

Lay Research Summary Slide Guide

For Principal Investigators of OCAST Health Research Awards

About this guide

Purpose of this guide

In early 2016 OCAST, with direction from the Health Research Committee, decided to make a few modifications to the Health Research Conference planned later this year. Although this is primarily a response to state revenue shortfalls, OCAST is also striving to maximize the value of the conference based on feedback received from past conference attendees as well as reducing costs wherever possible. As a result, OCAST has decided that in lieu of the poster requirement, Health Research PIs will need to submit a Lay Research Summary Slide to OCAST by email. These slides, either in whole or in part, will be posted on the OCAST website as an important approach to educating the public, building public support for research funding, exposing the investment community and large corporations to new health related technologies, and encouraging collaboration. Some information provided in the slides will also be incorporated in the program booklet handed out at the upcoming Health Research Conference.

Users of this guide

Principal Investigators of OCAST Health Research Awards

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Quick Start Guide – Lay Research Summary Slide

What is it?	It is a single slide in PowerPoint providing a brief summary of the OCAST Health Research project that is used to explain complex ideas with scientific and technical terms to people who do not have prior knowledge about the subject.
Who needs to submit?	All Principal Investigators of OCAST Health Research Awards.
Why is it important?	The purpose of creating the Lay Research Summary Slide is to distribute content to engage the interest and imagination of the public, as well as to help non-scientists understand the importance of the scientific process and its impact on society. The idea is to convey the value of science in terms that the general public would understand, and demonstrate the importance of public investment in science and basic research in the hope of encouraging continued public support, future public/private investment, and large corporate partnerships so that innovation in Oklahoma can advance forward.
How will it be used by OCAST?	Slides will be posted on the OCAST website as a way of educating the public, building public support for research funding, and encouraging collaboration.
What should be included?	<p>The Lay Research Summary Slide consists of:</p> <ul style="list-style-type: none">• A lay project title and original project title and number,• PI name and institution/organization,• Research topic category,• A lay abstract, and• Images which complement the lay abstract. <p>Also include the completed Photo Release Form found on page 8</p>
What makes a good Lay Research Summary Slide?	<p>The slide should address the following questions:</p> <ul style="list-style-type: none">• Why is the research important?• What problem does the research address?• Why should anyone care? Why does it matter?• Who uses your work?• How does this help anyone?
When should you submit?	Email the Lay Research Summary Slide PowerPoint file and a copy of the completed Photo Release Form on page 8 to Mark Ballard at Mark.Ballard@ocast.ok.gov by Monday, August 15, 2016

Detailed Instructions

General format

The Lay Research Summary Slide should be created in PowerPoint as a standard-sized presentation slide with a white background. Use sans serif fonts for all text. Please refer the sample slide on page 7 or the PowerPoint template file embedded on that page.

The placement and layout of the lay abstract and images can be suited to your specific preferences, but please position the lay title, actual title, PI name and institution/organization, OCAST project number, and research area across the top section of the slide.

Required slide components

1. Lay project title and original project title. Both titles will go across the top of the slide as shown in the sample on page 7 and in the PowerPoint template file embedded on page 7.
 - The lay project title serves as the main title of the slide and functions as a simplification of the original project title that is easily understandable to the general public. It should be limited to 60 characters. The font size of the lay project title should be 18 – 24.

Note: If the original project title is sufficiently understandable to a lay person as is, use it instead as the main title and do not create a lay project title.
 - The original project title serves as the subtitle of the slide. The font size of the original project title should be 10 – 14.
2. OCAST project number. The font size should be 10 – 14. Position this information below the original project title.
3. PI name and institution/organization. The font size should be 10 – 14. Position this information below the original project title.
4. Research topic category. The font size should be 10 – 14. Position this information below the original project title.
 - Select the research topic that best matches the project from these broad categories:
 - Biomedical Engineering
 - Cancer Research/Cancer Biology
 - Cell/Molecular Biology
 - Chemistry & Biochemistry
 - Genomics & Gene Expression
 - Immunology
 - Infectious Disease
 - Data Science/Clinical Platforms/Computational Biology
 - Neurobiology
 - Nutrition/Psychology/Public Health
 - Physiology /Pharmacology

5. Lay abstract

- Limit to 500 words and a font size of 10 – 14.

6. Images which complement the lay abstract

- Incorporate high resolution pictures of at least 300 dpi but no more than 600 dpi. Stretch to correct size and aspect ratio.
- Add a brief description for each image. If lab members are pictured, include their names and roles in the project.

Submission



Email the [Lay Research Summary Slide](#) as an attached PowerPoint file and a copy of the completed [Photo Release Form](#) (found on page 8) to OCAST by **August 15, 2016**. If the file size is larger than approximately 20MB, OCAST email servers may reject the email; if this occurs please contact OCAST for other possible options.

Failure to comply with all guidelines may result in rejection of the Lay Research Summary Slide at the sole discretion of OCAST.

Tips for writing a good lay abstract



1. Level of difficulty of text (words and structure)

- The text should be written in an easily readable style. Use short, clear sentences broken up into paragraphs for readability, and avoid complex grammatical structures where possible. Use common English words in place of complex words. Do not get into details.

2. Structure

- The text should be ordered logically and flow naturally. "For example, ideas should be introduced as they are required, and new ideas usually should not be introduced late in the text."

3. Avoid complex or meaningless terms and phrases

- Examples include terms such as 'virtually' or 'literally' or archaic language (e.g. amidst, whilst), as well as verb choices such as 'purchase' used in place of the simpler 'buy'.

4. Keep sentences short

- If necessary, break up your text with sub headings and bullet points to make it easier to read. You might also want to use short sentences – try to aim for 10-15 words on average.

5. Expressing ideas in the active voice

- Text should be written in the active voice ('I... you..') and second person ('you') should be used in place of third person ('he/she'). "For example, 'You will have chemotherapy' rather than 'Chemotherapy will be given to you'.

6. Positive phrasing
 - Sentences should be phrased positively, rather than negatively. "For example, 'You will have repeat appointments at least once a fortnight', rather than 'The usual practice is not to schedule repeat appointments more frequently than once a fortnight'".
7. Straightforward to read
 - The writer should limit the memory load on readers – don't ask them to remember too much jargon/abstract information.
8. Clear theme
 - A good and relevant title should be provided, and the first sentence should offer a concise introduction to the text.
9. Content
 - The text should provide answers to the essential questions: Who, What, Where, When, Why, How?"
10. Everyday examples
 - Give concrete everyday examples wherever possible.
11. Person-centered language
 - The language used should be person-centered, rather than focusing on circumstance, illness or disability. For example: 'people with a disability/illness' is preferable to 'the disabled/invalids'; a person 'has cerebral palsy' rather than 'is a victim of cerebral palsy'.
12. Appropriate tone
 - The text should not be written to entertain
13. Don't oversimplify your research
 - There's a fine line between making your research understandable and oversimplifying it to the point where the reader learns nothing from your summary. Remember, lay readers are a mixed group and some members will be highly knowledgeable about your area of interest.
14. Get a colleague and a non-scientist to read it
 - This is important. Your colleague will be able to tell you if the science is correct, while a friend or relative without a scientific background can tell you whether it reads well and explains your research goals. If they still have questions after reading it then you may want to make revisions.
15. Use the Readability Test Tool, an online application in which you can copy/paste your work and it will return an estimated age and grade level (the latter based on the US system). While 'reading age' will always be subjective, the output is quite useful, providing numerous 'readability' scales, a traffic light indicator for ease of reading, the number of complex words, the average number of syllables per word and so on.

Readability Test Tool: <http://read-able.com/>

Tips for selecting good images



Use at least three images and no more than five images which complement the lay abstract, or help illustrate your main research ideas

- Incorporate high resolution pictures of at least 300 dpi but no more than 600 dpi. Stretch to correct size.
- The image may illustrate a metaphor or analogy that is part of the main research idea
- The image should be visually engaging and strike interest
- The image may evoke surprise, curiosity, or emotion
- The image should not be offensive
- Types of acceptable images/illustrations (non-exhaustive):
 - Pictures of instruments, facilities, or experimental setups relevant to tell the story of the research project
 - Microscopy images
 - Simple, non-complex diagrams which help to convey an important relevant process, preferably using color (no charts or graphs)
 - A picture of yourself (PI) or your lab staff. Limit only one (1) of this type of image. Make sure to include names and roles.

Example of a Lay Research Summary Slide

Make sure to retain this layout in the top section of the slide.



A kind of bacteria found in your gut and its dangerous genes can lead to serious life-threatening infections.

Bacterium Enterococcus faecalis and the virulence of acquired genes leading to severe enterococcal infections

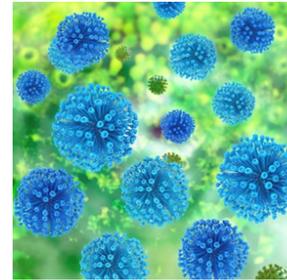
PI: James Dewey, University of Cambridge

OCAST Project: HR15-314

Research Area: Microbiology

Project Summary

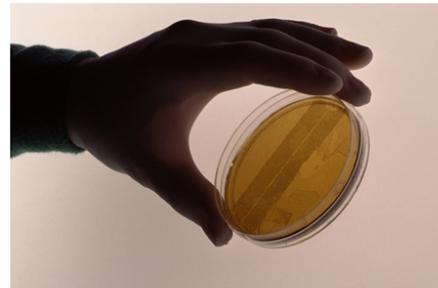
The bacterium *Enterococcus faecalis* is a normal part of the human intestinal microflora. However, because they are resistant to antibiotics, they can cause serious life-threatening infections. The strains of bacteria causing these infections are found to have acquired new genes which make the bacteria more harmful and strong against currently used antibiotics. The proposed work will focus on understanding these dangerous genes and their mode of transfer among bacteria. The results of the proposed work may lead to potentially new anti-infectives and may control severe enterococcal infections. In the long run, this research may ultimately lead to substantial reduction in health care costs due to hospitalizations and reduce valuable man-hours lost from work, thus significantly benefiting the state's economy.



The bacterium Genus species under a microscope



Carol Channing, a scientist from our lab, displays DNA from a test subject



A streak test performed on a petri dish

Note:



The placement and layout of the lay abstract and images can be suited to your specific preferences, but please position the lay title, actual title, PI name and institution/organization, OCAST project number, and research area across the top section of the slide.

Click the icon below to open a Lay Research Summary Slide template:



Photo Release Statement

Permission for Use of Photography

I grant to the Oklahoma Center for the Advancement of Science and Technology ("OCAST") and its legal representatives and assigns, the irrevocable and unrestricted right to use and publish photographs or illustrations that I have provided for editorial, trade, advertising, and any other purpose and in any manner and medium; and to alter and composite the same without restriction and without my inspection or approval. I hereby release OCAST and its legal representatives and assigns from all claims and liability relating to said photographs or illustrations.

SIGNATURE, PRINCIPAL INVESTIGATOR
NAME
TODAY'S DATE
PHONE
STREET ADDRESS
CITY, STATE, ZIP

Print, sign, and email a scanned copy of this completed form to Mark Ballard (OCAST) at mark.ballard@ocast.ok.gov