



Making Your Message Stick: Dissemination for change

Ellen McIntyre
Primary Health Care Research & Information Service
Department of General Practice
Flinders University

TRI State PHCRED Conference
September 25, 2009
Alice Springs

Research only matters if it is disseminated




2






Planning dissemination


- What (is the message)
- To whom (audience)
- By whom (messenger)
- When (timing)
- How (method)
- With what expected impact (evaluation)



3






The message




- The message is the essential core of what is being communicated
- The message will be interpreted in the light of how, when, where, and by whom it is said
- It is not what the message does to the audience but what the audience does with the message that determines the success of dissemination

4






The text – make every word count

- A “grabbing” title to attract attention
- Main message first
- The probability for any document to be read and understood is directly proportional to its brevity
- The text needs to be short, clear and effective
- Stories help illustrate key messages



5

The Audience

- Who needs to know?
- What is their point of contact?
- What do they already know?
- What do they think about it?

The Messenger

- Champions
- Dissemination partners
- Your credibility is higher if you have created the knowledge

The Timing

Before, during, after completion



6




Dissemination methods – choose methods to suit your message

- Conference
- Report
- Launch
- Media release
- Newsletter
- Website
- Database
- Workshop/Seminar
- Interview
- Network
- End user meeting
- Organisation
- Discussion forum
- Advisory committee
- etc

7



How will you know your dissemination worked?

- Plan ahead – how will you measure what you plan to do?
- Keep track of what you have done
- Follow up on what you did
- Record what happened
- Was this what you had intended?
- How w/could you improve on this?

8



What has worked...examples

- Collaborative approach to research
- Research Advisory Committee
- Feedback to participants
- Researcher on policy/practice committees
- Final report – accessible & active distribution
- Launch of product/tool/report
- Presentations to practitioners, policy makers, target population



9



Useful references

- Communicating science: A scientist's survival kit. 2006 European Commission
- Developing a tool to measure knowledge exchange outcomes. K Skinner. The Canadian Journal of Program Evaluation 2007;22:49-73.
- Developing an Effective Dissemination Plan. 2001 www.researchutilization.org/matrix/resources/dedp/
- Development of a planning tool to guide research dissemination. Carpenter D et al. Advances in patient safety: 2005;4:83-91. www.ahrq.gov/qual/advances/index.html
- General characteristics of effective dissemination and utilization. 2002 www.researchutilization.org/matrix/resources/gcedu/#seven
- Made to Stick. Health C, Heath D. 2006 Random House

10



Summary



- Dissemination is critical to research
- Keep it simple, interesting and relevant
- Be diverse and opportunistic in your dissemination

ellen.mcintyre@flinders.edu.au

www.phcris.org.au

11

