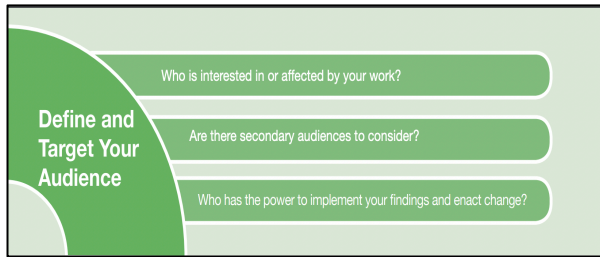


## TEAM ACTIVITY | DEVELOPING OUR DISSEMINATION PLAN (page 1)



Who is interested in or affected by your work?

Are there secondary audiences to consider?

Who has the power to implement your findings and enact change?



What kind of partnerships should you develop to promote translation and dissemination into policy and practice?

How should you frame your research questions so they speak to the concerns of your stakeholders?

Where does your primary audience typically get their information, and what are their usual trusted sources?

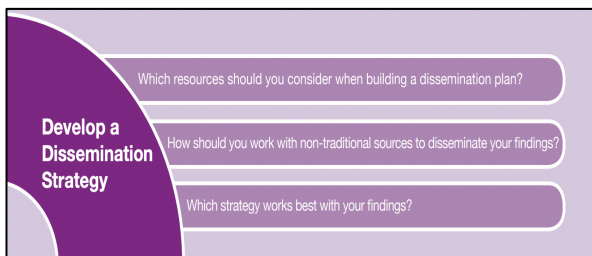
## TEAM ACTIVITY | DEVELOPING OUR DISSEMINATION PLAN (page 2)



How should you frame your research findings?

What are the key take home messages for your audience?

How do your results align with your audience's priorities?



Which resources should you consider when building a dissemination plan?

How should you work with non-traditional sources to disseminate your findings?

Which strategy works best with your findings?

TEAM ACTIVITY | DEVELOPING OUR DISSEMINATION PLAN (reference)

Medium	Advantages	Disadvantages	PHSSR Examples	Resources
Peer reviewed publications	<ul style="list-style-type: none"> <li>Lend credibility</li> <li>Required by promotion and tenure committees</li> </ul>	<ul style="list-style-type: none"> <li>Long review process</li> <li>Read mainly by academics</li> <li>Policy relevance may be tough to translate (many are focused on methods/data)</li> <li>Highly competitive</li> <li>Often require subscription</li> </ul>	<p>Journal of Public Health Management and Practice</p> <p>American Journal of Public Health</p> <p>Health Affairs</p> <p>Frontiers in PHSSR</p>	<p>Understanding the Publishing Process</p> <p>How to publish in scientific and medical journals. Available from: <a href="http://cdn.elsevier.com/assets/pdf_file/0020/131816/Understanding-the-Publishing-Process.pdf">http://cdn.elsevier.com/assets/pdf_file/0020/131816/Understanding-the-Publishing-Process.pdf</a></p>
Grey literature	<ul style="list-style-type: none"> <li>Published quickly</li> <li>Easily accessible</li> <li>Typically free</li> </ul>	<ul style="list-style-type: none"> <li>Less credibility than peer reviewed journals</li> <li>Can be hard to find; may require specialized search/find strategies</li> </ul>	<p><a href="http://www.academyhealth.org/files/interestgroups/phsr/FinalPhsrNAJan2010.pdf">http://www.academyhealth.org/files/interestgroups/phsr/FinalPhsrNAJan2010.pdf</a></p>	<p>Grey Literature Web Conference Series. Available from: <a href="http://www.academyhealth.org/Training/ResourceDetail.cfm?ItemNumber=6670">http://www.academyhealth.org/Training/ResourceDetail.cfm?ItemNumber=6670</a></p>
Issue Briefs (Research Briefs/Policy Briefs)	<ul style="list-style-type: none"> <li>Highlights key findings</li> <li>Quick turnaround</li> <li>Can be peer reviewed</li> </ul>	<ul style="list-style-type: none"> <li>May be perceived as biased, depending on the author, the review process, and the organization that published it</li> </ul>	<p><a href="http://www.academyhealth.org/files/Ri2013PopHealth.pdf">http://www.academyhealth.org/files/Ri2013PopHealth.pdf</a></p> <p><a href="http://cphp.sph.unc.edu/ncpercc/research/H1N1AccredComparison_revFeb12.pdf">http://cphp.sph.unc.edu/ncpercc/research/H1N1AccredComparison_revFeb12.pdf</a></p>	<p>Beyond Scientific Publication: Strategies for Disseminating Research Findings. Available from: <a href="http://www.yale.edu/bioethics/contribute_documents/CARE_Dissemination_Strategies_FINAL_eversion.pdf">http://www.yale.edu/bioethics/contribute_documents/CARE_Dissemination_Strategies_FINAL_eversion.pdf</a></p>
Press release	<ul style="list-style-type: none"> <li>Can be distributed to wide audience</li> <li>You control the message</li> <li>Can be used to reach broader audiences</li> </ul>	<ul style="list-style-type: none"> <li>Not likely to be read by policymakers unless a third party cites it (e.g., public information officer, university press office)</li> </ul>		<p>Tip Sheet: How to Write a Press Release. Available from: <a href="http://www.rwjfleaders.org/resources/how-write-press-release">http://www.rwjfleaders.org/resources/how-write-press-release</a></p>
Organization e-newsletters/listservs	<ul style="list-style-type: none"> <li>Targeted audience</li> <li>Quick turnaround</li> </ul>	<ul style="list-style-type: none"> <li>Your message can get lost</li> <li>Reliance on the organization for publicity</li> </ul>	<p>National Coordinating Center for PHSSR</p> <p>ASPH's Friday Letter</p>	
Blogs	<ul style="list-style-type: none"> <li>Immediate publication</li> <li>Easily accessible</li> <li>Free</li> </ul>	<ul style="list-style-type: none"> <li>Can lack credibility</li> <li>Requires additional promotion</li> </ul>	<p>The Incidental Economist</p> <p>Health Affairs Blog</p> <p>Improving Population Health</p>	<p>Kliff S, Mays G, Kindig, D. Traditional and New Methods for Disseminating What Works [Webinar]. Available from: <a href="http://www.academyhealth.org/Training/ResourceDetail.cfm?ItemNumber=10696">http://www.academyhealth.org/Training/ResourceDetail.cfm?ItemNumber=10696</a></p> <p>Blogging Benefits, Tips, and Tricks [Webinar]. Available from: <a href="http://www.rwjfleaders.org/resources/webinar-blogging-benefits-tips-and-tricks">http://www.rwjfleaders.org/resources/webinar-blogging-benefits-tips-and-tricks</a></p>
Social Media (Facebook, Twitter, LinkedIn, etc.)	<ul style="list-style-type: none"> <li>Immediate distribution</li> <li>Free</li> <li>Very broad reach</li> </ul>	<ul style="list-style-type: none"> <li>Potential loss of control of content through comments</li> <li>Credibility concerns</li> </ul>	<p>Institute of Medicine report releases</p>	<p>How to Write Effective Tweets. Available from: <a href="http://socialmediatoday.com/mike-mcgrail/1506006/how-write-effective-tweets">http://socialmediatoday.com/mike-mcgrail/1506006/how-write-effective-tweets</a></p>
Conferences	<ul style="list-style-type: none"> <li>Lends credibility</li> <li>Opportunity to receive feedback</li> </ul>	<ul style="list-style-type: none"> <li>Very competitive</li> <li>Requires travel time and money</li> </ul>	<p>AcademyHealth's Annual Research Meeting</p> <p>National Health Policy Conference</p>	
In-Person Briefings (with press, with policymakers)	<ul style="list-style-type: none"> <li>Easy to retarget message</li> <li>Quick turnaround</li> </ul>	<ul style="list-style-type: none"> <li>Reaches only a very small group of people</li> <li>Can be difficult to schedule</li> </ul>		<p>Townhall Meeting in a Box: <a href="http://www.countyhealthrankings.org/node/19415">http://www.countyhealthrankings.org/node/19415</a></p>
Webinars	<ul style="list-style-type: none"> <li>Limited time and travel commitment</li> <li>Allows for audience interaction</li> </ul>	<ul style="list-style-type: none"> <li>Can be costly</li> <li>Reach limited to event participants</li> </ul>	<p>AcademyHealth Webinars</p> <p>Public Health Institute Webinars</p>	