDK

This colorful, easy-to-read Spanish-language tip sheet encourages mothers with a history of gestational diabetes to take small steps to prevent or delay type 2 diabetes for themselves and their children.

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

Elizabeth Warren-Boulton, R.N.

Claudia Siervo

MEDIA-SMART YOUTH: EAT, THINK AND BE ACTIVE – NICHD

This interactive, after-school educational program helps young people ages 11 to 13 understand the complex media world around them and how it can influence their health, especially in regard to nutrition and physical activity.

Jill Center, M.P.H.

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

Academy for Educational Development

NIH MEDLINE *PLUS* – NLM

This creative and well-organized magazine provides the public with reliable, understandable, and up-to-date health information that they can use as a home reference source.

Donald A.B. Lindberg, M.D.

Betsy L. Humphreys, M.L.S., A.H.I.P.

Donald W. King, M.D.

Naomi Miller, M.L.S.

Robert B. Mehnert

Kathleen Cravedi

Christopher Klose

Peter Reinecke

Patricia Carson

Elliot Siegel, Ph.D.

**SO FAR AWAY: TWENTY
QUESTIONS FOR LONG-
DISTANCE CAREGIVING – NIA**

This visually appealing brochure covers all aspects of long-distance care and stresses that you can take part in caregiving, even when there are many miles between you and your aging relative.

Freddi Karp, M.P.A.
Vicky Cahan
Janice Lynch Schuster

TALKING WITH YOUR DOCTOR – NIA

Going to the doctor is no one's idea of fun, but this informative and enjoyable brochure makes preparing for such a visit a lot easier for older adults. This guide makes it more likely that an older person will benefit from the doctor's recommendations.

Freddi Karp, M.P.A.
Vicky Cahan
Caroline McNeil
John Vance, Levine & Associates

**UNDERSTANDING ALZHEIMER'S
DISEASE – NIA**

The personal stories and photographs used in this brochure explain Alzheimer's disease in an easy-to-understand way. The summary page and list of resources should be especially helpful for the families of Alzheimer's patients.

Patricia D. Lynch, M.A.
Vicky Cahan
Wendy Mettger, M.A.
David Burton

**VISIBLE PROOFS: FORENSIC
VIEW OF THE BODY – NLM**

This exhibit display teaches the history and science of forensic medicine by using engaging images, media, and activities. The companion Web site brings the message and experience of the exhibit to the world outside the NIH.

Patricia Tuohy
Michael Sappol, Ph.D.
Elizabeth Mullen
Jiwon Kim
Jill Newmark

**WHAT YOU NEED TO KNOW
ABOUT GESTATIONAL DIABETES
(SPANISH VERSION) – NIDDK**

This brochure's positive tone and emphasis on practical information about the diagnosis, consequences, and treatment of gestational diabetes should help women take an active role in their own health care.

Kathy Kranzfelder, M.A.
Ellen Schwab, R.D.
Vince Serrano
Voices for Health

**WHEN SOMEONE YOU LOVE
HAS ADVANCED CANCER – NCI**

This booklet addresses the physical, emotional, psychological, and social needs of those caring for a loved one with advanced cancer. It addresses the unique and delicate issues of this phase of care and includes a worksheet on personal affairs and a list of resources.

Louise Cunningham, M.P.H.
Susan Spangler, B.A.

**WHEN YOUR BROTHER OR
SISTER HAS CANCER: A GUIDE
FOR TEENS – NCI**

This booklet is easy to understand and simplifies a complex subject. It includes effective ways of communicating with teenagers. Personal quotes and real-life stories demonstrate how various teens and their families have coped when a sibling has cancer.

Carol Sienché, M.P.H.
Jann Keenan, Ed.S.
Derek Inokuchi, M.H.S.
Lori Keesey, B.S.
Sona Thakkar, M.A.
Susan Spangler, B.A.

**WHEN YOUR PARENT HAS CANCER:
A GUIDE FOR TEENS – NCI**

This engaging, interactive booklet uses stories, quotes, checklists, and easy-to-understand terms to help teenagers learn how other young people are dealing with a parent's cancer diagnosis and treatment.

Carol Sienché, M.P.H.
Jann Keenan, Ed.S.
Derek Inokuchi, M.H.S.
Lori Keesey, B.S.
Sona Thakkar, M.A.
Susan Spangler, B.A.

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

■ *Robert Heinlein*

EXCELLENT

BOUND FOR YOUR GOOD HEALTH – NIA

This collection of NIA's *Age Pages* is an easy-to-understand, comprehensive resource for older people who want to learn more about a particular health problem or discover ways to maintain their health.

Karin Kolsky, B.A.

Freddi Karp, M.P.A.

Vicky Cahan

John Vance, Levine & Associates

CAUTION! DIABETES AND HIGH BLOOD PRESSURE CAN CAUSE KIDNEY DISEASE (SPANISH VERSION) – NIDDK

This brochure outlines straightforward steps you can take to protect your kidneys and encourages those at risk to get tested for kidney disease.

Elisa Gladstone, M.P.H.

Melissa McGowan, M.H.S., C.H.E.S.

Ogilvy Public Relations Worldwide

CERVICAL CANCER: WHAT YOU CAN DO TO PROTECT YOURSELF (ENGLISH AND SPANISH VERSIONS) – NCI

These brochures are culturally tailored for Latino women and are logically organized and informative. They incorporate plain language elements, such as use of first person and active voice. The Spanish version is well translated, with short and clear sentences.

Felicia M. Solomon, M.P.H.

Silvia Salazar, M.P.H.

Laura Planas, M.P.H.

Rikki Welch, M.P.H.

Michelle Scott, M.P.H.

Hong Vo

*I love words but I don't like strange ones.
You don't understand them and they don't
understand you. Old words are like old friends,
you know 'em the minute you see 'em.*

■ *Will Rogers*

**DOING SCIENCE: THE PROCESS
OF SCIENTIFIC INQUIRY (NIH
CURRICULUM SUPPLEMENT,
GRADES 7-8) – NIGMS/OSP**

This educational supplement, geared to 11- to 13-year olds, is an interactive teaching unit that combines cutting-edge research discoveries from the NIH with state-of-the-art instructional materials. Students conduct a simulated scientific investigation of the outbreak of an illness by acting as members of a fictitious community health department.

Bruce Fuchs, Ph.D.

Lisa Strauss, B.S., C.M.A.

David Vannier, Ph.D.

Cindy Allen, M.A.

Alison Davis, Ph.D.

Irene Eckstrand, Ph.D.

Anthony Carter, Ph.D.

James Anderson, Ph.D.

Jean Chin, Ph.D.

Richard Ikeda, Ph.D.

BSCS

SAIC

**FACING FORWARD: WHEN
SOMEONE YOU LOVE HAS
COMPLETED CANCER
TREATMENT – NCI**

This booklet focuses on helping patients and their families think about the future after cancer treatment. It provides important information on post-treatment side effects, available support, and strategies for regaining quality of life.

Survivor Education Team

Louise Cunningham, M.P.H.

Rhonda Wilt DeJoice, B.A.

Julia Rowland, Ph.D.

Susan Spangler, B.A.

Melinda Moyer, M.A.

**FAMILY REUNION HEALTH
GUIDE – NIDDK**

One way to assist families to begin a discussion of health issues is to provide information on diseases they may have in common. This guide outlines several approaches for family members to introduce such a discussion. Fact sheets with basic information on kidney disease, diabetes, and high blood pressure are helpful resources.

Elisa Gladstone, M.P.H.

Melissa McGowan, M.H.S., C.H.E.S.

Ogilvy Public Relations Worldwide

*Words, once they are printed, have a
life of their own.*

■ *Carol Burnett*

**FINDING STRENGTH IN
COMMUNITY: LIVING A FULL
LIFE ON DIALYSIS – NIDDK**

This DVD was developed for the American Indian community. It is culturally sensitive and should be meaningful for those who suffer from kidney failure resulting from diabetes. It provides prevention messages to help patients avoid dialysis and messages of support for those who must live with dialysis.

Robert Nelson, M.D.

Jennifer Weil, M.D.

Toni Press-Coffman

Members of American Indian Communities

**HOW TO SUCCEED WITH
ELECTRONIC APPLICATION – NIAID**

This tutorial explains the electronic grant application process, taking applicants through the essentials from start to finish. The personal approach and the annotated example of a top-notch research plan make this a convenient, user-friendly tool to assist grantees with electronic applications.

Maya Hadar, B.A.

Jenny Gagné Sacchetti, B.S., B.A.

Bonnie Lee Howell, B.A., M.A.

Mary Parsons, B.S.

Wendy Starman Papier, B.A., M.S.

Michael Mendoza, B.A.

Charles Hollman, B.A.

MY NCI EXHIBIT SERIES – NCI

The bright colors and innovative look of these posters immediately attract the reader to learn about a variety of topics related to NCI's new intranet site. The accompanying portable exhibits for *My NCI* are loaned out to NCI offices and programs.

Nina Ghanem, M.Ed.

Donna Bonner, M.S.P.M.

Dave Fridberg, B.F.A.

NIDA NOTES – NIDA

This appealing publication brings in-depth information to scientists, policymakers, clinicians, and the general public, who want to quickly access drug abuse research information. The use of color graphics creates a path for the reader to follow and the graphs are easy to understand.

David Anderson

**NIDCD TIP SHEETS FOR PRESS
KIT – NIDCD**

These tip sheets help stimulate interest among editors and reporters of women's magazines in covering new topics pertaining to prevention and early detection of noise-induced hearing loss.

Patricia Blessing, B.S.

Mary Sullian, M.S.

Jennifer Wenger, M.A.

NIGMS WEB SITE – NIGMS

This clear, well-organized, and user-friendly Web site includes a tailored search of the NIH Guide database and a “Results” section highlighting and linking to NIGMS-sponsored research.

Office of Communications and Public Liaison
Richard Barnes

¡SALUD! CON LECHE (SPANISH VERSION OF “FOR STRONG BONES...FOR LIFELONG HEALTH...MILK MATTERS”) – NICHD

The Spanish version of NICHD’s *Milk Matters* brochure explains clearly and succinctly why young people need daily calcium to build strong bones, the amount of calcium they need, the role of physical activity in bone health, and a list of foods providing the most calcium.

Marianne Glass-Miller
Christina Stile, E.L.S., M.A.P.W.
Cynthia Leoro, IQ Solutions, Inc.

TANZANIAN ‘CHILDREN OF THE MOON’ BRING RARE BRAND OF SUNSHINE TO NIH – NIDCD

This interesting and engaging story of two young boys from Tanzania with a rare genetic disease is a great example of how several NIH ICs collaborated and overcame obstacles to treat them.

Jennifer Wenger, M.A.

UNDERSTANDING MEMORY LOSS – NIA

This booklet uses personal stories to inform readers about the difference between mild forgetfulness and more serious memory problems. Color pictures throughout the book work well to illustrate the narrative.

Patricia D. Lynch, M.A.
Vicky Cahan
Wendy Mettger, M.A.
David Burton

UNDERSTANDING THE HUMAN GENOME PROJECT – NHGRI

This CD-ROM contains examples and tools that clearly explain the science and the history of the human genome project to the public. It makes the complex task and results understandable to the very people the genome mapping project was meant to serve.

Jeffre Witherly
Vence Bonham
Sarah Harding
Darryl Leja
Belen Hurle
Glenn Baldwin
Linda Turner
Rebecca Kolberg
Geoff Spencer
Jane Ades
Phyllis Frosst
Maggie Bartlett
Carla Easter

**WHAT YOU NEED TO KNOW
ABOUT DIABETES AND PHYSICAL
ACTIVITY – NIDDK**

This booklet provides clear, easy-to-use information about the benefits of physical activity for those who have diabetes. It includes steps to create an individualized physical activity plan for the patient.

Kathy Kranzfelder, M.A.

Ellen Schwab, M.S.

Vince Serrano

Voices for Health

**WHEN SOMEONE YOU
LOVE IS BEING TREATED
FOR CANCER – NCI**

This booklet outlines the unique needs of the family and friends of someone who is receiving treatment for cancer. It also tells how the caregiver can help the patient by arranging for doctor visits, talking about life planning issues, and talking with children.

Louise Cunningham, M.P.H.

Rhonda DeJoice, B.A.

Susan Spangler, B.A.

**2005-2006 ANNUAL REPORT
ON NIH CHILD CARE – ORS**

This concise report to the NIH Director outlines the activities of the Child Care program and briefs the Director on ideas and priorities for child care at NIH. Quotes from the parents of children in the program add a special touch.

Janet Austin, Ph.D.

Valerie Durrant, Ph.D.

Jayne Lura-Brown

Richard W. Morris, Ph.D.

Lisa Strauss, B.S., C.M.A.

Mary-Ellen Savarese, M.Ed.

Clear writing is an essential ingredient of any communication and especially scientific communication. For example, in Science, we don't encourage clear writing, we insist on it.

■ *Dr. Alan Leshner, CEO, AAAS*

HONORABLE MENTION

BIOMEDICAL BEAT: JULY 18, 2006 – NIGMS

This e-mail version of the electronic newsletter *Biomedical Beat* provides its audience with the latest advances in basic biomedical research supported by NIGMS, using especially clear language and interesting graphics.

David Bochner
Emily Carlson, M.A.
Camille Haylock

DECIDING WHETHER TO PARTICIPATE IN GENE TRANSFER RESEARCH? – OD/OSP

This brochure was written to help potential research participants make an informed decision about whether to enroll in a gene transfer study. It provides background on gene transfer and a list of questions to assist potential participants in making the right decision about enrolling in a study.

Sarah Carr
Betsy Earp
Suzanne Goodwin
Kathryn Harris, Ph.D.
Marina O'Reilly, Ph.D.
Amy Patterson, M.D.
Stephen Rose, Ph.D.
Eugene Rosenthal, Ph.D.
Allan Shipp

FOR STRONG BONES... FOR LIFELONG HEALTH, MILK MATTERS – NICHD

The creative charts and pictures in this brochure illustrate the need for calcium during the period of critical bone growth – in children from ages 9 to 12 – as well as for teenagers. This is an excellent resource for parents, teachers, and children to learn about the benefits of milk and other calcium-rich foods.

Marianne Glass Miller
Christina Stile, E.L.S., M.A.P.W.
Ogilvy Public Relations Worldwide

HIGH SCHOOL SCIENTIST SANGHA WINS MULTIPLE AWARDS – NINDS

This intriguing *NIH Record* article tells the story of how a high school student gained valuable hands-on research experience working in a NINDS-funded program at the University of Alaska, Fairbanks. Her work has resulted in numerous awards and scholarships.

Shannon E. Garnett, B.A.

*The skill of writing is to create a context
in which other people can think.*

■ *Edwin Schlossberg*

**KEEP THE BEAT 2006 HEART
HEALTH CALENDAR – NHLBI**

This beautifully illustrated calendar challenges you to have a heart-healthy year with monthly themes, activity ideas, recipes, and personalized goals. It also points you to NHLBI resources that expand your information base and support your daily efforts.

Janet DeJesus, M.S., R.D.
Susan Spangler, B.A.

**LOOKING GOOD, FEELING GOOD:
FROM THE INSIDE OUT (EXPLORING
BONE, MUSCLE, AND SKIN)
(NIH CURRICULUM SUPPLEMENT,
GRADES 7-8) – NIAMS, OSP**

This curriculum supplement is a good resource for teachers, providing background information on basic science in an understandable way. Well-organized lesson plans focus on topics of interest to middle school students and include educational pictures and activities.

Bruce Fuchs, Ph.D.
Lisa Strauss, B.S., C.M.A.
Cindy Allen, M.A.
Elizabeth Stillman, M.P.H.
Mario Cerritelli, Ph.D.
Joan McGowan, Ph.D.
Barbara B. Mittleman, M.D.
Richard Clark, M.Div.
Ray Fleming, B.S.
BSCS
SAIC

MILK MATTERS WEB SITE – NICHD

The *Milk Matters* Web site is designed both for parents and health care providers. It explains why calcium is important for building strong bones and lists foods that are good sources of calcium. It includes a games page that should be appealing to children.

Marianne Glass-Miller
Christina Stile, E.L.S., M.A.P.W.
Ogilvy Public Relations Worldwide
Heather Nicholas, M.S.
Woodbourne Solutions, Inc.

**NCCAM: EXPANDING HORIZONS
OF HEALTH CARE – NCCAM**

NCCAM's brochure provides a clear and concise overview of the Center's mission and the complex topic of complementary and alternative medicine. The design, images, and graphics enhance the message and engage the reader.

Alyssa Cotler, M.P.H.
Catherine Law, M.T.S.C.
Jennifer Tisch, M.P.H.
Bryan Ewsichek

Use the smallest word that does the job.

■ *E.B. White*

NIBIB PUBLIC WEB SITE – NIBIB

NIBIB's public Web site is an online tool to communicate mission-related activities and accomplishments to researchers, advocacy groups, students, media, and the general public. A highlight of this site is the showcase of NIBIB grantees, whose work is featured in a picture and video gallery.

Colleen Guay-Broder, M.P.H.

Mary Beth Kester, M.S.

Z-Tech Corporation

NICHD PUBLIC WEB SITE – NICHD

The NICHD Web site provides easy-to-understand and navigate information for multiple audiences including parents, media personnel, policymakers, and scientists. The result is a user-friendly site that provides information about the NICHD's research portfolio and outreach efforts.

Heather Nicholas, M.S.

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

Julie Jacob, M.P.A.

Woodbourne Solutions, Inc.

G&B Solutions

Redish and Associates

NIDCD 2006-2007 RESOURCES DIRECTORY – NIDCD

This year's NIDCD Resources Directory provides answers to a host of important questions and concerns by the public, patients and health care providers, such as: *Where can I seek financial assistance for a hearing aid? Is there a support group for people who stutter?* The design of this directory makes it easy for people to locate the information they need.

Patricia Blessing, B.S.

Lonnie Lisle, B.S.

Mary Sullivan, M.S.

Jennifer Wenger, M.A.

Charlotte Ball, M.P.A.

NIH CLINIC (YOUR VISIT, TESTS, RECRUITMENT, HISTORY) – NIDDK

This culturally-sensitive brochure explains the research conducted by NIDDK through the Diabetes Clinic on the Gila River Native American reservation. It uses appealing color and graphics, familiar faces, and plain language explanations of medical tests and procedures to encourage members of the Pima tribe to volunteer as participants in diabetes studies.

Jane DeMouy, Ph.D.

Christina Chiago

The trouble with so many of us is that we underestimate the power of simplicity.

■ *Robert Stuber*

**NIH OFFICE OF EXTRAMURAL
RESEARCH – ELECTRONIC
SUBMISSION WEB SITE – OER**

This step-by-step guide takes you through the process of submitting grants applications electronically, carefully explaining the requirements, registration, and deadlines for electronic grant submission. The home page is easy to navigate and includes all the information needed to electronically apply for grants.

Sonia Barragan, B.A.

Bob Beattie, B.A., M.A.

Martin Blumsack

Megan Columbus

Sheri Cummins, B.S.

Allyn Ditmer, A.A.

Bruce W. Elliott, Jr., Ph.D.

Frank Evans, Ph.D.

Anthony Freeman, M.S.M.

Jenny Gagné Sacchetti, B.S., B.A.

Pat Gray

Anita Greene, M.A.

Tolliver McKinney

Gregory Milman, Ph.D.

Keith Mintzer, Ph.D.

Denise Montgomery, B.F.A.

Niki Page

David Sommers, Ph.D., A.B.P.P.

Manju Subramanya, M.A.

Meredith Temple-O'Connor, Ph.D.

Kadri Webb

**OFFICE OF COMMUNICATIONS
ACTIVITIES REPORT – NCI**

The Activities Report presents a handy “snapshot” overview of NCI’s outreach communications through a variety of communication vehicles. Staff gather information from four major communications programs, presenting a window on how their individual endeavors work together to meet the needs of NCI’s constituents.

Thuy Morzenti

Deborah Pearson

Jennifer Thompson

John Rehmert

Nelvis Castro

Cynthia Depew

Sandy Young

**PEDIATRIC RHEUMATIC
DISEASES AND OTHER RELATED
INFORMATION FOR YOU AND
YOUR PATIENTS – NIAMS**

NIAMS created this CD-ROM as an information tool for health professionals who treat children with pediatric rheumatic diseases and related conditions. Colorful graphics add appeal to this tool, which includes patient education brochures, professional education, and other resources.

Richard Clark, M.Div.

Leslie McIntire, M.S.

Karin Rudolph, M.A.

RECIPE FOR SLEEP – NIGMS

This engaging and lively article is an example of good science writing. It uses plain language elements, such as short, strong sentences, to effectively portray the reality of complicated science.

Emily Carlson, M.A.

“SPEAK PLAINLY, SAVE LIVES” NIH HONORS PLAIN LANGUAGE – OD/OCPL

What could be plainer than an article written about plain language? This article describes the Plain Language Award Ceremony in ten short paragraphs that are punchy and to-the-point.

Carla R. Garnett, M.A.

STUDIES EVALUATE HEALTH EFFECTS OF DENTAL AMALGAM FILLINGS IN CHILDREN – NIDCR

This news release delivers the right information in the right order about this controversial topic. It provides context and history of the research on dental fillings that is especially helpful for reporters looking for a story. The background information helps the lay reader digest technical information.

Bob Kuska, M.S.J.

The finest language is mostly made up of simple unimposing words.

■ George Eliot

THE SCIENCE OF MENTAL ILLNESS (NIH CURRICULUM SUPPLEMENT SERIES GRADES 6-8) – NIMH, OSP

This curriculum series uses a video of real teenagers who are coping with mental illness to emphasize that these diseases have a biological basis and, therefore, are not different from other illnesses or diseases. The activities included in this curriculum should help students gain a better understanding of mental illness.

Bruce Fuchs, Ph.D.

Lisa Strauss, B.S., C.M.A.

David Vannier, Ph.D.

Cindy Allen, M.A.

Wayne Fenton, M.D.

Emeline Otey, Ph.D.

Kathy Kopnisky, Ph.D.

BSCS

SAIC

TREATMENT CHOICES FOR MEN WITH EARLY STAGE PROSTATE CANCER – NCI

This booklet is designed to help newly diagnosed men understand the treatment options available to them when prostate cancer is found in the early stages. It highlights the importance of personal preference in weighing risks and benefits of treatment options and provides a list of questions to ask the physician.

Rhonda W. DeJoice, B.A.

Helen Osborne, M.Ed., OTR/L

Susan Spangler, B.A.

**UNDERSTANDING CANCER SERIES:
HPV VACCINE TO PREVENT
CERVICAL CANCER (ENGLISH
AND SPANISH VERSIONS) – NCI**

This colorful, graphics-rich, Web-based educational tutorial explains how the human papilloma virus (HPV) vaccine can protect a female from developing cervical cancer. It uses common words and short sentences to describe the science behind this new vaccine.

Donna Kerrigan, M.S.
L. Michelle Bennett, Ph.D.
Miguel Monroy
Jeanne Kelly
Hollen Team

VIRAL VOYAGES – NIGMS

This is the personal and professional story of a young girl who was born in Nigeria, lived through the Biafran war, and is now an associate university professor in America. It engages the reader by blending the personal with the science elements throughout this remarkable success story.

Alisa Zapp Machalek, M.S.
Alison Davis, Ph.D.

**WHAT I NEED TO KNOW ABOUT
EATING AND DIABETES – NIDDK**

Meal planning can be the most difficult aspect of self-management for those with diabetes. This booklet engages the reader with numerous interactive sections on target blood glucose levels, information about medication, and diabetes meal planning.

Ellen Schwab, M.S.
Kathy Kranzfelder, M.A.

**WHAT I NEED TO KNOW ABOUT
ERECTION PROBLEMS – NIDDK**

The NIDDK has provided an answer to the question of where to look for clear, unbiased information about this sensitive health problem. This brochure offers advice on treatment options and issues to discuss with a physician.

Dan Garver, Ph.D.
Kathy Kranzfelder, M.A.

**WHAT'S WRONG WITH
GRANDMA? – NIA**

This video was prepared in the NIA communications office for an audience of young people from 11 to 14 who attended a 2-day Brain Awareness Program at the National Museum of Health and Medicine. The goal is to help that age group understand family members or others who have Alzheimer's disease and give them easy suggestions on how to help their loved ones.

Anne Decker
Jeannine Mjoseth
Vicky Cahan

WORK, LEARN, DISCOVER – NIEHS

This colorful brochure should be a useful recruitment tool that showcases the enthusiasm, energy, and opportunities at NIEHS. It outlines training, education, and outreach internship programs, including a special internship, “Summers of Discovery,” given to outstanding high school and college students.

Christine Bruske, M.P.A.

Robin Mackar, M.P.H.

Charle League

Deborah Swope

Marian-Johnson Thompson, Ph.D.

Kathy Odenwald

YOUR GUIDE TO LOWERING YOUR CHOLESTEROL WITH THERAPEUTIC LIFESTYLE CHANGES – NHLBI

This booklet should help each of the 65 million Americans with high blood pressure to understand the critical lifestyle changes needed to lower their cholesterol and risk of heart disease. The booklet includes tips and strategies for changing diets, controlling weight, and becoming more active.

Louise Williams, M.A.

James Cleeman, M.D.

Karen Donato, S.M., R.D.

*Making the simple complicated is commonplace; making
the complicated simple, awesomely simple, that's creativity.*

■ *Charles Mingus*



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

—Michael Dirda

*Washington Post Book Section,
at the NIH Plain Language Award Ceremony.*

<http://execsec.od.nih.gov/plainlang>

301-496-1461

U.S. Department of Health and Human Services • National Institutes of Health