

An Introduction to Stakeholder Engaged Dissemination

What, Why, Who & When





No Dissemination About Us Without Us



Photos; <https://www.fwymca.org> <https://volunteer.ca> <https://taca.org/>



Community-Academic Partnerships

UW Institute for Clinical and Translational Research

How Do You Define Dissemination?

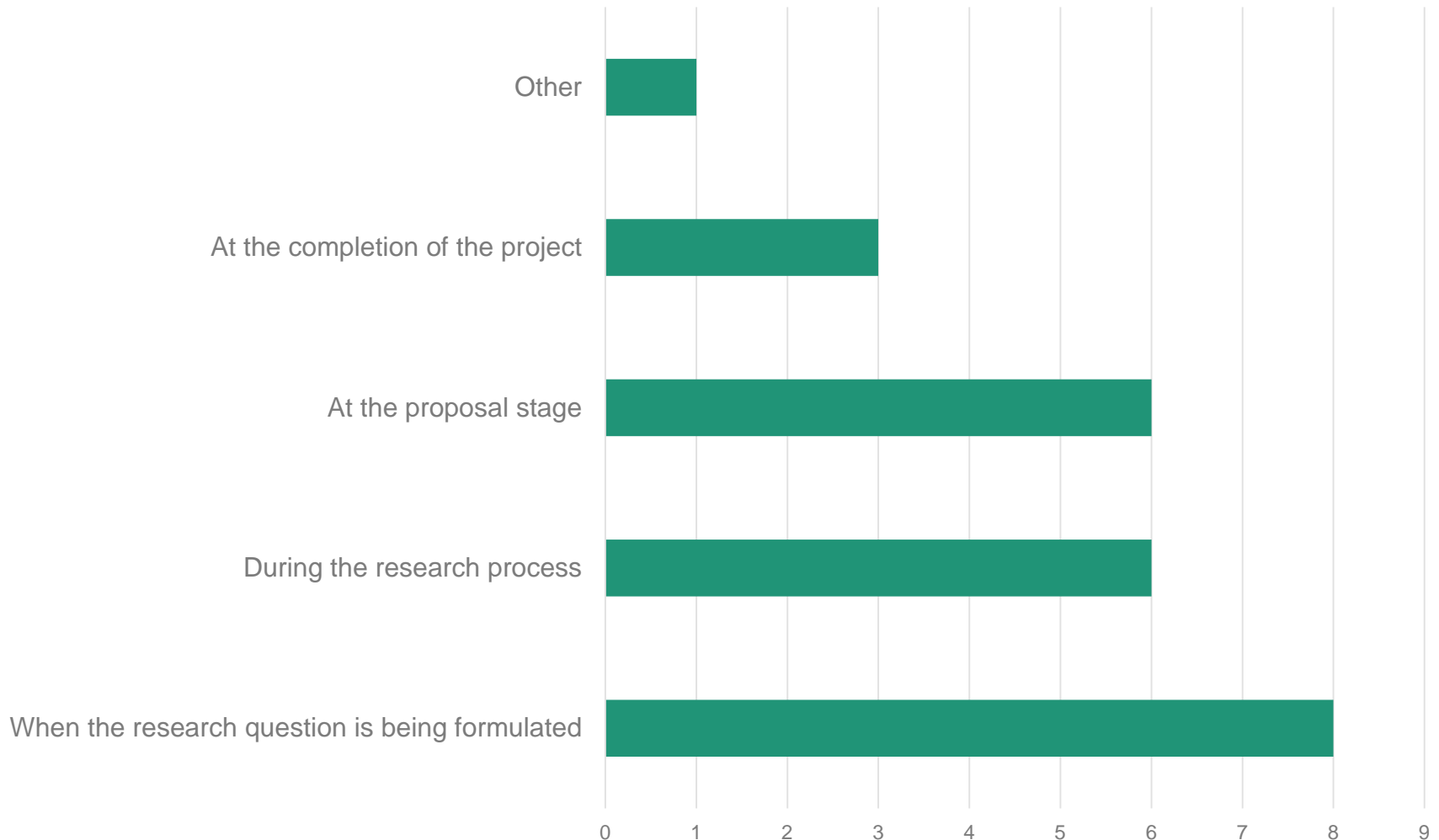


The intentional, active process of identifying target audiences and tailoring communication strategies to increase awareness and understanding of evidence, and to motivate its use in policy, practice, and individual choices.

-PCORI Dissemination Framework



At what stage in the research process do you usually start planning for dissemination?



Audience poll via Poll Everywhere

Why is Engagement so Important in Dissemination?

- Strengthen partnership with stakeholders
- Improve the quality of the research and produce actionable findings
- Promote health equity
- Improve public trust in science



Stakeholder Partnership

TRUST

RESPECT

POWER SHARING



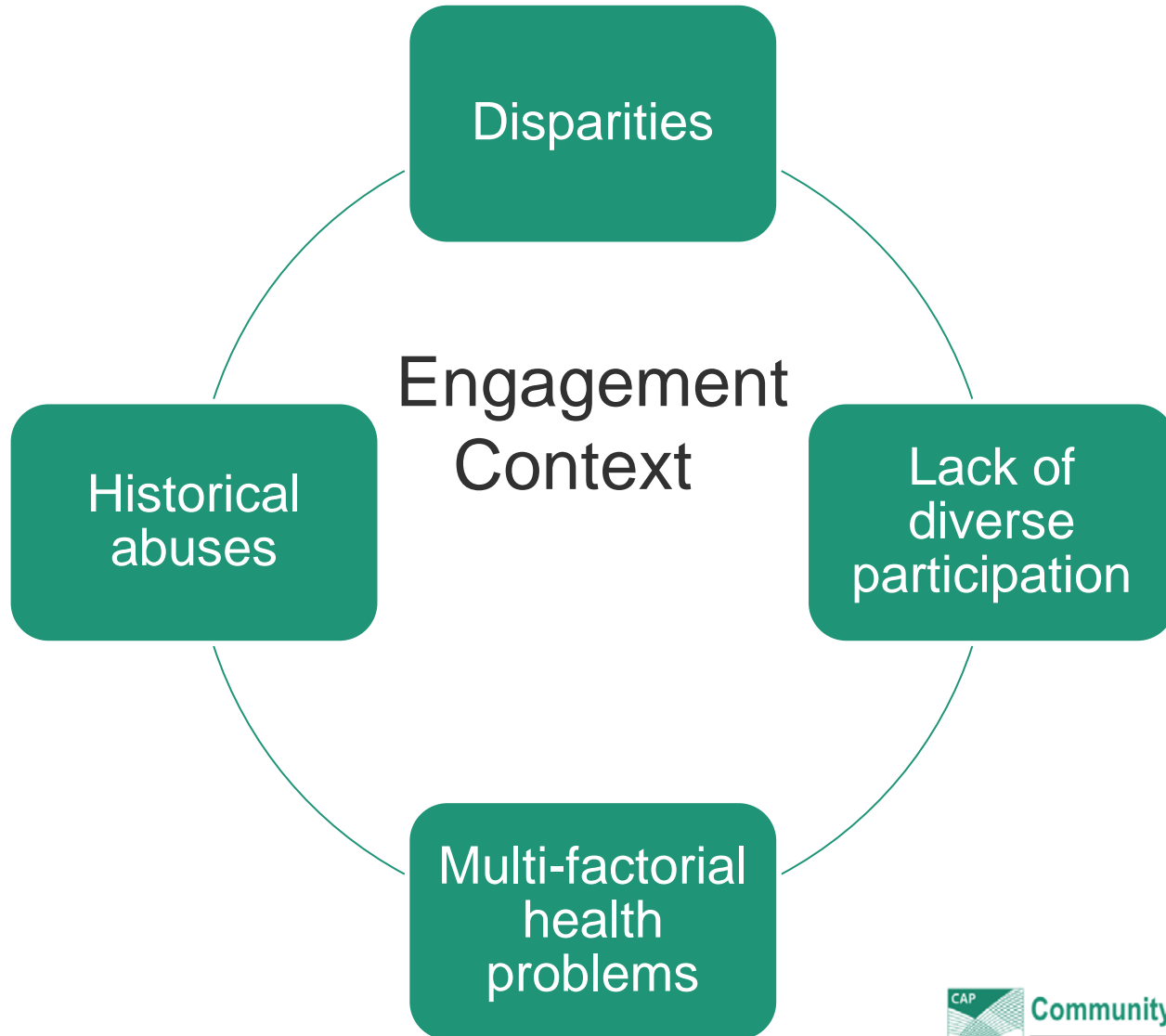
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Improved Research

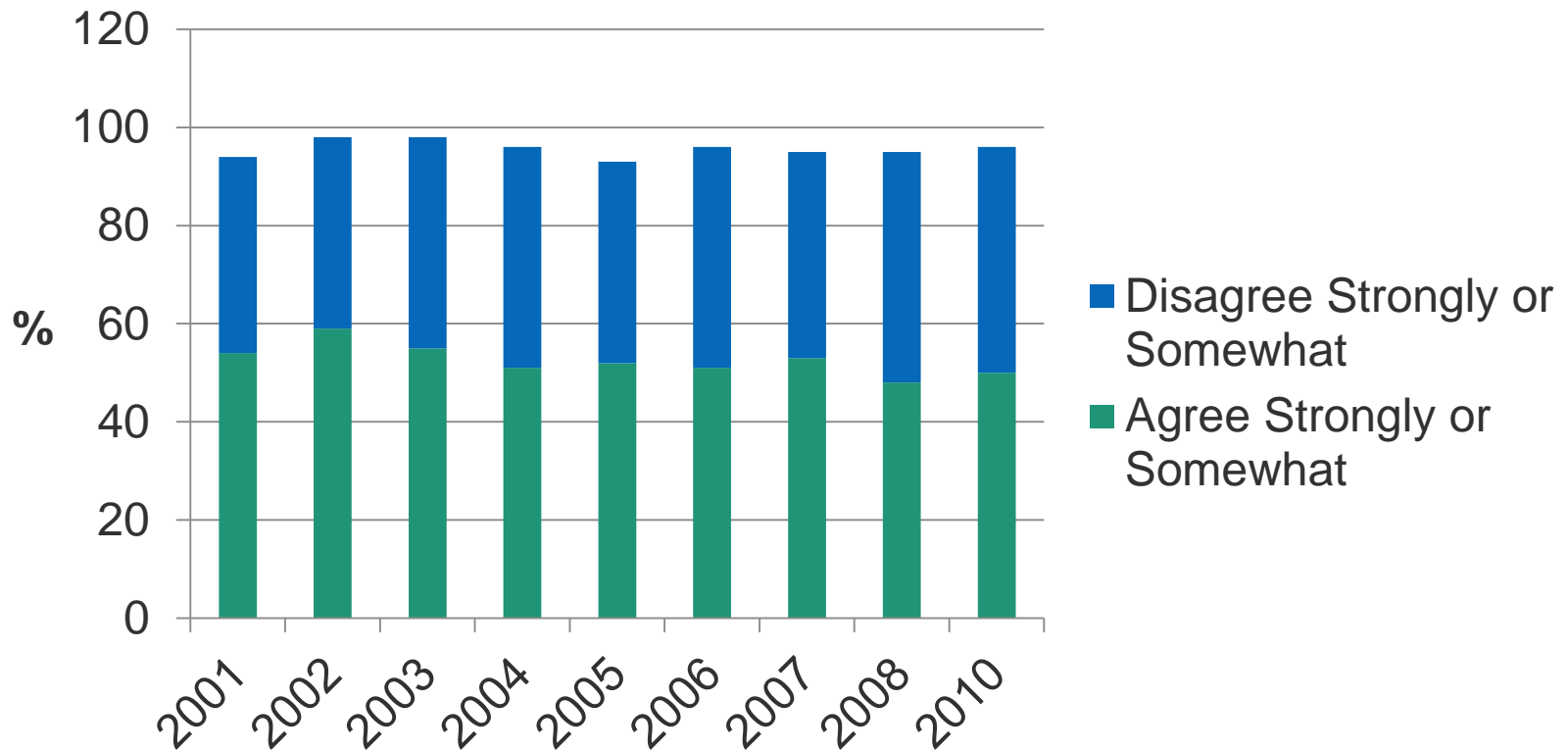


Promote Health Equity



Improve Public Opinion & Trust

“Scientific research has created as many problems for society as it has solved”

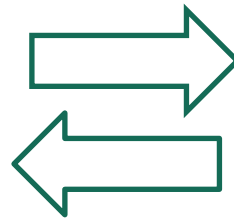


Dissemination: Discerning Your Purpose





Information



Target audiences



Potential Audiences

- Academics/researchers
- Professional associations
- Health professionals and delivery systems
- Insurers
- Pharma & other private sector companies/institutes
- Research funders
- Research participants
- Patients
- Community members
- Public/consumer organizations and groups
- Media
- Policy makers



When do you want to disseminate?



Who are potential dissemination partners?



Up Next: Focus on How

- Harnessing High Touch and High Tech: Combining Traditional Engagement and Social Media to Maximize D&I
- Optimizing Dissemination Planning through Stakeholder Engagement



Resources

- Esposito, D. (2015). PCORI Dissemination and Implementation Framework. *Mathematica Policy Research*.
- Kuruvilla, S. (2006). Describing the impact of health research: A Research Impact Framework. *BMC Health Services Research* 6:134.
- Straus, Sharon. *Knowledge Translation in Healthcare: Moving from Evidence to Practice*. Chichester, West Sussex: Wiley, 2013. Print.
- Virginia Commonwealth University Life Sciences Survey. (2015). *National Academy Press*.

