

Abstract and Suggested Citation Format

Poster Presentation Presented at the
2021 American College of Sports Medicine Annual Meeting & World Congress on Exercise is Medicine®

By

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Description of Listed Elements

The submitted presentation material summarizes a project presented at the 2021 American College of Sports Medicine Virtual Annual Meeting and World Congress on Exercise is Medicine®. The project which the presentation is based on is titled, "Towards Knowledge Translation in Kinesiology: Investigating Barriers and Identifying Opportunities - Part 1." The uploaded documents consist of the following material: (a) the presentation abstract, and (b) a copy of the e-poster presented at the virtual event. Please follow the social media profiles of Dr. Jafrā Thomas, for timely project updates (e.g., ResearchGate dot net and GoogleScholar dot com). You may find related work from this lab group published to Cal Poly Digital Commons under the Kinesiology and Public Health section (see URL): <https://digitalcommons.calpoly.edu/kinesp/>. Finally, the e-poster contains several interactive prompts that are great learning activities. Using the presentation material in educational settings is encouraged.

Presentation Abstract

Health education materials purportedly for use with lay audiences are rarely written in plain language (Thomas et al., 2018, *Quest*). This is inconsistent with the U.S. government's Plain Writing Act of 2010 and healthcare providers' *moral imperative* to communicate using plain language (Thomas et al., 2021, *Quest*). **PURPOSE:** This demonstration project solicited exercise and health science students' and professionals' input on one way of reducing this disconnect vis-à-vis a skill-building course. **METHODS:** Over a nine-month period (Mar. 2020-Dec. 2020), the first author invited the second through fourth to help develop a set of skill-building activities and one mock physical activity promotion web article (written in English), which could be the basis of a practicum course on plain language communication. Each activity was designed to promote skill mastery using two established protocols for appraising the level of plain language in lay materials (i.e., SMOG formula, Suitability Assessment of Materials method; Tse et al., 2020, *SWACSM*). The messages of the mock web article were designed to replicate the literacy demands and tone typical of what lay users would locate via the Internet. To ascertain the web article's face validity, eight undergraduate students/alumni unaffiliated with this specific project but assisting the first author in research were solicited for feedback. A 100% anonymous and optional online survey was used (response rate = 75%, response window = 5 days). **RESULTS:** Nineteen skill-building activities were created, as well as two visual tutorials for revising text (i.e., "plain language thesaurus," SMOG formula demo). Seven iterations resulted in a mock web article with a reading difficulty level typical of Internet material (i.e., 11th grade reading level, word count = 562; Thomas & Cardinal, 2020, *Quest*). The web article's content was found to have face validity (i.e., helpful, interesting). **CONCLUSION:** This demonstration project heeds calls to push for equity in physical activity promotion policies *and* practices (Ross et al., 2020, *ACSM*). Attendees will learn how to improve and/or select physical activity promotion materials in accordance with plain language principles. Similar work focused on communicating physical activity guidelines would be helpful (Thomas & Cardinal, 2020, *TJACSM*).

Suggested citation format for Abstract

Thomas, J. D., Christopher, C. N., Kennedy, W., Cardinal, B. J., & Smith, C. N. (2021). Are kinesiologists ready to communicate? Merits of a practicum course on plain language communication [Abstract No. 4133]? *Medicine and Science in Sports and Exercise*, 53(Supplement 5).

Suggested citation format for Poster Presentation

Thomas, J. D., Christopher, C. N., Kennedy, W., Cardinal, B. J., & Smith, C. N. (2021, June 1-5). *Are kinesiologists ready to communicate? Merits of a practicum course on plain language communication* [Electronic poster presentation, Abstract No. 4133]. 68th Annual Meeting of the American College of Sports Medicine and 12th Annual World Congress on Exercise is Medicine. Virtual Conference.