

The task: summarise as 2-5 bullets:

1. Who is your / the audience?
2. Why was the research done?
3. How can what you learned be applied?
4. What was missing or needs to happen next?

Framing and audience

TOP TIP: Put your audience at the centre - what is their need and how does your work help them?

- Does your work relate to a policy issue they're working on?
- Does it have relevance to your local community?
- Could it positively impact them? How?
- Will it change best practice or help professionals re-assess how a job is done?
- Will it aid decision-making on the job
- Could it answer a practical question for someone working in the field?

Advice on writing

- Provide **2-5 bullet points** (ideally highlighting any relationship to specific Sustainable Development Goals)
- Always be clear and succinct
- Start with a point that clearly states the issue that you are addressing / helping your reader to address
- Put key information first to catch the attention of busy readers (not everyone will read to the end)
- Share what your findings mean in real terms; e.g.: 'Medicine X works better if taken with food' or 'Without restriction of air pollution levels to below Y, deaths from respiratory conditions in affected areas are X% higher'
- Keep statements factual and avoid providing opinions or speculation on the study's findings and significance.
- Use the active voice!

Useful links

- Tip sheet on connecting research and practice from the SDG Publishers Compact Fellows: [Top Action Tips for Connecting Researchers and Practitioners — SDG Compact Fellows](#)
- Author guides for writing for non-academics from the SDG Publishers Compact Fellows: <https://www.sdgcompactfellows.org/communicating-implications>
- [Communications: How to communicate effectively to policy makers - Bennett Institute for Public Policy \(cam.ac.uk\)](#)
- How to Guides for Patient Engagement: Plain language summaries (PLS) of peer-reviewed publications and conference presentations: practical 'How-To' Guide for multi-stakeholder co-creation Available at : <https://pemsuite.org/How-to-Guides/WG5.pdf>
- Ross-Hellauer T, Tennant JP, Banelytė V, Gorogh E, Luzi D, Kraker P, et al. (2020) Ten simple rules for innovative dissemination of research. PLoS Comput Biol 16(4): e1007704. <https://doi.org/10.1371/journal.pcbi.1007704>
- Adeline Rosenberg, Slávka Baróniková, Linda Feighery, William Gattrell, Rikke Egelund Olsen, Adam Watson, Tim Koder & Christopher Winchester (2021) Open Pharma recommendations for plain language summaries of peer-reviewed medical journal publications, Current Medical Research and Opinion, 37:11, 2015-2016, DOI: [10.1080/03007995.2021.1971185](https://doi.org/10.1080/03007995.2021.1971185)
- Dormer, L., Schindler, T., Williams, L.A. *et al.* A practical 'How-To' Guide to plain language summaries (PLS) of peer-reviewed scientific publications: results of a multi-stakeholder initiative utilizing co-creation methodology. *Res Involv Engagem* 8, 23 (2022). <https://doi.org/10.1186/s40900-022-00358-6>
- Example publisher websites (most publishers have an author services site to help authors):
 - <https://authorservices.taylorandfrancis.com/publishing-your-research/writing-your-paper/how-to-write-a-plain-language-summary/>
 - <https://www.emeraldgrouppublishing.com/how-to/authoring-editing-reviewing/write-simply>
 - American Society of Civil Engineers (ASCE) - Practical Applications summary guide <https://ascelibrary.org/practicalapplications>
 - American Geophysical Union - Guide to writing plain language summaries [How to write a plain language summary | AGU](#)
 - One Earth - Science for Society statements <https://www.cell.com/one-earth/article-types>