



Guidance for writing the lay case for support

Our research programme is entirely funded by donations from individuals, many of whom have psoriasis, and so we feel it is vital that the research they have helped to fund is accessible and relevant to them.

The Psoriasis Association also has an **Experts by Experience Committee (EXEC)**, which is made up of people with personal experience of living with psoriasis. They will use their experience to review the applications and comment on their relevance, feasibility and potential impact. The comments and scores from the EXEC will have **equal weighting to those from the external peer reviewers** for the peer application.

It is important therefore that the lay application is not only comprehensible to lay readers but also comprehensive. Please use the tips below to help write the lay application:

- **Write with your audience in mind**

The EXEC all have personal experience of psoriasis, therefore a detailed explanation of psoriasis is not needed. Use more personal language and consider how your writing may be interpreted by people who live psoriasis, for example consider changing 'psoriasis patients' to 'people with psoriasis'.

- **Use plain English**

Try to use everyday language, like you would see in a newspaper article. However, the application shouldn't be a 'dumbed down' version of the peer review application, but a more accessible one without the jargon, abbreviations or acronyms. If technical terms are needed, provide a clear explanation or consider including a glossary. Avoid using unexplained abbreviations or acronyms.

- **Use shorter sentences**

Long, winding sentences can be difficult to follow. Try to use sentences containing around 15-20 words for clarity, and use shorter sentences for impact. Ensure that any longer sentences contain no more than three pieces of information as this makes them easier to digest.



- **Use active phrases**

Active phrases will help to shorten and clarify the writing, for example instead of 'A blood sample will be taken by us' use 'We will take a blood sample'.

- **Use images and diagrams**

Pictures and diagrams are recommended if they improve comprehension and readability. Images should only be referred to in the abstract if they can be published on the Psoriasis Association website.

- **Use bullet points to break up blocks of text or complex information**

- **If possible, ask someone outside of research to read a draft and highlight anything they think is unclear**

- **For additional advice, contact your local Research Design Service run by the NIHR.**

They can give you free and confidential advice on all aspects of your application, including helping you to review your plain English writing. Contact details for your local service can be found at <https://www.nihr.ac.uk/about-us/how-we-are-managed/our-structure/research/research-design-service/contact-us.htm>