

*Comments from Contributor wishing to remain anonymous*

Dear Sir or Madame,

I am writing to you in response to your call for Public consultation on "Summary of Clinical Trial Results for Laypersons". I am responding as an individual.

Given that research participants and the general public are expected to be the primary audience of the lay summaries, there are two major points I would like to address:

First, in light of the health literacy levels observed in the general population, a text, even though written in lay language, may not be the most appealing format. It may therefore fail to generate interest, response, and ultimately the sharing of information within a person's social network. This in turn will hamper the knowledge dissemination process. In addition to the written lay summary, I would therefore suggest to also produce lay summaries in video (including subtitles) or infographic format (elements of infotainment). My second point relates to the access provided to the lay summaries via the EU database. Communicating results of clinical trials is essential not only to disseminate knowledge but also to generate interest and (financial) support for follow-up studies. The availability and accessibility of lay summaries of course play a critical role in this process. However, it is equally important to ensure that summaries are found and consumed by the intended target audiences. For this reason, I would suggest to also consider the use of social media channels like YouTube, Twitter, and Facebook when planning the dissemination strategy.

My contribution can be directly published provided that I/my organisation remain(s) anonymous (I consent to publication of any information in my contribution in whole or in part (which may include quotes or opinions I express) provided that this is done anonymously. I declare that nothing within my response is unlawful or would infringe the rights of any third party in a manner that would prevent publication).

Kind regards,