**How to write a good lay summary**

As part of your application to *BRAIN UK*, you should provide a **short lay summary of your research in plain English.** To try and improve the public’s knowledge and engagement of neuroscience research, it is our intention to publish a lay summary of each of the studies supported on our [website](http://www.southampton.ac.uk/brainuk/studies-supported/lay-summaries-home.page?).

**Structure:**

* Describe the problem that your research aims to solve.
* Briefly describe what you are going to do
* What are your expectations of the project - say how this research fits into the bigger picture.
* **Give us a reason to care about what you do. How will this research help people, even if it isn’t in our lifetime?**

**Sentence level**

* Short sentences – max 15/20 words
* Avoid complex sentences
* Phrase positively
* Use connectives to develop links between ideas e.g. although, however

**Word level**

* Avoid technical language
* Active, not passive
* No jargon
* Only use acronyms after the full term has been used once
* Analogies are good

**Simplify and reduce:**

|  |  |
| --- | --- |
| **Don't say** | **Say** |
| Participate in | Take part |
| Prior to | Before |
| Discontinue | Stop |
| In the event of | If |
| Duration | Time |
| Inform | Tell |
| Scheduled to undergo | Due to have |
| Accordingly, consequently | So |
| With reference to, with regard to | About |
| If this is the case | If so |
| In the event of | If |
| For the purpose of | To |

**AND THE GOLDEN RULE?**

Do not copy and paste anything from your proposal. You are cursed with too much knowledge. This is the downward slope. Just follow the advice above. If unsure, please ask somebody (preferably somebody who is not part of the scientific community) to review it for you.