

# Medical Writing



## ALSO IN THIS ISSUE...

- Artificial intelligence, natural language generation, and the COVID-19 Tracking Project
- What to expect from the revision to the Good Pharmacovigilance Practices Module XVI

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EUROPEAN MEDICAL WRITERS ASSOCIATION



### **Medical Writing**

is the official journal of the European Medical Writers Association (EMWA). It is a quarterly journal that publishes articles on topics relevant to professional medical writers.

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# Medical Writing



**THIS ISSUE** December 2021 | Volume 30 Number 4

## Medical journalism

“Knowledge is wasted when it isn’t shared.”

J.M. Cornwell

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## Medical journalism in a new era

**W**e are living at a time when the general public is increasingly interested in scientific and medical advances. Medical journalism is therefore becoming more important to medical writers, although it is a subject that few of us are familiar with. To be able to write effectively for the general public, we need to understand their needs and how to efficiently reach them. It is therefore with great pleasure that we bring you this amazing issue packed with information on a variety of aspects of medical journalism and writing for lay audiences.

The issue starts off with an infographic from **Michelle Guillemard** and **Daniela Nakagawa** on the timely topic of how to write about coronavirus.

### GUEST EDITORS



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Our first feature article is also from **Michelle Guillemard** in which she discusses how to combat anti-vaxxers through medical journalism entitled, “Addressing vaccine hesitancy in writing: How has COVID-19 changed hesitancy communication, and what works?” This article examines practical ways to put yourself in your reader’s shoes,

demonstrate an understanding of their hesitancy about vaccines, and respond effectively using evidence-based writing techniques, clear communication, courtesy, and empathy.

Next, **Era Mae Ferron** brings in an aspect not so common for most of us: the use of comics in the medical and scientific world to communicate content to a variety of audiences, not just kids. In her article “Comics aren’t just for kids: Using cartoons in medical communications”, she shares five authentication strategies to gain the audience’s trust using this promising medium.

Our dear **Amy Whereat** shares her experience with “Tweeting publications... A short DIY guide to Twitter copywriting for



medical writers". Her article is about the five main lessons learned from having to write a Twitter post about a clinical study, for a peer-reviewed journal, in the eleventh hour.

Then, **Leesa Klich** enlightens us with "How to write for health websites". She explains that there are many strategies that medical writers can employ in creating health websites that make them more likely to capture and keep readers' attention and to encourage them to interact or engage with the content.

**Lisa Chamberlain James** and **Rachel Beeby** cover a related and increasingly relevant topic, "Plain language summaries of publications". The article explores what plain language summaries are, the approaches taken to date, and the challenges that remain. Moreover, the authors address the question, "What has COVID-19 taught us?"

**Surayya Taranum** writes about health on social media, another aspect of medical journalism, and shares with us her article "Science communication: A guide to creating online scientific content that engages". This article discusses the challenges and opportunities for science communicators in creating content for social media and other online platforms.

Finally, **Archana Nagarajan** covers an increasingly relevant topic, "Sustainable development, climate emergency, and journalism: The emerging role of medical writers". Her article, which gently introduces our upcoming issue on sustainable communications, provides a brief overview of reporting on sustainable development, the role of medical journalists and medical writers, and more.

We hope that you enjoy this issue of *Medical Writing*.

Happy reading!



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For instructions to authors, go to the journal section of EMWA's website ([www.journal.emwa.org](http://www.journal.emwa.org)). All manuscripts should be submitted to [mew@emwa.org](mailto:mew@emwa.org).

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