



# Knowledge Translation Guide for Abstracts

## WOW Festival 2025 - Student Poster Session

### Purpose of This Guide

This guide will help you translate your health-related research into a format that is accessible, engaging, and relevant for the general public. By following these steps, you'll be able to share your work beyond academia and spark meaningful conversations about health and wellness in our community.

## Know Your Audience

**Remember:** The WOW Festival is for everyone, not just academics! Your audience may include people with lived and living experience, policy makers, and health care professions who are involved in fields related to your topic.

**Use Person-First Language:** Avoid using stigmatizing language by opting in for person-first language (e.g., instead of "autistic children" try "children with autism"; instead of "alcoholics" try "individuals with an alcohol use disorder").

**Engage in Conversation:** When presenting, start by asking what the attendee already knows about your topic. This helps you tailor your explanation to their level of understanding.

## Use Clear and Inclusive Language

**Avoid Jargon and Abbreviations:** Use plain language. If you must use a technical term, explain it simply.

**Be Positive and Engaging:** Focus on how your research promotes **health and wellness**, rather than just describing illness, harms, or problems.

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## Highlight Community Relevance

### Connect to Everyday Life:

Clearly explain how your research findings could impact people's daily lives or benefit the community. Think big picture!

### Real-World Applications:

Emphasize practical implications and how your work could be used outside of academic settings.

### Showcase Community Engagement:

If community members, organizations, or stakeholders were involved in any part of your research, make this clear in your abstract or poster.

# Make Your Abstract Engaging

- **Be Clear and Concise:** Keep your abstract short, focused, and easy to understand.
- **Tell a Story: Explore** how you got to this research question, where it has gotten you thus far, and what's next for this research.
- **Invite Conversation:** Encourage audiences to engage with your research by posing a question or an invitation for feedback.

## Abstract Writing Checklist

- ☐ Used plain, accessible language (no jargon or unexplained abbreviations)
- ☐ Chosen person-first, non-stigmatizing language
- ☐ Focused on health and wellness, not just illness or harms
- ☐ Highlighted community impact and relevance
- ☐ Clearly stated if and how community members were involved in the research
- ☐ Made you abstract clear, engaging, and easy to follow for all audiences

## Abstracts Submission Steps

**01.** Submit Abstract using Google Form:  
<https://forms.gle/pbajgArYAmz6DEK28>

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**02.** If accepted, Peer Review Board will read and provide feedback on how to tailor your abstract to better connect with a general audience.