Module 5: Disseminating the research findings
Six steps in the IR process

1. Contextualize challenges
2. Develop a proposal
3. Plan and conduct project
4. Analyse and present data
5. Disseminate research findings
6. Monitor and evaluate the project

MENTORING
UPTAKE
FEEDBACK
CONTINUOUS MONITORING
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
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
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
'Walking barefooted can cause Elephantiasis'
Key concept 2
Dissemination tools

Other tools
Photo story
Infographics
Animated graphics
etc.
The NSW Health system is...

RECRUITING MORE NURSES*

* Nursing headcount figures at June includes non casual staff and 3rd schedule
Not so good example
Infographics

International Migrants Day: 18th December 2012

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

IF THEY ALL LIVED IN ONE PLACE, MIGRANTS WOULD COMPRISE THE
5TH MOST POPULOUS COUNTRY

Population millions
- China: 1,347
- India: 1,210
- United States: 314
- Indonesia: 237
- Migrants (2012): 214
- Brazil: 193
- Pakistan: 181

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

7% OF MIGRANTS ARE REFUGEES

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

OVER 70% IS SENT TO LOW- AND MIDDLE-INCOME COUNTRIES
Proposed WHO Programme budget 2014–2015

Communicable diseases: -7.9%
Noncommunicable diseases: +20.5%
Promoting health through the life-course: +9.9%
Health systems: +8.4%
Corporate services/enabling functions: +10%
Polio eradication: +17.4%
Outbreak and crisis response: -51.4%
Preparedness, surveillance and response: +31.7%

Decrease in budget for communicable diseases
Decrease in budget for outbreak and crisis response
Increase in budget for all other categories
Infographics

INK COSTS MORE THAN HUMAN BLOOD

HP BLACK INK #45  HUMAN BLOOD  PENCILIN  3M PF-5030  VODKA  RED BULL  BOTTLED WATER  CRUDE OIL
Infographics

**Causes of death among children aged 5 years old and below (%)**

- Measles: 18%
- HIV/AIDS: 17%
- Injuries: 17%
- Neonatal sepsis: 17%
- Malaria: 10%
- Congenital anomalies: 10%
- Diarrhoea: 10%
- Birth asphyxia: 10%
- Other causes: 10%
- Prematurity: 7%
- Pneumonia: 5%

Source: World Health Statistics 2012, for 14 Global health indicators

**Globally reported cases of diseases**

- **Mumps**: 606,166
- **Tuberculosis**: 5,753,744
- **Malaria**: 23,572,138
- **Cholera**: 317,528
- **Measles**: 327,305
- **Tetanus**: 10,000
- **Rubella**: 76,025
- **Pertussis**: 129,265
- **Leprosy**: 228,488

Source: World Health Statistics 2012, for 14 Global health indicators

Note: All ages. The figures are not to proportion to data.
International Day of Persons with Disability

December 3

Barriers to health care for people with disabilities

- Inadequate skills
- Physical barriers
- Limited services
- Prohibitive costs

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

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

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

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

Source: WHO/WHO
"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 SAMSARA, Indonesia

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

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

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:

source: http://bit.ly/worldheartday1
Photo credit: © Malingering, Flickr
An example of effective use of a dissemination platform

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
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

Dissemination objectives

Dissemination content

Project X’s dissemination strategy

Dissemination channels/tools

Target audiences