The UW/Fred Hutch CFAR helps to advance effective and responsive HIV-related science by facilitating connections and collaborations among an array of members and community based organizations, including through events. Thus *ensuring that CFAR scientific talks account for professional variety within our audiences is a key best practice*.

To assist presenters in this effort, the CFAR Office of Community Engagement (OCE) offers the attached Summary for Community slide template for summarizing research findings and implications in plain language. Unlike the highly technical terminology and descriptions common to research, the community slide language should be at an 8th grade reading level and exclude undefined buzzwords.

We request that you adhere to the slide outline below for optimal effect, and offer some additional presentation tips below. Thank you for your efforts to ensure that participation in HIV-related science is accessible to all in our community.

Summary for Community

- Key question(s) of research
- Key finding(s) and take home message
- Why is this important?
- How is this related to HIV prevention/treatment/cure?
- Why should we be excited (or not) about this?

Other Suggested Guidelines:
- Include the community-oriented slide at the beginning of your talk to put your presentation in perspective
- Plan on no more than 6 bullets; 6 words per bullet
- Employ effective analogies and metaphors to relay difficult subjects more simply
- Use images and simple terms as much as possible
- AVOID use of the words 'subjects' and 'HIV-infected,' which can be hurtful to those living and thriving with the virus. We suggest using "people living with HIV (PLWH)" or "trial participants" for "subjects," and "people living with HIV" or even just "people with HIV" for "HIV-infected" when talking about people.
- For other suggested terms and phrases that put people before their diagnoses, see:
    o "HIV #LanguageMatters: Addressing Stigma by Using Preferred Language"
    o NIAID HIV Language Guide
- For more information on plain language, visit the "National Institutes of Health: Plain Language" site:
- http://www.nih.gov/clearcommunication/plainlanguage/gettingstarted/index.htm