GUIDE TO WRITING A LAY SUMMARY

1. Know Your Audience



MS

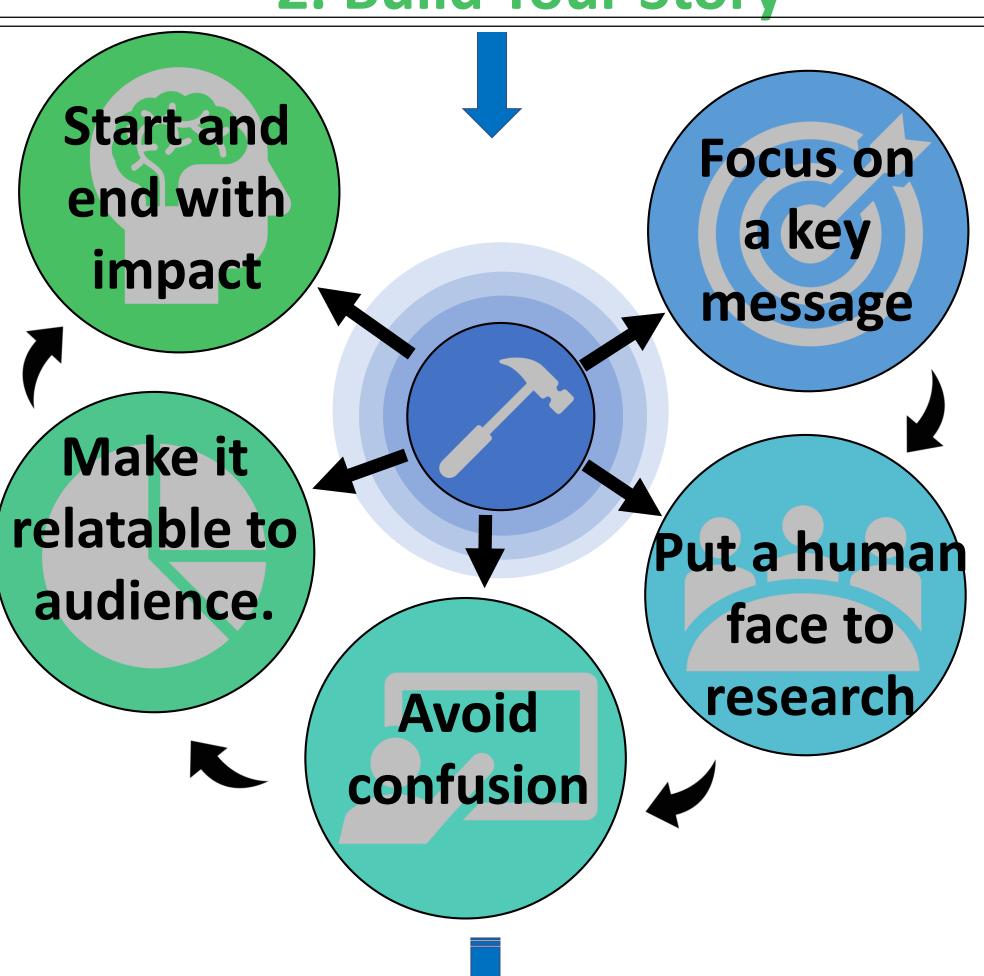
People affected by MS



Caregiver







3. Writing Tips

TIP: Mention gaps/questions that your study

will answer.

TIP: Give a reason to care: "why is this important to people affected by MS?"

TIP: Use language that puts the focus on the person living with MS.

TIP: Use short, clear sentences.

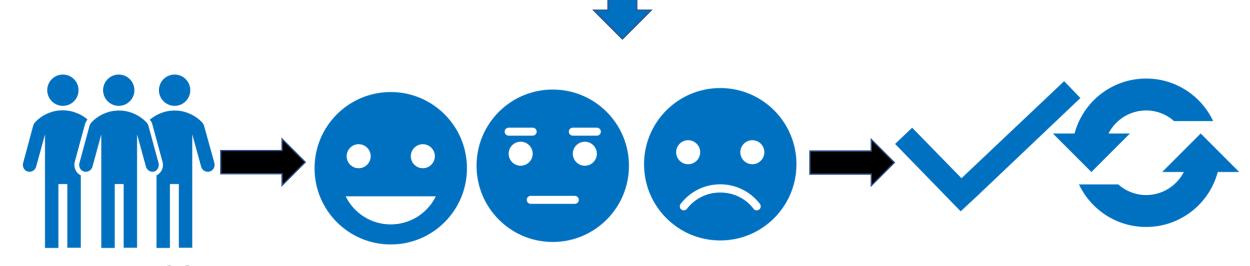
DON'T: Use technical terms, acronyms (such as PwMS, EAE), and jargon.

DON'T: Add irrelevant information and details.

DON'T: Trail off from key message.

DON'T: Make it background heavy (100,000 **Canadians** have MS).

4. How are Lay Summaries Reviewed?



Reviewed by people affected by MS

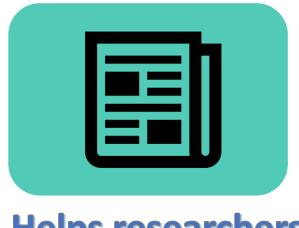
Evaluated based on relevance, impact and comprehension

Lay summary is accepted or needs revision

5. Why are Lay Summaries Important?



Makes MS research accessible and relevant to the public



Helps researchers better explain

their studies to

diverse audiences



Increases engagement of

people with MS

in research



Demonstrates accountability to the public around use of funds