**People in Health West of England**

**Guidelines for creating adverts to recruit to health research**

Keep it simple!

* ‘Just enough’ information for people to get a flavour:
  + Describe exactly who you want (but only what matters)
  + What you want the person to do; how long for; how often
  + Venue
  + Dates/times
  + Payment
* Use short sentences and simple vocabulary – the average reading age of a UK adult is 9 years (as used by tabloid newspapers)
* Who to contact and how
* Accessibility: we will add sentences such as:
  + ‘If you need any extra support to take part in this project please let us know and will do our best to help.’
  + ‘Available in other languages.’
  + When we circulate the advert, we will include the text (only) in the body of the email. This will work better with screen readers and make the information easier for people with visual impairment to ‘read’.

Don’t use:

* Acronyms, jargon or long titles
* The term ‘research’
* titles for researchers like ‘Dr’ or ‘Professor’
* terms like ‘must be fluent in English’: anyone can contribute, given the right support!