



# Uptake of Research and Research Dissemination

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# Outline

- Definitions
- Considerations for research dissemination and uptake
- Importance of research dissemination and uptake
- How to increase research uptake



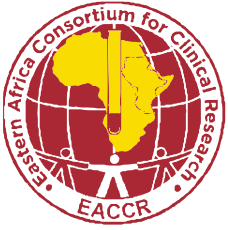
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# Dissemination...versus... Dissemination?

**Dissemination research** is defined as the scientific study of targeted distribution of information and intervention materials to a specific public health or clinical practice audience. The intent is to understand how best to communicate and integrate knowledge and the associated evidence-based interventions.

- **Dissemination of research** is a planned process that involves consideration of target audiences and the settings in which research findings are to be received and, where appropriate, communicating and interacting with wider policy and health service audiences in ways that will facilitate research uptake in decision-making processes and practice.



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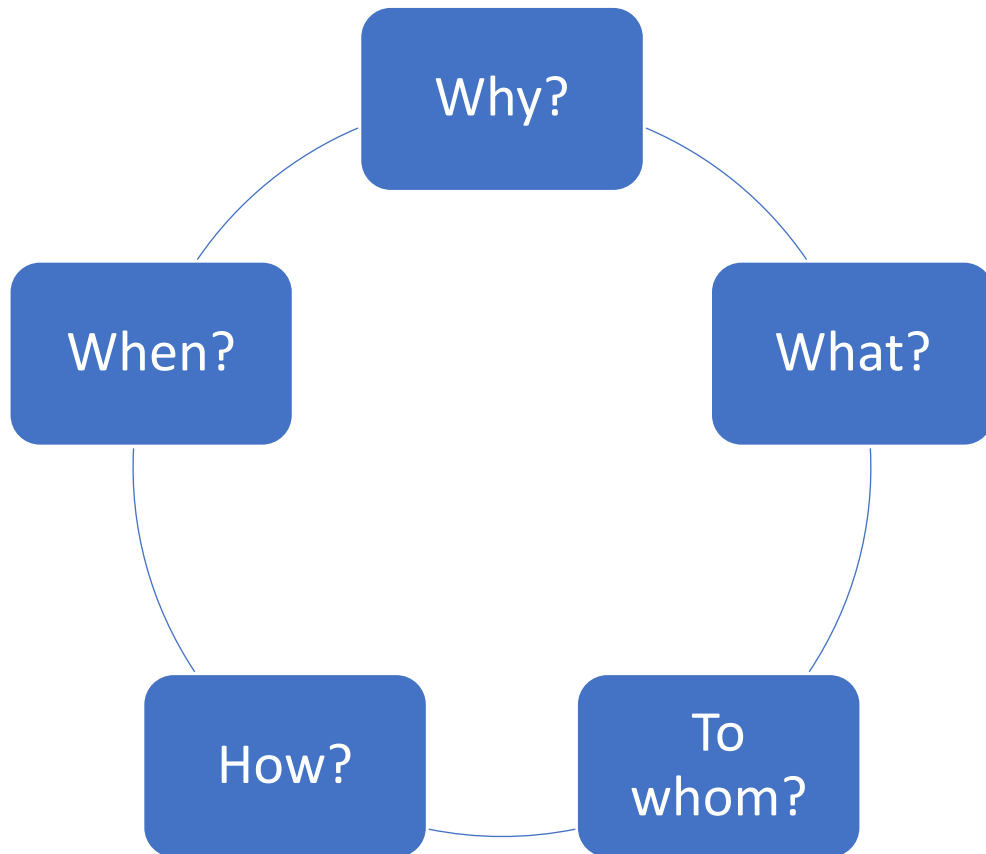
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# What to Consider for Dissemination



- “The process of sharing research findings with stakeholders and wider audiences.”  
–AHRQ
- Dissemination should be considered early on for successful adoption and translation of findings.

## The message should be:

- Clear
- Targeted
- Actionable
- Repeated
- Factually correct



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# Dissemination Planning

- IDENTIFY PURPOSE (WHY?)

## **1. Dissemination for Awareness**

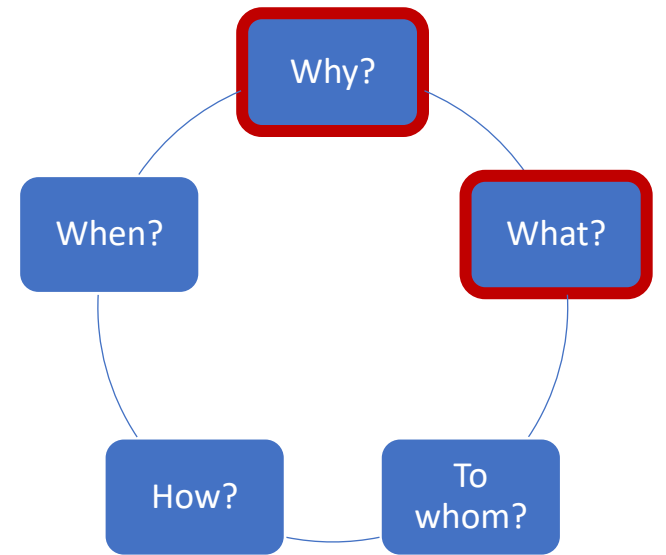
This may be useful for those target audiences that do not require a detailed knowledge but helpful for them to be aware of your activities and outcomes.

## **2. Dissemination for Understanding**

This will be because you believe that they can benefit from what your project offers; having detailed information is important

## **3. Dissemination for Action**

“Action” refers to a change of practice resulting from the adoption of products, materials or approaches offered by your project. These groups/audiences are those in a position to “influence” and “bring about change”.



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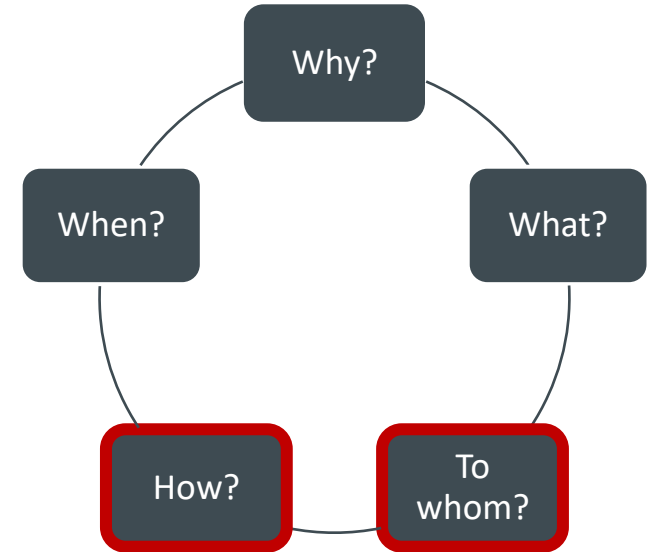
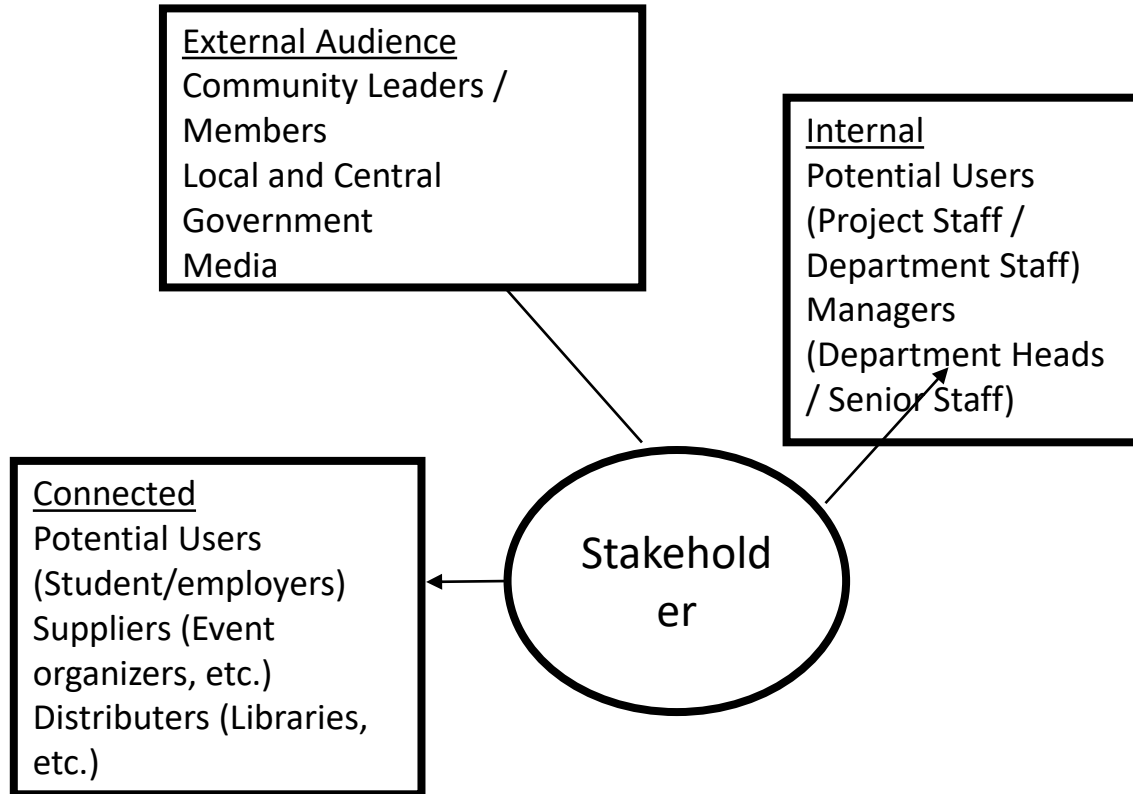
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# Dissemination Planning

DETERMINE TO WHOM: Who is a stakeholder?



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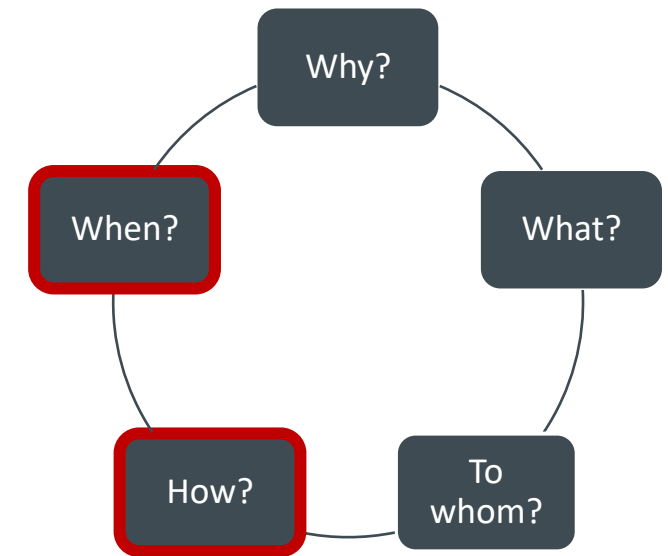
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# Dissemination Planning

- With the why and who,
- **IDENTIFY STRATEGY (HOW?)**
- *Media Coverage*
- *Press Release*
- *Research Summary Document*
- *Flyers, posters, brochures, research briefs*
- *Policy briefs*
- *Study Newsletters*
- *Community Agency Publications, websites, list-serves*
- *Community Events, seminars, conferences, meetings*
- *Letter of Thanks to Study Participants*



With the why and who and what,  
**IDENTIFY WHEN**

- *One time or reoccurring?*
  - *If multiple times, on what schedule?*



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# Uptake of research findings

Research is of no use unless it gets to the people who need to use it  
The goal will be to get the results of the research adopted.

Adoption of research results means **practical application** of the research results and use of the research results **to broaden one's decision-making** landscape

*what are some of the things that you can do to encourage uptake of your research results?*



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# How to increase uptake of research results

- Conduct problem-centered research. (demand-driven research)
- Involve stakeholders at the proposal development stage to feed into the research design
- Repackaging key messages.
- Conduct interdisciplinary research (research made up of a wide range of participants including academics, practitioners, NGOs etc.)
- keep stakeholders regularly informed of progress  
Invite them to project workshops or dissemination workshops



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# Strategies for research uptake

- **Partners / Influencers:** think about whom you will engage with to amplify your message.
- **Messaging:** consider the main message of your research findings. Frame it to resonate with your target audience and use the right language.
- **Channels:** use the most effective ways to communicate your message to your target audience(s) e.g. social media, websites, conferences, traditional media, journals
- **Coverage and frequency:** how many people are you trying to reach? How often do you want to communicate with them to achieve the required impact?
- **Potential risks and sensitivities:** be aware of the relevant current cultural and political climate. Consider how your dissemination might be perceived by different groups.



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THANK YOU



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## sources

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- [https://ajpp-online.org/resources/downloads/06\\_CreatingAnEffectiveDisseminationStrategy-AnExpandedWorkbook.pdf](https://ajpp-online.org/resources/downloads/06_CreatingAnEffectiveDisseminationStrategy-AnExpandedWorkbook.pdf)
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- [https://bioethics.yale.edu/sites/default/files/files/CARE\\_Dissemination\\_Strategies\\_FINAL\\_eversion.pdf](https://bioethics.yale.edu/sites/default/files/files/CARE_Dissemination_Strategies_FINAL_eversion.pdf)



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# Group work lift-talk

## Lift talk/ elevator talk

Is a brief, persuasive speech that you use to spark interest in what your organization does.

You can also use it to create interest in a project, idea or product – or in yourself.

A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name.



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# Exercise

You are moving in the lift at the Ministry of Health with the Honorable Minister of Health –Dr. ....and he/she will get out at the next level.

There is an important research finding on the COVID-19 vaccine trial you are involved in and you shared a brief with him/her (the minister). You have been to her office 3 times to book an appointment however you have not got it.

How are you going to handle the situation (Act out this scene in groups)



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