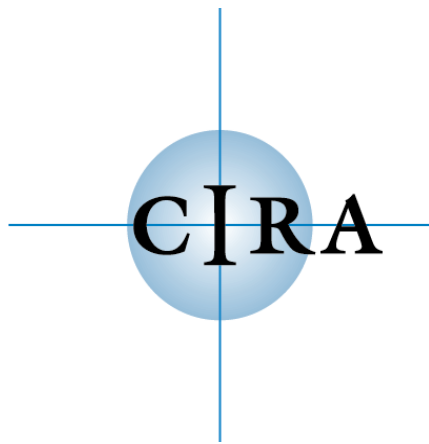


Center for Interdisciplinary Research On AIDS



Disseminating Research Findings

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Disseminating Research Findings: How & Why?

Often a neglected afterthought in busy research schedules, the dissemination of key findings is a crucial step in community-based research.

A frequent community concern is that research results are often not made available to those who could benefit from them, such as study participants and others in the local community.

Creating dissemination plans are a requirement of all affiliated projects.

How to Develop a Dissemination Plan

To be effective, dissemination strategies must be incorporated into the earliest planning stages of a research study. In fact, the most successful dissemination processes are typically designed prior to the start of a project.

In creating a dissemination plan, researchers should consider several key questions:

- **Goal:** What are the goals and objectives of the dissemination effort? What effect is the dissemination plan aimed at producing?
- **Audience:** Who is affected most by this research? Who would be interested in learning about the study findings?

- **Medium:** What is the most effective way to reach each audience? Which resources does each group typically access?
- **Execution:** When should each aspect of the dissemination plan occur (e.g. at which points during the study and afterwards)? Who will be responsible for dissemination activities?

Strategies for Disseminating Research Findings

In an effort to increase the ease and efficiency of undertaking such measures, CRC's *Strategies for Disseminating Research Findings* provides key approaches to dissemination, including templates and contact information wherever possible to streamline the dissemination process. Through such distribution channels, CRC hopes to distribute salient findings to affected communities, participant agencies, health departments, researchers, policy makers, and HIV advocacy groups.

A basic how-to on dissemination, the various methods discussed in the report include research summaries, press releases, flyers, posters, brochures, and letters of thanks to study participants, study newsletters, local conferences, and seminars. Samples and templates for each method are provided along with a section dedicated to generating media coverage of various kinds, including contact information, available online at http://cira.med.yale.edu/community/comm_research_core.html.

Annual Research Summary

The CR Core has developed an annual summary of major findings from CIRA affiliated research projects in "user-friendly" language. This annual *Research Summary* is distributed widely throughout Connecticut.

Pilot Dissemination Project of Research Findings on IDUs and HIV Risk

This booklet focuses on the dissemination of findings from a select group of projects and how best to disseminate findings into the community.

Dissemination Methods

To best educate various audiences on your research findings, different and varied methods of dissemination are often necessary. A sample of the groups that will most likely be interested in your findings and specific suggested methods of dissemination:

Study Participants, Agencies & CT Communities

- Send a regular newsletter summarizing research in progress
- Send (anonymous or targeted) letter of thanks detailing findings
- Host community forums to discuss the research
- Create and distribute flyers or posters in health centers, clinics, neighborhoods
- Participate in local HIV/AIDS events or conferences

- Submit a brief summary to the CIRA bulletin & CIRA Notes

Students and Scientists (Yale & Other Universities)

- Distribute summary document
- Submit a brief summary to the CIRA bulletin & CIRA Notes
- Request a posting on the CIRA website
- Appeal for submissions in various Yale (and other university) newsletters
- Create and distribute posters throughout campus
- Host or attend seminars

Media

- Send press releases to journals, magazines, and electronic publications
- Post on listservs and HIV/AIDS websites
- Distribute summary document

Public health departments

- Distribute summary document
- Send press releases

Connecticut policymakers

- Distribute summary document
- Draft and send policy position statements
- Send press releases

HIV/AIDS advocacy groups and NGOs

- Distribute summary document
- Participate in local HIV/AIDS events or conferences
- Host or attend seminars

For further guidance in developing dissemination plans, please contact the CR Core Assistant Director, Leif Mitchell, at (203) 764-4347 or via e-mail at Leif.Mitchell@yale.edu.

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