

# Community Engagement Learning Hub Plain Language and Design

June 16, 2022

<https://vimeo.com/721551922>



*An Initiative Funded by the National Institutes of Health*

# Agenda

1	Welcome	2 minutes	Janelle Linton
2	Learning Hub Guidelines	3 minutes	Shonna Yin
3	Introductions	5 Minutes	Shonna Yin
4	Presentation	30 minutes	Catina O'Leary, HLM Leila Burr, TonicGroup
5	Q&A Session	15 minutes	Shonna Yin
6	Closing Remarks	5 minutes	Janelle Linton

# Engaging in Learning Hubs: guidelines

- The session will be recorded
- Use the raise hand function
- We welcome you to turn on your video, if comfortable
- Please remain muted when you are not speaking to minimize background noise
- During the Q&A session, please introduce yourself by name and organization (if applicable)

# Tips for using Zoom

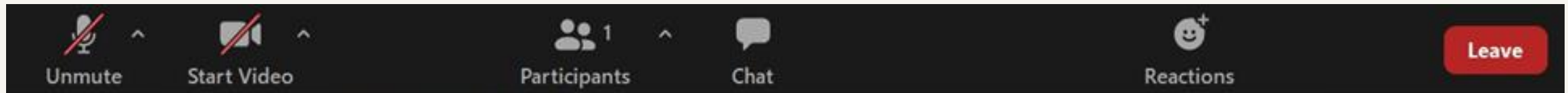
Select to turn on/off  
your video cameras



Select to chat with others and  
ask questions in the meeting



Select to exit  
meeting



Select to unmute/mute  
yourself



Select to view those  
attending the meeting



Select to raise  
hand to speak





**Moderator**

**H. Shonna Yin, MD, MSc**

CSC Faculty, Health Literacy Lead  
Associate Professor of Pediatrics  
and Population Health  
NYU Grossman School of Medicine



**Presenter**

**Catina O'Leary, PhD, LMSW**

President & CEO  
Health Literacy Media



**Presenter**

**Leila Burr**

Managing Director  
TonicGroup

# What is Health Literacy?



# Defining health literacy

## Textbook definitions

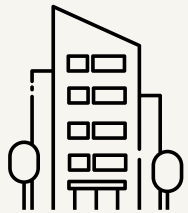
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### Personal health literacy

The degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.

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### Organizational health literacy

The degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.

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# Social determinants perspective


Health literacy is associated with where people get their information




Economic stability



Education access and quality



Neighborhood and built environment



Social and community context



Healthcare access and quality

- Including health literacy





# Cycle of misinformation

Health literacy influences the level of information someone can understand



# Health literacy and research studies

Using clear communication throughout the full study process



## Recruitment

Health literate recruitment materials engage everyone and encourage diverse representation

### Examples

- Social media
- Website design
- News releases
- Tip sheets



## Results

Patient-friendly summaries help patients understand their role and encourage future participation

### Examples

- Trial summaries
- Journal articles
- Website synopses



## Consent

An understandable consent process is essential to true and legal informed consent

### Examples

- ICF templates
- Child assent forms



## Evaluation

Constant collection of insights ensures all research is grounded in the patients' values

### Examples

- Focus groups
- Interviews
- Surveys
- Reports and plans



## Retention

Clear data collection forms ensure accurate data – no matter if the study is local or decentralized

### Examples

- Patient information
- Data collection forms



## Communication

Staff communication strategies can facilitate meaningful participation for all involved

### Examples

- Newsletters
- Blogs
- Web content

# Health literacy and regulatory guidelines

Clear and accurate science content  
that addresses all requirements

Health literacy principles



Requirements and guidelines



Plain, clear language



Numeracy principles



Structure



Behavior focus



Accurate, factual, objective



Balanced risk information



Understandable



Actionable and applicable

Why is health literacy  
important?



# What we know about health literacy

93 million American adults lack the health literacy skills or support to:



Understand health information written (often written at 11<sup>th</sup> grade or above)



Calculate dosage and timing through the course of a day



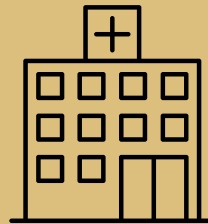
Make decisions about risk, such as whether to get a vaccine



Manage a chronic condition such as diabetes



Get and keep health insurance and access care



Navigate the healthcare system – literally and figuratively



Comprehend jargon-filled diagnoses or medical instructions from providers

# Some populations are more affected

Health literacy has a big impact



**Mental Illness**



**Low Income**



**Older Adults**



**Low Education**



**Limited English**

# How we apply health literacy to RECOVER



# We follow a proven process

We use health literacy to meet people where they are with what they need



**Understand**  
the health, science,  
and risk information



**Apply clear**  
communication  
best practices



**Design**  
engaging print and  
digital materials



**Audience test**  
and revise print and  
digital materials



# We decide how best to support our audience

We ask ourselves a few simple, but important questions to inform the content strategy, copy and design of each material we produce:

- Who is the **target audience** and what specific needs do they have?
- What is the **purpose** of the material we need to produce?
- Is there a specific **outcome** we are after?
- How will we **deliver** our message to our target audience? (For instance, is it a flyer, brochure, billboard, email, advertisement, etc.?)



# How we apply plain language principles to RECOVER



# We use fundamental approaches

Every element of our work includes these 2 fundamental health literacy best-practices

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## Plain language

Full health literacy reviews of existing materials using the most current and evidence-based health literacy best-practices and plain language principles, or new materials developed with the principles as a guide

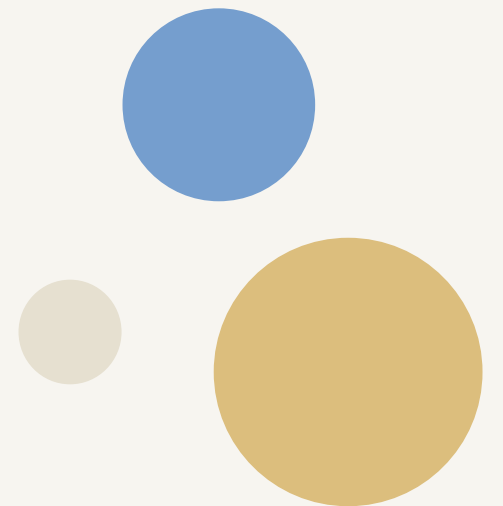
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## Universal precautions

Using plain language with everyone – in written and verbal communication – because anyone can misunderstand complex information and everyone prefers easy-to-understand information

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# We define plain language

Plain language involves a range of characteristics, including:

- Word choice and explanations
- Line length and spacing
- Structure and flow
- Numeracy
- Behaviors and action

We develop a glossary of terms and editorial style guide to ensure consistency across RECOVER



Term to define	Definition
<b>A</b>	
Accountability	Refers to a person or group being responsible for goals and actions.
Adaptive	Able to change to meet a certain situation, such as the needs of a certain group of people.
Acute	A short-term, often severe health problem.
Acute infection	When you first get an infection. Acute COVID infection starts when the virus enters your body and lasts until you can't spread it to others, usually about 2 weeks.
Adjudication Oversight Committee	<p>The RECOVER group that helps RECOVER leaders decide how to put study participants into different groups depending on their COVID symptoms and other tests. They also look at study results and help decide what the results mean in real life. They help decide if harmful events have happened to any study participants, and if so, whether the events are because of the study. If they are, they help decide how those events will be reported.</p> <p>The group is made up of researchers, health care professionals, patients, caregivers, and community members.</p>
Adjuvant	An ingredient in vaccines that helps boost your body's immune system response.
Administrative Coordinating Center (or ACC)	The RECOVER group that supports communication and administrative needs.
Adult cohort	A group of participants in RECOVER who are ages 18 years and older.

RECOVER | Glossary of Words Used in RECOVER 3





# We structure content in an easy-to-follow way

[Date]

Dear [Name of Young Adult or Caregiver Participant],

Thank you for being in the RECOVER Study. The blood sample that you sent to us will help us to better understand the long-term effects of COVID.

We are writing to let you know the result of one of the tests we did on your blood. The main reason we did this test was to find out if you had a COVID infection in the past. Everyone in the study is having this test done, even if they had a test like this before.

To do the test, your blood from the Tasso kit was sent to a lab to look for antibodies that show whether you might have been infected in the past with SARS-CoV-2. SARS-CoV-2 is the name of the virus that causes COVID. Antibodies are made by the body to fight infections and germs, like viruses.

### What do my COVID antibody test results mean?

When people get COVID, their bodies make two kinds of antibodies - N-type and S-type. If your test is positive (+) for N-type antibody, this means that you had COVID in the past, even if you can't remember feeling sick. If your test is positive (+) for S-type antibody, this can mean different things depending on what was seen on the N-type test. If both the S-type and N-type antibody tests are positive, this means you had COVID in the past. If the S-type antibody is positive (+) and the N-type antibody test is negative (-), this means you had the COVID vaccine. If both S-type and N-type antibody tests are negative (-), this means that you did not have a COVID infection or COVID vaccine in the past. This can also mean that your antibody levels are very low.

Here is your test result, which we are now able to share with you:

Result from N-type antibody test	Result from S-type antibody test
<input type="checkbox"/> +	<input type="checkbox"/> +
<input type="checkbox"/> -	<input type="checkbox"/> -

We will keep private all your records, samples, test results, and survey answers collected for this study.

Please see the Fact Sheet to help you understand your test result and learn more about the antibody test. If you have questions about these test results, please contact our study team at [XXX-XXX-XXXX] or via email [Study Site email] with "RECOVER Antibody Test Result" in the subject line.

Thank you again for being a part of this important study.

Place site logo here or delete

## Antibody Test Results

[ Insert Month day, year ]

Dear Parent or Guardian of [ insert Name of Child Participant ],

We're writing to share the results of a COVID antibody test on your child's blood sample.

### What is a COVID antibody test?

This test checks for certain antibodies (proteins) in your child's blood sample to learn if they either:

- Had COVID in the past
- Had the COVID vaccine

#### What are antibodies?

Antibodies are proteins that your body's immune system makes to fight germs, like the virus that causes COVID.

This antibody test cannot tell if your child had COVID when you took their blood sample.

### What is my child's test result?

Your child's test result was negative (they did not have antibodies). This means your child did not have COVID in the past and has not had the COVID vaccine. It is possible that your child had COVID in the past, but their body did not make enough antibodies or their antibody level went down over time so that the test couldn't find them.

If you have questions about your child's test results, please contact our study team:

- Call [ insert phone number ]
- Email [ insert Study Site email ] with "RECOVER Antibody Test Result" in the subject line

Thank you again for having your child take part in RECOVER! You're helping us learn about the long-term health effects of COVID.

Sincerely,

[ Investigator Name ]

- Content is streamlined and prioritized
- Clear headers, sub-headers and bulleted lists organize content into easy-to-read blocks
- Important takeaways are highlighted

BEFORE

AFTER

# We custom-tailor materials to the program

Clear heading

## What is done at the study visits?

You will visit the study clinic 11 times during the entire study. You may have extra visits for certain things, such as extra lab tests. This table shows what is done at each visit.

Plain language descriptions

Study visits broken down by period

	Screening		Treatment periods (You will go through this treatment period 2 times) When you start taking the study drug.						Follow-up
	About 12 days before treatment	About 2 weeks before treatment	Day 1	Days 2 to 6	Day 7	Day 8	Day 9	Rest period 7-14 days	A visit after your second rest period
Fast before visit			◆	◆	◆	◆	◆		
Height	◆								
Weight	◆		◆						◆
Blood tests	◆		◆	◆	◆	◆	◆		◆
Urine drug screen	◆	◆	◆		◆				
Alcohol breath test	◆	◆	◆		◆				
Physical exam	◆						◆		◆
ECG	◆		◆						◆
Vital signs	◆		◆	◆	◆	◆	◆		◆
Receive study drug			◆	◆	◆	◆			
Resident at clinic			◆	◆	◆	◆	◆		
Sleep assessments		◆	◆	◆	◆				
Questionnaires		◆	◆	◆		◆	◆		
Complete diary	◆	◆		◆		◆	◆		
Review medications and side effects	◆	◆	◆	◆	◆	◆	◆		◆
Review health history	◆		◆						◆

Indicators for activities

## Clear informed consent forms

Helps potential participants understand study information, including what is done at study visits

We deliver results participants can understand

Plain language summaries  
Helps patients, family members and communities understand trial results

Clear title

Easy-to-read summary at-a-glance page

Plain language, study-approved explanations

Data visualizations

**Clinical Trial Results Summary** **NOVARTIS**

### The weight loss effects and safety of trial drug BYM338 for people who are overweight and have type 2 diabetes

**Thank you!**

Thank you to the participants who took part in the clinical trial for the drug BYM338. All of the participants helped the researchers learn more about how BYM338 works and how safe it is to take.

Novartis sponsored this trial and believes it is important to share what was learned from the results of this trial with the participants and the public. An independent organization prepared this summary of the trial results.

We hope this helps the participants understand their important role in medical research.

**Trial information**

Trial number: CBYM338X2211  
Drug studied: BYM338  
Sponsor: Novartis

You can find more information about this trial by going to the websites listed on page 11 of this summary.

If you participated in this trial, you can ask questions about the trial with the trial doctors.

#### This trial at a glance

**What was the purpose of this trial?**

This trial was designed to learn more about the trial drug BYM338. BYM338 is designed to help the body build muscle and lose body fat. This trial focused on how well BYM338 worked for people who are obese and have type 2 diabetes.

**This trial was designed to answer these questions:**

- Did the participants who received BYM338 lose more body fat than participants who received the placebo after 48 weeks of treatment?
- What medical problems did the participants have during the trial? Keeping track of the medical problems helped the researchers understand the safety of BYM338.

**Who was in this trial?**

- 78 men and women were in this trial
- The participants were 42 to 76 years old, were overweight, and had type 2 diabetes

**What treatments did the participants receive?**

- BYM338
- Placebo – looks like the trial drug, but has no active ingredients. The placebo helps researchers better understand the actual effects of the trial drug.

The participants received their assigned treatment through a needle in a vein, which is called an intravenous infusion.

**What were the main results of this trial?**

Participants who received BYM338 lost more body fat than participants who received the placebo.

Most of the participants had at least one medical problem during the trial. The clinical trial team found that the trial drug was safe for the participants in this trial.

This trial had other results along with the main results.

Trial number: CBYM338X2211

#### What were the main results of this trial?

This is a summary of the overall results of this trial. Individual results from each participant may be different and are not included in this summary. Researchers need many trials to learn if a drug or other treatment is safe and works well. Other trials may provide new information or different results. Always talk to a doctor before making any changes to your health care.

#### Did the participants who received BYM338 lose more body fat than the participants who received the placebo?

The participants who received BYM338 lost more body fat than the participants who received the placebo.

To find this out, the clinical trial team looked at the DXA scans that measured each participant's body fat before, during, and after treatment. The team then compared the average change in body fat for the participants who received BYM338 to the participants who received the placebo.

After 24 weeks of treatment, the participants who received BYM338 had lost more body fat. Those who received the placebo had about the same amount of body fat as when they started treatment.

At the end of the 48 weeks of treatment, the participants who received BYM338 had lost more body fat. Those who received the placebo still had about the same amount of body fat as when they started treatment. The chart below shows the average amount of body fat participants lost after 48 weeks of treatment.

**The average amount of body fat the participants lost after 48 weeks**

Treatment	Participants	Pounds of body fat lost after 48 weeks
BYM338	37 participants	16.5 pounds
Placebo	38 participants	0.4 pounds

Trial number: CBYM338X2211

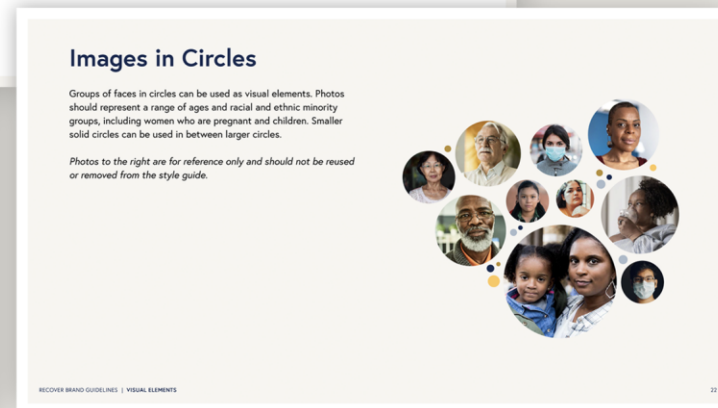
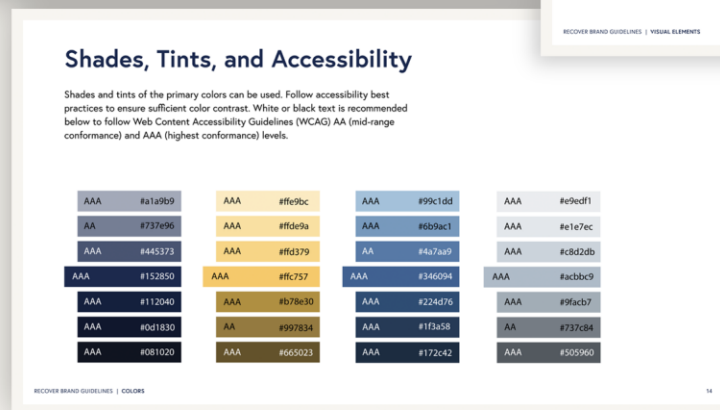
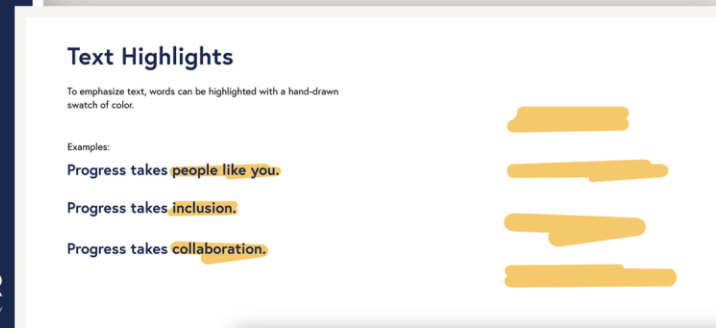
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# How we apply design principles to RECOVER



# We use a style guide to unify the graphic identity



- Consistent visual vocabulary to unify look and feel
- Visual cues participants learn and come to expect
- Framework to operate efficiently
- Accessibility guidance on colors and type styles for contrast and legibility

**How to Take a (Spit) Sample**

**How to Take a Blood Sample at Home with the Tasso-M20 Kit**

**How to Check Oxygen Levels and Pulse at Home**

Before you use this kit, read this entire booklet and watch the video to learn the steps to take your sample.

Before you open the Tasso box in your kit, read this entire booklet and watch the video to learn the steps to take your sample.

Before you use the pulse oximeter, read this entire booklet to learn the steps.

**RECOVER**  
Researching COVID to Enhance Recovery  
An Initiative Funded by the National Institutes of Health

RECOVERcovid.org

**RECOVER**  
Researching COVID to Enhance Recovery

Goal of RECOVER | Who can join? | How it works | Learn more

**Welcome to RECOVER Studies**

Funded by the NIH, RECOVER is a research project that aims to learn about the long-term health effects of COVID, including what is sometimes called Long COVID. We need adults and children who have and have not had COVID to join RECOVER and help us find answers to Long COVID.

Together, we can make progress towards recovery.

**Find a RECOVER study site and ask to join today**

There are more than 90 sites in over 30 states, with more sites opening up all the time.

I want a study site enrolling | City, State, or Zip | Find study site

**Help us learn about the long-term health effects of COVID (called Long COVID)**

Join a research study and get paid to help us learn how to prevent, test, and treat COVID in the future. Children and adults from all races, ethnicities, and backgrounds can join, including:

- People who currently have COVID
- People who had COVID in the past
- People who have never had COVID

Visit [RECOVERcovid.org](https://RECOVERcovid.org) to learn more about RECOVER and join today.

**RECOVER**  
Researching COVID to Enhance Recovery  
An Initiative Funded by the National Institutes of Health

**Help us learn about the long-term health effects of COVID (called Long COVID)**

Join a research study and get paid to help us learn how to prevent, test, and treat COVID in the future.

**Who can join the study?**

- Children and adults or Adults ages 18 years and older from all races, ethnicities, and backgrounds can join, including:
  - People who currently have COVID
  - People who had COVID in the past
  - People who have never had COVID

**What would I do if I join?**

We may ask you to:

- Answer survey questions
- Have checkups
- Give very small amounts of blood, spit (saliva), pee (urine), poop (stool), and fluid from your nose
- Take part for up to 4 years

You will not get treatment for COVID in this study.

**Contact us to learn more or join: [enter phone or email]**

**RECOVER**  
Researching COVID to Enhance Recovery  
An Initiative Funded by the National Institutes of Health

Replace with site logo | [insert site URL]

**Study Staff Visit Reminder Call Script**

Use the script below when calling participants to remind them. Before you call, prepare this information to tailor the call script:

- The participant's name
- Date and location of their visit, including parking instructions
- Reason for the visit and which tests they'll have, so you can give instructions and answer any questions

"Hello, may I speak with [insert participant name]?"

"This is [your name] calling from [name of organization]. I'm calling to confirm your upcoming visit for the RECOVER study."

"Your visit is scheduled for: [day, month, date] at [time and location]."

"Are you still able to come on that day and time?"

- If NO: [Reschedule or provide additional information]
- If YES: "Great! Your visit is at [location]."

"Do you know where to go?"

- If NO: [Give instructions on parking and transportation]

**RECOVER is a national project**

Up to 40,000 people of all ages and races and ethnicities, in almost every state

**United States**

Las Vegas, Los Angeles, San Diego, Houston, Chicago, Toronto, Ottawa, Montreal, Washington

**Mexico**

Guadalajara, Mexico City

Cuba

Honolulu, Kahala, Hawaii

**Why are some people sick months after having COVID?**

**Join a study to help us find answers. Get paid for your time.**

**(504) 568-2266**

**LSU Health**  
NEW ORLEANS

**RECOVER**  
Researching COVID to Enhance Recovery  
An Initiative Funded by the National Institutes of Health

# We use design elements to clearly present information

Muted background adds texture and makes primary content pop

Questions are set off on their own to easily identify and read them

A summary of the RECOVER study to learn about the long-term health effects of COVID in children

**RECOVER**  
Researching COVID to Enhance Recovery  
An Initiative Funded by the National Institutes of Health

**What is RECOVER?**  
RECOVER is a research project that aims to learn about the long-term health effects of COVID.

**Why are we doing this study?**  
We are doing this study to learn why some children who get COVID feel sick for a long time and others don't feel sick or feel better quickly. When someone is sick many months after getting COVID, it's called "Long COVID". Symptoms of Long COVID may include:

- Trouble breathing
- Coughing
- Feeling weak and tired
- Problems with memory or focusing

**We designed this study to answer these questions:**

- **How many** children get Long COVID?
- **Why** do some children get Long COVID and others do not?
- What **symptoms** do children feel when they get Long COVID?
- How **long** do children feel sick when they get Long COVID?
- What **causes** Long COVID to happen in children?
- How does having Long COVID **affect children's physical and mental health** as they grow?

We hope this study will help us find better ways to prevent, test, and treat children with Long COVID in the future.

**What kind of study is this?**  
This study is a **multi-site, observational study**:

- **Multi-site** means that the same study plan will be used at many different places across the country, called study sites. The study sites are usually hospitals, medical schools, and doctor's offices.
- **Observational study** means that researchers simply collect information (called data) from participants. **Participants will not get medicine or treatment for Long COVID in this study.**

We will compare information from 2 groups of participants:

- Participants who **had** COVID
- Participants who **never had** COVID

RECOVER | A Multi-Center Observational Study: The RECOVER Post Acute Sequelae of SARS-CoV-2 (PASC) Pediatric Cohort Study 1

Solid-colored headers house purpose of the document


Main content is set on white for legibility




# We use visuals to reinforce key messages




**3 Spit saliva into the funnel.**  
If your saliva has bubbles in it, wait until they pop on their own. Keep spitting saliva into the funnel until clear saliva fills the tube up to the FILL TO line.




**4 Close the lid on the funnel.**  
Hold the tube upright with the opening at the top. Push down on the funnel lid until you hear a click. Liquid from the lid will then go into the tube with your saliva.



**5 After all the liquid has gone down into the tube from the funnel, twist the empty funnel off the tube.**  
Hold the tube and gently twist the funnel off.




**6 Put the plastic cap on the tube.**  
Twist the plastic cap onto the tube to close it. Make sure it is on tight.



**7 Mix your saliva in the tube.**  
Gently flip the tube upside down and then back up 5 times.

**8 Write the date and time you took your sample on the form.**  
Don't write down your name, birth date, or other things about you on the form.



**Pack and mail your sample**


**9 Put the tube with your sample in the clear plastic bag and seal it.**  
To seal the bag, peel off the blue strip, fold over the flap, and push down. Fold the sealed bag around the tube.

**10 Put the sealed, folded bag with your sample into the bubble wrap bag.**  
This protects it during shipping.

**11 Put the bubble wrap bag with your bagged sample and the form in the shipping box.**

**12 Close and seal the box.**

**13 Mail your sample.**  
Within 24 hours of taking your sample, drop it off at a United States Post Office (USPS) or USPS mailbox



6 7

- Visuals can be photographs or illustrations
- They are an important part of instructional text, they aid understanding
- Visuals add interest to engage and invite reader to spend time with content
- They lighten the page content and lessen the visual burden

# We embrace “open space”

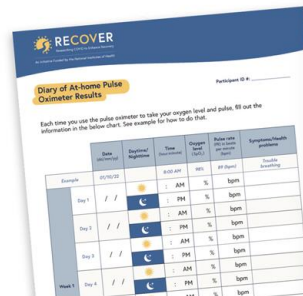
## How often will I need to use the pulse oximeter?

You will need to use your pulse oximeter **20 times or more over the next 4 weeks:**

1. **For one week (7 days):** Use your pulse oximeter **2 times every day** – one time in the morning at about 8AM, and one time at night before bedtime. (14 times for this week)
2. **Then, over the next 3 weeks (21 days):** Pick one day each week, and on that day, use your pulse oximeter **2 times** – one time in the morning and one time at night.

## Prepare to use the pulse oximeter

- Get your pulse oximeter
- Get the diary and pen to write down your results
- Take off any nail polish so that the pulse oximeter works right



4

## Take your oxygen level and pulse using the pulse oximeter

1. Make sure there are batteries inside your pulse oximeter and turn it on

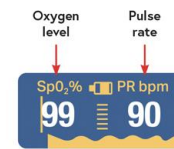


2. The pulse oximeter is like a clip – squeeze the top and bottom to open it up. Place one of your fingers into the pulse oximeter with your fingernail facing up.

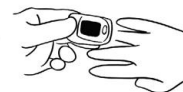


3. Wait for the screen to show 2 numbers:

- Your **oxygen level** is labeled **SpO<sub>2</sub>%**
- Your **pulse rate** (PR) is labeled **PR bpm** (beats per minute). Your pulse rate is the same as your heart rate



If the screen does not show a number, place it on a different finger (but not your thumb). The oximeter may not work if your fingers are too cold or wet, or if you have nail polish on.



5

- Don't fear the “open space”
- Blank space reduces visual burden on the eyes, adding “breathability”
- It allows content and visuals to be easily traced and parsed
- It forces a prioritization of content
- It's a main consideration for making designs accessible

# We use photography to represent our audience

The screenshot shows the top navigation bar with the RECOVER logo and links for 'Goal of RECOVER', 'Who can join?', 'How it works', and 'Learn more'. The main heading is 'What is the goal of RECOVER?'. Below it, a paragraph explains the goal: 'The goal is to learn how we can better prevent, test, and treat Long COVID in the future. The main questions it will answer include:'. Two bullet points follow: '• Why do some people get Long COVID and others don't?' and '• What symptoms do people feel when they get Long COVID and how long do they feel sick?'. A section titled 'What is Long COVID?' provides a definition: 'Long COVID is when a person is sick many months after getting COVID. Their symptoms can include trouble breathing, a cough, feeling weak and tired, and problems with certain organs, such as their heart or kidneys.' A link 'Learn more about the study →' is at the bottom. A large circular photograph of a woman with curly hair using a nebulizer is on the right side of the page.

The screenshot shows the top navigation bar with the RECOVER logo and links for 'Goal of RECOVER', 'Who can join?', 'How it works', and 'Learn more'. The main heading is 'Coming Soon'. Below it, a paragraph says: 'Soon, we will update this website to include:'. Two bullet points follow: '• An overview of what will happen while participants are in RECOVER' and '• Information for study participants, including a study glossary and study progress updates'. A section titled 'Learn More About RECOVER' says: 'Learn more about RECOVER, including:'. Three bullet points follow: '• Information about RECOVER researchers and leadership', '• How RECOVER works with the community', and '• FAQs'. A section titled 'Get the Latest News' says: 'Sign up to get emails with the latest news and information about RECOVER.' and 'Sign up here →'. A large photograph of an older man wearing a blue surgical mask is centered on the page.

The screenshot shows the top navigation bar with the RECOVER logo and links for 'Goal of RECOVER', 'Who can join?', 'How it works', and 'Learn more'. The main heading is 'Who can join the RECOVER study?'. Below it, a paragraph says: 'Up to 40,000 people who have and have not had COVID, from all ages, races, ethnicities, and backgrounds. This helps us learn about Long COVID in everyone. This includes:'. Three bullet points follow: '• Adults', '• Babies, children, and teens', and '• Pregnant people'. A paragraph below says: 'Certain sites are also enrolling the tissues and organs of deceased people, with the permission of a loved one.' A final paragraph says: 'Joining is voluntary – this means you decide if you want to take part or not.' A collage of circular photographs shows diverse people: an older man, a young girl, a woman wearing a mask, a pregnant woman, a young boy, and a man.

- Photography represents diversity of audience
- Forms connection with audience that helps them relate
- Provides visual interest and breaks up content
- Sets tone – is it serious, playful, happy, sad?

# We use iconography and infographics for quick “reads”

## What is Long COVID?

A condition in which a person is sick many months after getting COVID. The health effects can include:

New or ongoing symptoms, such as:



Trouble breathing



Feeling weak and tired



Trouble thinking (brain fog)



Cough

Problems with certain organs, such as:



Heart



Lung



Kidneys



Brain

It's estimated that:

**39M+**

More than 39 million people in the US have Long COVID and counting



Up to 3 in 10 people (10-30%) who get COVID will have Long COVID

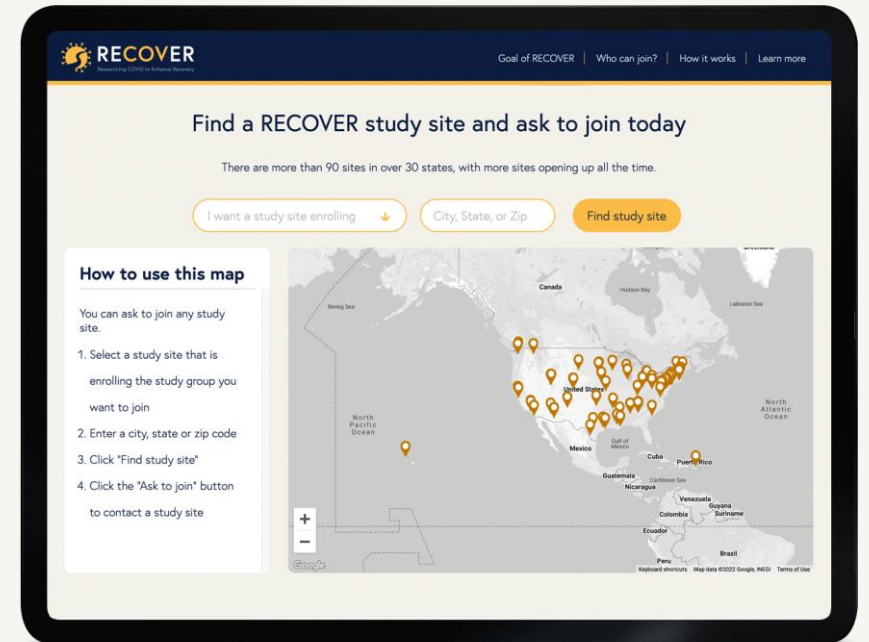
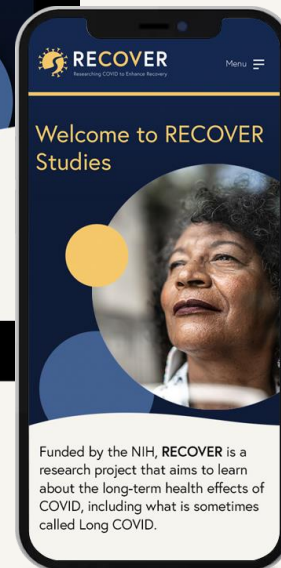
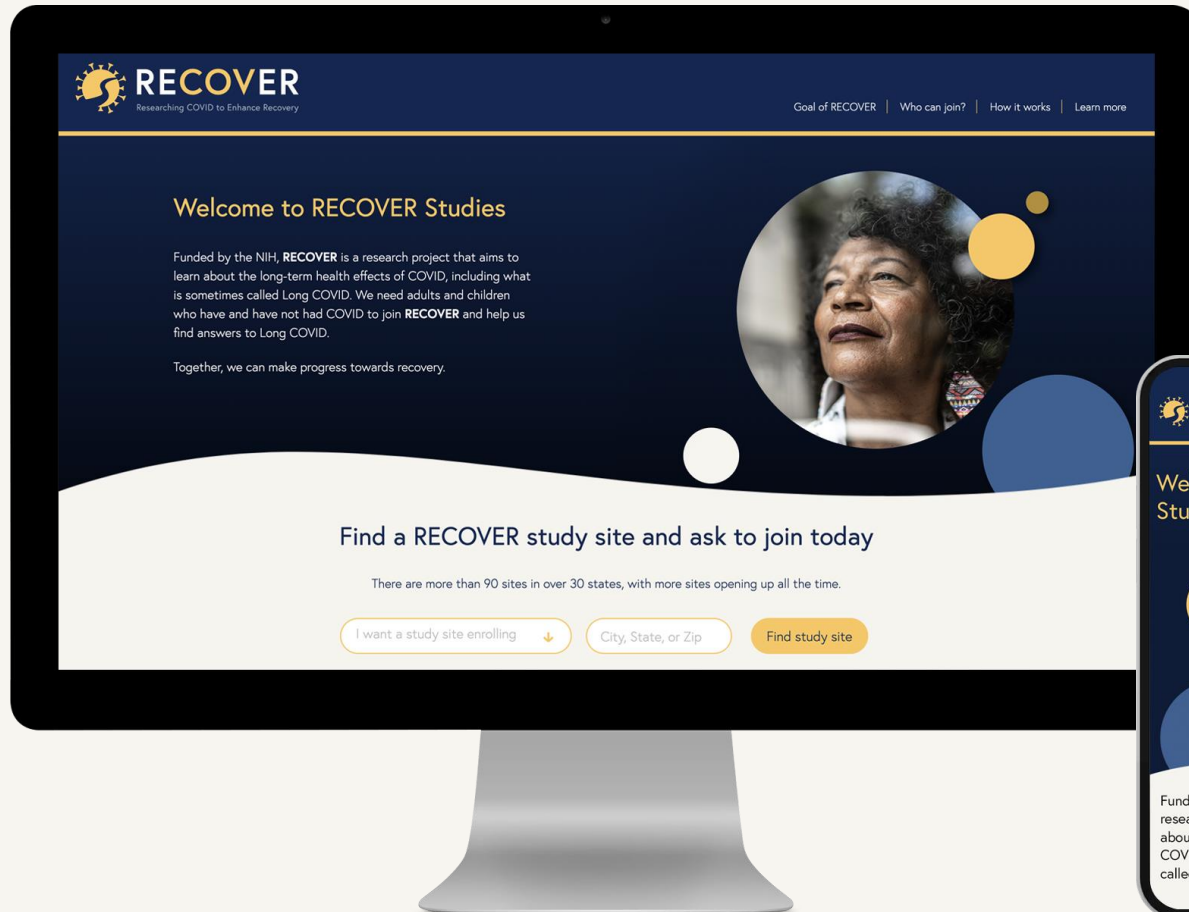
Iconography provides a visual way to absorb content

Infographics reinforce concepts in copy

Together, these elements make a page of content easier to digest



# We have a multimedia design strategy



# Materials are translated into multiple languages

## ساعدنا على أن نفهم بشكل أفضل الأثار طويلة المدى لكوفيد-19.

لو سبق لك أنت أو شخص من أسرتك الإصابة بكوفيد-19، أو كنت تعاني أنت أو شخص من أسرتك من الأثار الجانبية الطويلة لكوفيد-19، فقد يكون بإمكانك مساعدتنا على أن نفهم المزيد عن هذا الفيروس ونوفر العلاج له. حتى لو لم يسبق لك الإصابة بكوفيد-19، فقد يكون بإمكانك المساعدة. تعرف أكثر على كيفية المشاركة في دراسة بالقرب منك.

[recoverCOVIDstudies.org](https://recoverCOVIDstudies.org)



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Researching COVID to Enhance Recovery  
An Initiative Funded by the National Institutes of Health

اسم الشارع

اسم الموقع  
الشخص جهة الاتصال  
البريد الإلكتروني  
الرابط أو الهاتف

## 幫助我們更瞭解 武漢肺炎的長期影響。

如果您或您的家人曾患有武漢肺炎，或者感覺到武漢肺炎的長期影響，您或許可以幫助我們更瞭解此疾病及其治療方式。即使您未曾患有武漢肺炎，也可能可以提供協助。獲得您如何可在附近參與試驗的更多資訊。

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更換為標誌

單位名稱  
聯絡人  
電子郵件  
網址或電話

Importante: congele la compresa fría de inmediato

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## Cómo usar el kit de muestras de heces para el hogar



Gracias por participar en el estudio RECOVER. Como usted sabe, el estudio incluye a personas que han tenido COVID y a otras que no. Este estudio nos ayudará a conocer los efectos a largo plazo de la COVID (también llamada COVID prolongada). Para ello, nos gustaría obtener una pequeña cantidad, o muestra, de sus heces (también llamadas popó o deposiciones).

Este kit le permite obtener una pequeña cantidad de las heces en su casa y enviárnosla. Es fácil, seguro, privado y no le cuesta dinero.

Verifique que estén todos los suministros. Si hay algún elemento que falte, no use el kit y notifíquelo al personal del estudio. Si el kit está completo, realice los siguientes pasos para obtener la muestra, empaquetarla y enviarla.

### Lea estas reglas antes de comenzar

- Congele la compresa fría inmediatamente después de abrir el kit.
- Conserve la caja de telgopor y la cinta de embalaje para enviarnos la muestra de vuelta.
- Congele la compresa fría durante un día o más antes de enviar la muestra.
- Obtenga la muestra únicamente de lunes a viernes. ¿Por qué? Debe enviar la muestra el mismo día que la obtiene y solo puede enviarla de lunes a viernes.
- Envíe la muestra con FedEx® con el servicio de recolección el mismo día. No tiene ningún costo. Puede llamarlos y acordar una hora de recogida, pero debe ser el mismo día. Por ejemplo, si normalmente hace popó por la mañana, llame a FedEx para que recoja la muestra ese mismo día. Asegúrese de guardar la muestra embalada en el refrigerador hasta ese momento. Prepare la muestra para el envío (paso 4) justo antes de que llegue FedEx.
- Si lo desea, también puede dejar la muestra embalada en cualquier oficina o buzón de FedEx. Entregue la muestra el mismo día en que la obtenga. Guarde la muestra embalada en el refrigerador hasta que vaya a entregarla.

# Accessibility matters



# Electronic materials are made to be accessible

RECOVER follows  
**508 compliance  
standards**

Document **alt text and  
tags** are optimized for  
screen readers

Accessibility standards  
are met for persons  
with disabilities,  
including vision and  
hearing impairments

# Q & A Session

# Coming Soon

## Building Diversity and Inclusivity through Engagement

A Learning Hub by the National Community Engagement Group and the Community Engagement Team

Featuring **Al Richmond** and **Melvin Jackson**

**Thursday July 21 at 6:00 pm EST**  
Register today – Link in the chat

## Featured Speakers



**Al Richmond**  
MSW



**Melvin Jackson**  
MSPH

## Reach out to us

RECOVER CSC: [recover\\_csc@nyulangone.org](mailto:recover_csc@nyulangone.org)

Health Literacy Media: [coleary@healthliteracy.media](mailto:coleary@healthliteracy.media)

TonicGroup: [leila@tonicgroup.com](mailto:leila@tonicgroup.com)



Tell us what you thought

The link to complete a brief survey will be shared in the Learning Hub's chat





Thank you





**RECOVER**

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[RECOVERcovid.org](https://RECOVERcovid.org)