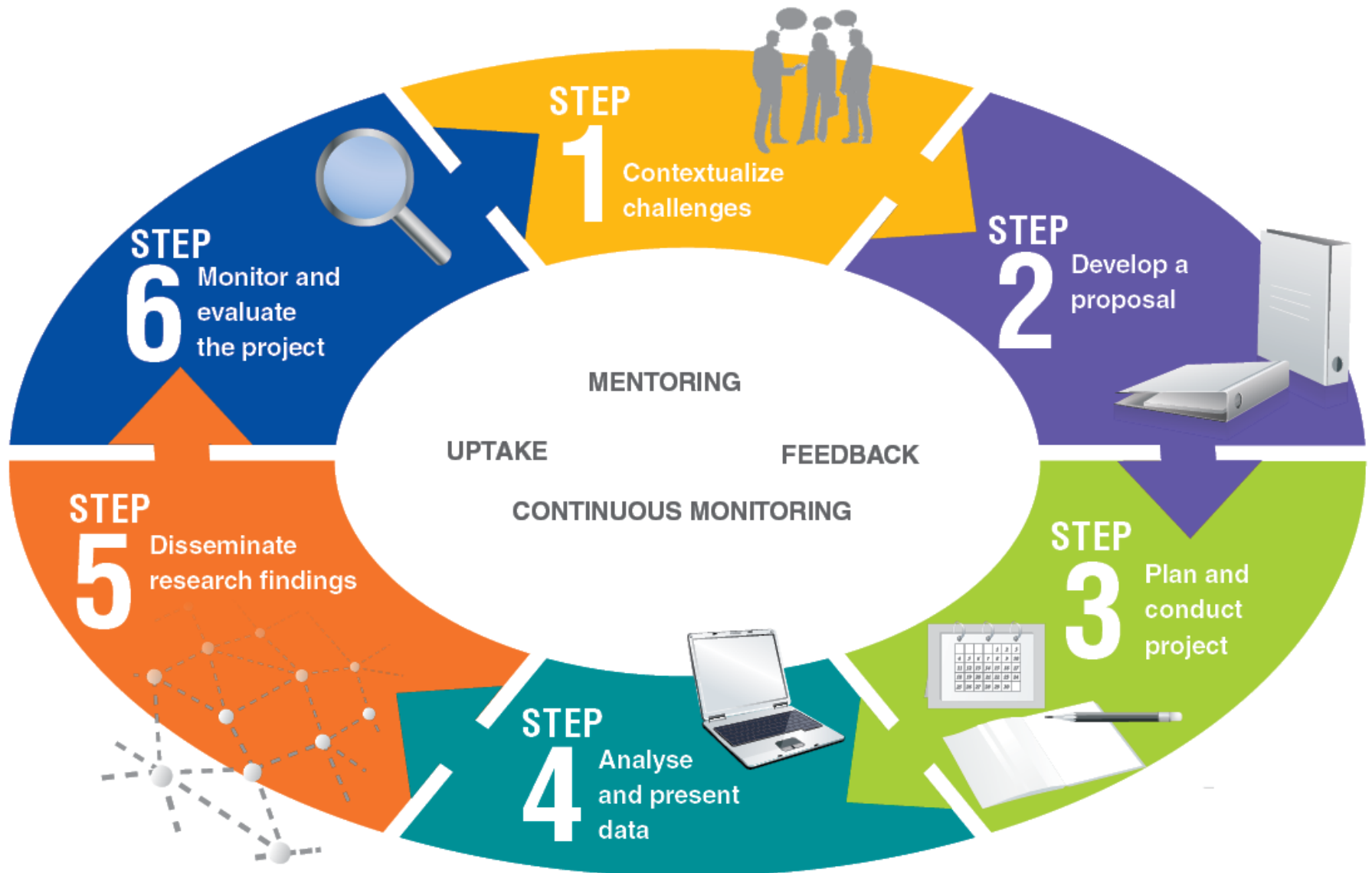


# Module 5: Disseminating the research findings



# Six steps in the IR process



# Presentation Outline

Expected outcomes

Key concepts

Application of key concepts

# Expected outcomes

**On completion of this module, participants will be able to Appreciate the value of continuous stakeholder engagement in the discussion of and utilization of research results**

Acknowledge the value of a comprehensive dissemination strategy as an integral part of a research project

Understand the importance of tailored dissemination tools and messages for the different target audiences

# Key concepts

**Knowledge translation**

**Dissemination tools**

**Dissemination strategy**

# **Key concept 1**

## **Knowledge translation**

**Helps researchers become active,  
context aware and collaborate**

# **Key concept 1**

## **Knowledge translation**

### **Two stages:**

- 1. End-of-grant**
- 2. Integrated knowledge translation (iKT)**

# **Key concept 1**

## **Knowledge translation**

**Barriers to research evidence uptake**



# **Key concept 1**

## **Knowledge translation**

**Facilitators of research evidence uptake**

# Reflection activity

Taking a cue from the Uganda example provided, reflect on a health programme you are familiar with in your country.

Is there a policy underpinning this programme?

What research evidence was used to formulate this policy?

# Key concept 2

# Dissemination tools



# **Key concept 2**

## **Dissemination tools**

**Research report**

**Peer-reviewed paper**

**Press release**

**Policy brief**

# Text: Newspaper/print



# **Key concept 2**

## **Dissemination tools**

### **Other tools**

**Photo story**

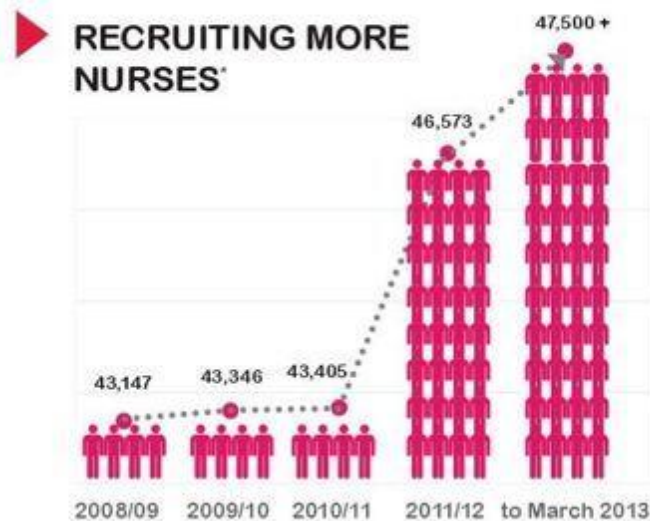
**Infographics**

**Animated graphics**

**etc.**

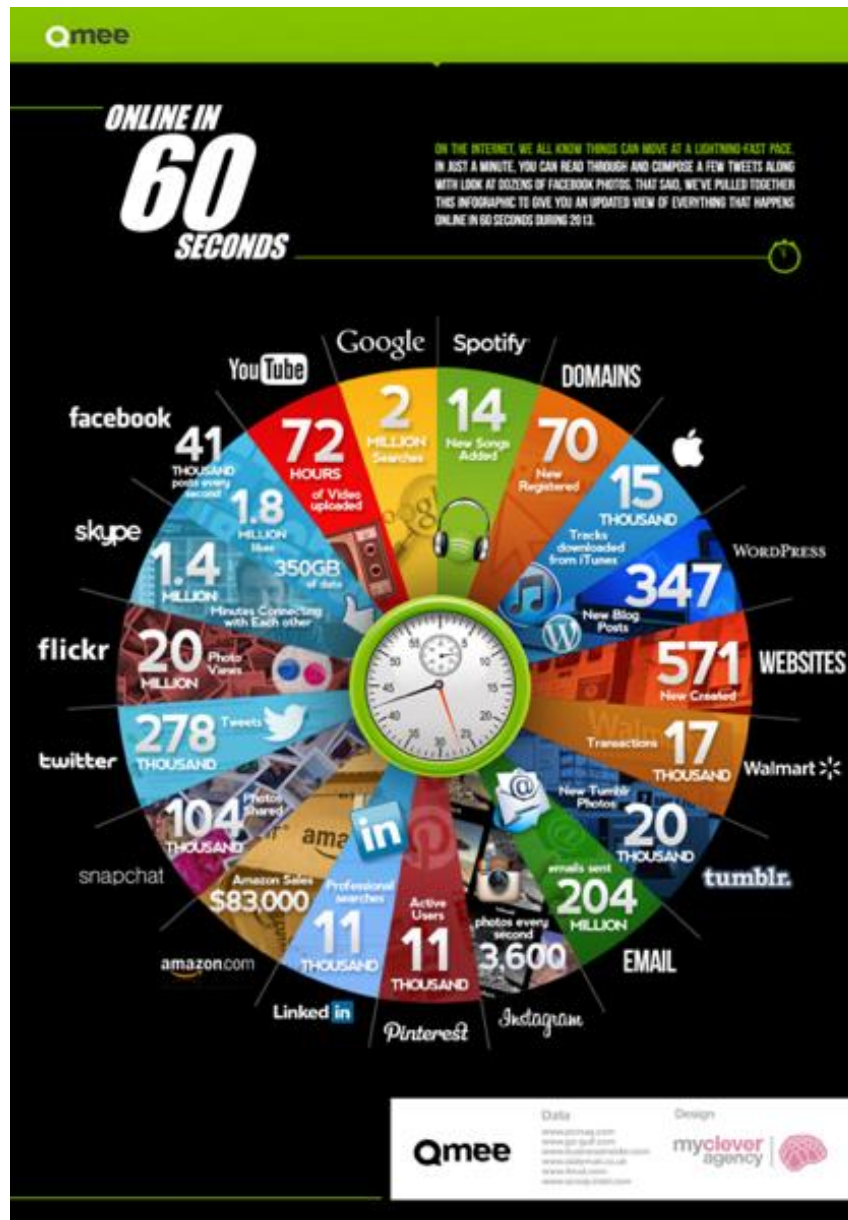
# Not so good example

## The NSW Health system is...



\* Nursing headcount figures at June includes non casual staff and 3rd schedule

# Not so good example





# Infographics

International Migrants Day: 18th December 2012

#OurDay

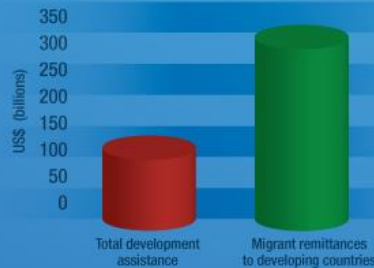
**214 MILLION:**  
ESTIMATED NUMBER OF PEOPLE  
LIVING OUTSIDE THEIR COUNTRY OF ORIGIN



IF THEY ALL LIVED IN ONE PLACE, MIGRANTS WOULD COMPRISE THE  
**5<sup>TH</sup> MOST POPULOUS COUNTRY**

	Population (millions)
China	<b>1,347</b>
India	<b>1,210</b>
United States	<b>314</b>
Indonesia	<b>237</b>
Migrants	<b>214</b>
Brazil	<b>193</b>
Pakistan	<b>181</b>

EACH YEAR MIGRANTS SEND HOME  
**US\$ 440 BILLION** TO THEIR FAMILIES AND COMMUNITIES



THERE ARE MORE THAN  
**12 TIMES** AS MANY MIGRANTS TODAY  
AS THERE ARE REFUGEES



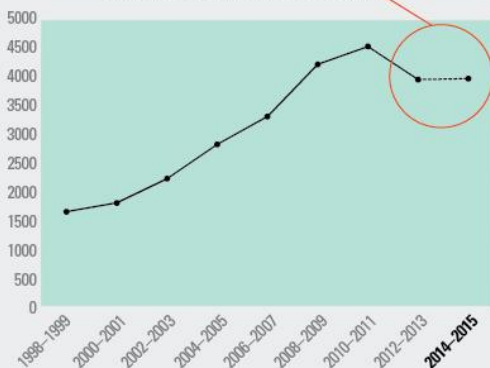
OVER 70% IS SENT TO LOW- AND MIDDLE-INCOME COUNTRIES

# Infographics

## Proposed WHO Programme budget 2014–2015

#WHA66

Proposed WHO budget for 2014–2015  
(changes by <1% from 2012–2013)



Communicable diseases  
**-7.9%**

Noncommunicable diseases  
**+20.5%**

Promoting health through  
the life-course  
**+9.9%**

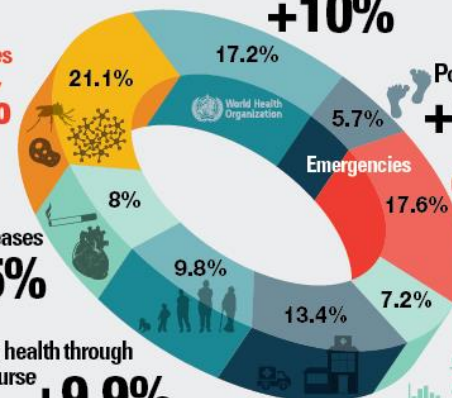
Corporate services/  
enabling functions  
**+10%**

Polio eradication  
**+17.4%**

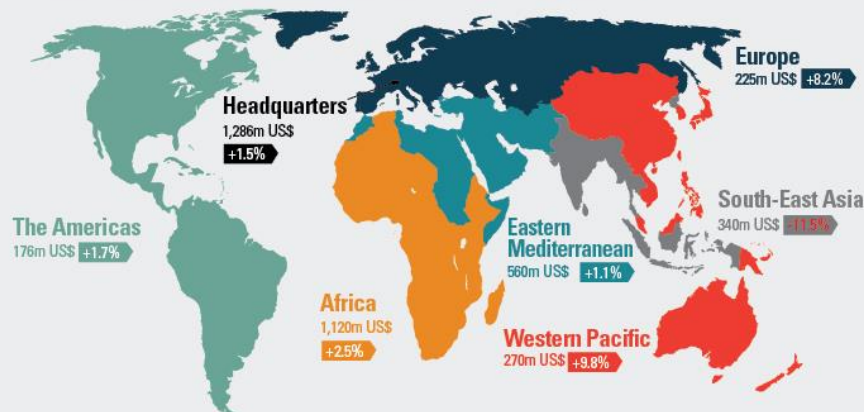
Outbreak and crisis response  
**-51.4%**

Preparedness,  
surveillance  
and response  
**+31.7%**

Health systems  
**+8.4%**



Proposed programme budget 2014–2015 by major office



Percentage change in proposed programme budget 2014–2015 compared to 2012–2013

Decrease in budget for communicable diseases

72 million

Decrease in budget for outbreak and crisis response

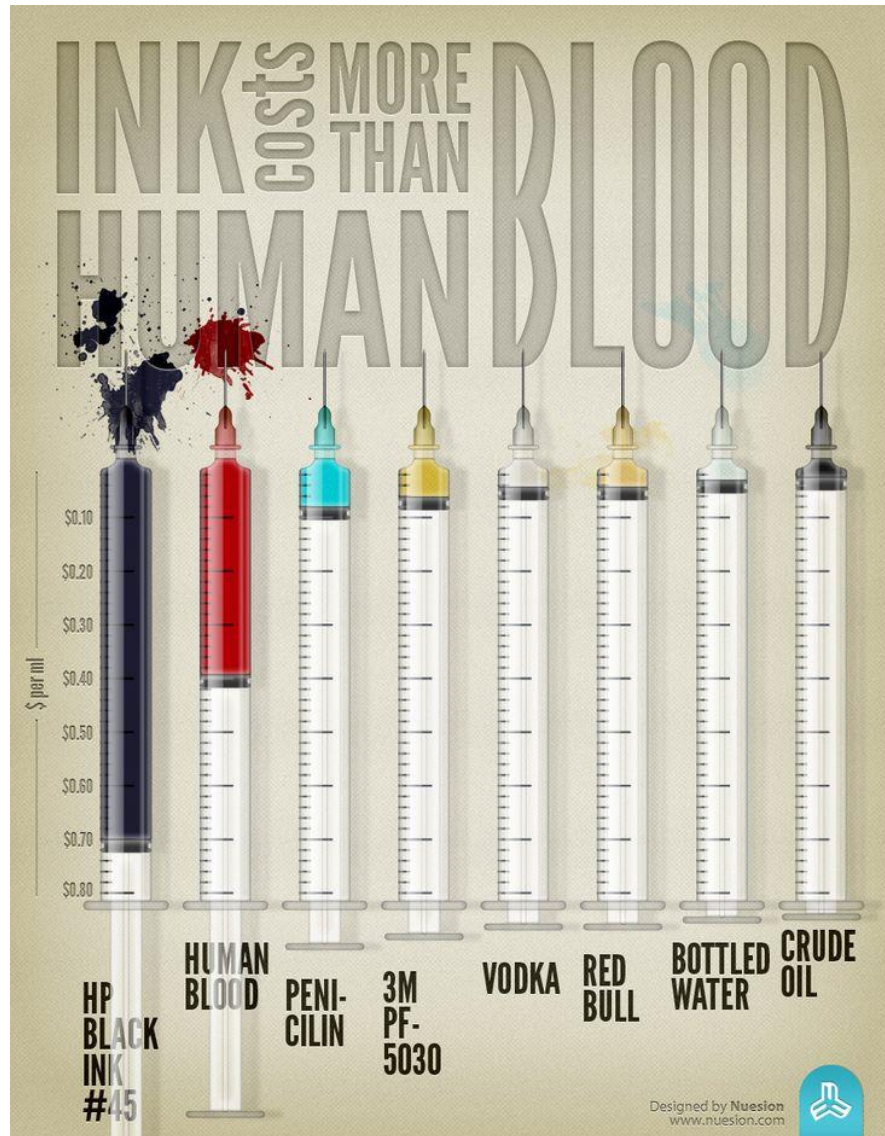
241 million

Increase in budget for all other categories

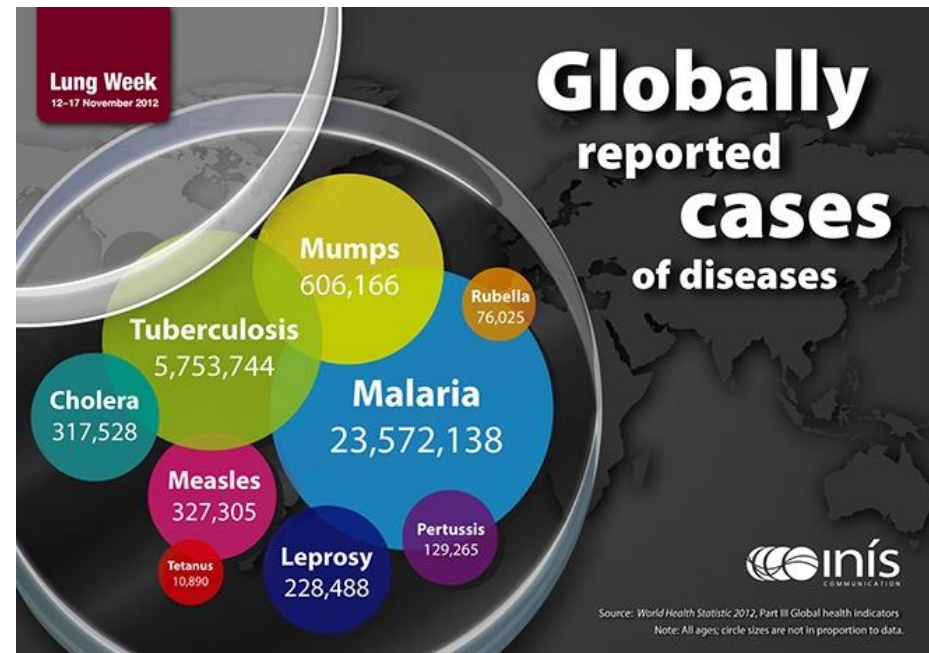
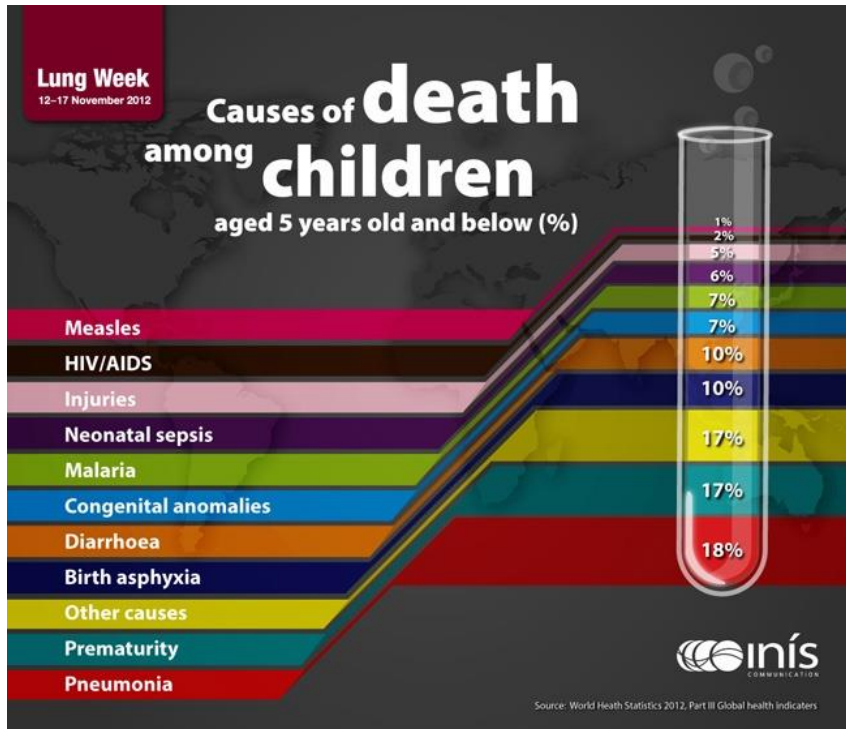
365 million



# Infographics



# Infographics



# Photostory

**INTERNATIONAL DAY  
OF PERSONS WITH  
DISABILITY**

DECEMBER

**3**

## Barriers to health care for people with disabilities

Inadequate skills

Health workers are not always well trained and therefore do not have the capacity to treat and care for those with special needs.

Physical barriers

Health care facilities and medical equipment are not designed to meet the physical needs of people with disabilities.

Limited services

Health services often do not provide appropriate services for people with disabilities.

Prohibitive costs

Affordability of health services and transportation make it difficult for people with disabilities to receive needed health care in low-income countries.

Source: WHO/VP



# Photostory

"Women are to decide how many children they can have, when to have children, the length between pregnancies and with whom they have children."

—Inna Hudaya  
Founder and Director of SAMASARA, Indonesia

Source: Video titled "Women Decide", IPPF, The 1994 International Conference on Population and Development (ICPD)



# Photostory

**Lung Week**

12-17 November 2012

**Every person has the right  
to breathe smoke-free air.**

**More than 600,000 second hand smokers  
died of tobacco smoke each year.**

insight

Source: WHO



## World Heart Day 29 September 2013

### Are you worried that you child could be overweight? Check their BMI

**Body Mass Index (BMI)** is an important tool to identify childhood **obesity**. It is not a perfect way of checking your cardiovascular risk but as BMI increases, so does risk of heart disease and stroke

**You can easily calculate BMI for a child or adolescent here:**  
<http://bit.ly/worldheartday2>

insight

source: <http://bit.ly/worldheartday1>  
Photo credit: © Malingering, Flickr





An example of effective use of a dissemination platform

**TED**

Watch

Read

Attend

Participate

About


Search...

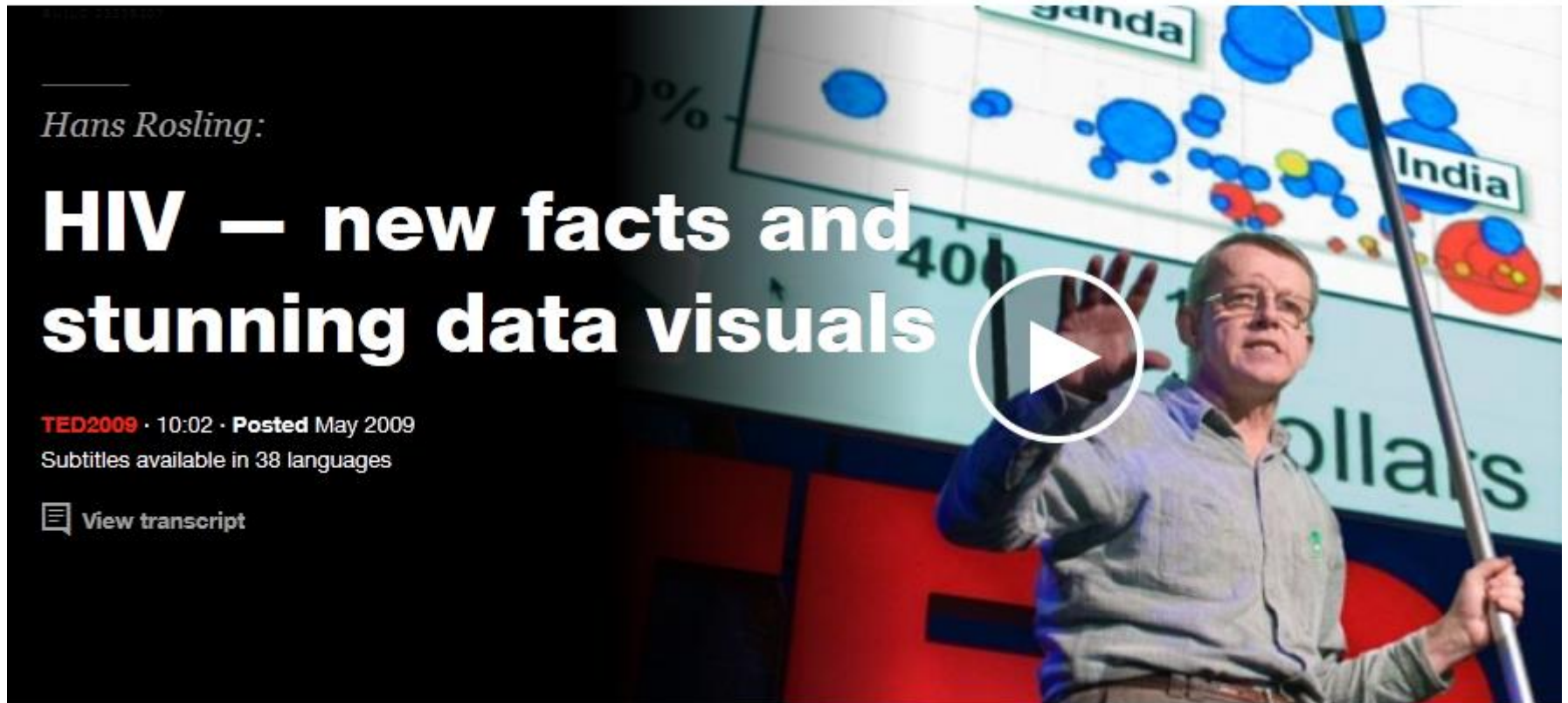
*Hans Rosling:*

# HIV — new facts and stunning data visuals

**TED2009** · 10:02 · **Posted** May 2009

Subtitles available in 38 languages

 [View transcript](#)

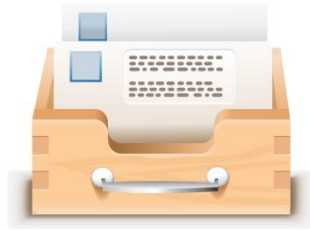


# **Key concept 2**

## **Dissemination tools**

**Multiple dissemination platforms**

# Key Concept 2



**Newspaper, print media, TV, radio, social media (Facebook, Twitter, LinkedIn)**



# **Key concept 3**

## **Dissemination strategy**

**Developing a dissemination strategy**

# Key concept 3

## Dissemination strategy

### **Key features of a good strategy:**

Two-way communication

Appropriate language

Sensitivity to context and culture

Strengths and weaknesses of strategies

# Key concept 3

## Dissemination strategy

1. Review past dissemination efforts
2. Devising dissemination objectives
3. Determining primary and secondary audiences
4. Developing messages
5. Deciding on dissemination approaches
6. Determining dissemination channels
7. Reviewing available resources
8. Considering timing and windows of opportunity
9. Evaluating efforts

# **Key Concept 3**

## **Reflection activity**

**In your workbook is an example of a dissemination strategy. Use this example and the template provided to guide your team in developing a first draft of your dissemination plan.**

# Reflection activity

