

# What does impact and dissemination mean?

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 on behalf of the European Association for Palliative Care



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HOSPICE CASA SPERANTEI  
MAKING EVERY MOMENT COUNT

## Learning objectives

1. To introduce the importance of identifying potential impacts of research methods
2. To describe a model of research dissemination
3. To explain the different approaches to research dissemination

## Dissemination: four important questions

- What?
- When?
- Why?
- How?

Disseminate to everyone who might use your research to improve palliative care

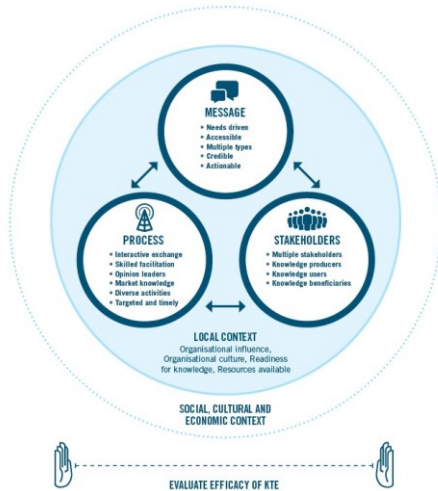


## Overview

- A Model of Dissemination
- Getting to grips with Dissemination
- Conventional routes
- Innovative routes
- Seeking help
- Top tips



## What is Dissemination?



Evidence-based Model for the Transfer & Exchange of Research Knowledge (EMTReK)  
 ([www.knowledgetransfer.ie](http://www.knowledgetransfer.ie))

## When should dissemination start?

- Starts when you are planning your research
- Continues throughout the research
- Continues beyond the end of your research project

## Why should I disseminate my research?

- To create **IMPACT**

### **Societal impact – changes to understanding, practice and policy**

- Ensure that findings are used in practice
- Ensure that new knowledge contributes to society
- Ensures that resources are not wasted
- Influences the policy agenda

### **Research impact**

- Ensure that others do not repeat the same mistakes
- Ensure that new research builds upon your findings
- To build new theory

## How can I disseminate my research?

- Conventional routes
- Innovative routes
- Seeking help



## Identify your key messages

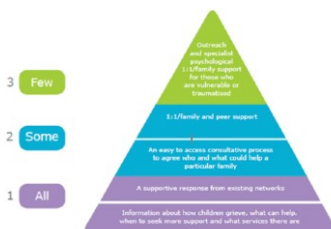


Identify exactly what your key messages are.

Summarise findings and implications in one or two sentences. (called 'Elevator Pitch')



## Use different media to communicate key messages



TALKING



WRITING



IMAGES

BMJ. 2001 Oct 20; 323(7318): 908-911.  
 doi: [10.1136/bmj.323.7318.908](https://doi.org/10.1136/bmj.323.7318.908)

PMCID: PMC58543  
 PMID: [11668137](https://pubmed.ncbi.nlm.nih.gov/11668137/)

Observational study of effect of patient centredness and positive approach on outcomes of general practice consultations

[Paul Little](#), Medical Research Council clinician scientist,<sup>a</sup> [Hazel Everitt](#), Medical Research Council training fellow,<sup>a</sup> [Ian Williamson](#), senior lecturer,<sup>a</sup> [Greta Warner](#), general practitioner,<sup>b</sup> [Michael Moore](#), general practitioner,<sup>c</sup> [Clare Gould](#), research assistant,<sup>a</sup> [Kate Ferriter](#), medical student,<sup>a</sup> and [Sheila Payne](#), professor<sup>d</sup>

## Who is your target audience?

- Health care professionals in palliative care or other disciplines
- Researchers
- Academics
- Professionals, policy makers, managers
- Public, patients, family, people with special needs



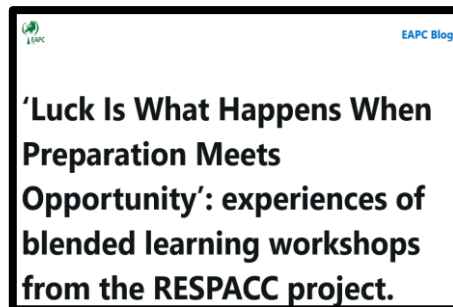
## Conventional approaches to dissemination

### Writing for Publication

- Academic journals – consider Research Excellence Framework
- Citations, Impact Factors, Impact
- Seek advice on appropriate journals from your supervisors
- Co-authors?
- Look at previous similar publications in the target journal
- Look at the aims and remit statement for the journal
- Download author guidance and follow them *exactly*
- Remember to comply with manuscript word length and style
- Write a strong covering letter, linked to the remit of the journal

## Other types of publications

- Editorials and opinion pieces
- Books
- Blogs
- Newsletters
- Project flyer



## Conferences

### Select conferences wisely

- those with published abstracts
- international conferences
- attend key sessions, workshops and/or training
- a networking opportunity
- arrange to meet key people and/or other PhD students

Learn to prepare a concise and interesting *abstract* for:

- Oral papers
- Posters
- Symposia



## Workshop with people with dementia used simple vignettes (stories)



### VIGNETTE 4. Mr Johnson



- Mr Johnson is 69 and was diagnosed with young onset dementia 12 years ago.
- Although, he has lived in The Cedars for a long while now, nobody has ever talked with him about the future and his preferences.
- In the last weeks the care assistants feel he has deteriorated quite rapidly. His wife and one of his daughters visit him regularly, and they are concerned about his weight loss and the amount of time he is now in bed.

## Disseminate using images

- Infomatics
- Art works
- Exhibitions – photographs
- Sculpture or objects

Be creative.....





## Innovative routes to dissemination

**Social media** such as

- Twitter
- Facebook
- LinkedIn
- YouTube
- Instagram



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'Luck Is What Happens When Preparation Meets Opportunity': experiences of blended learning workshops from the RESPACC project.  
[eapcnet.wordpress.com/2022/07/11/luc...](https://eapcnet.wordpress.com/2022/07/11/luc...) via @EAPCvzw



eapcnet.wordpress.com  
 'Luck Is What Happens When Preparation Meets ...  
 RESPACC – 'Research for Palliative Care Clinicians'  
 – is an European Union Erasmus + project that aim...



Who is your target audience?

What types of social media do they use?

## Online education

- Short You Tube videos
- Massive Open Online Course (MOOC)



**Improving palliative care in care homes for older people**

Are you interested in improving the care for older people living and dying in nursing homes?

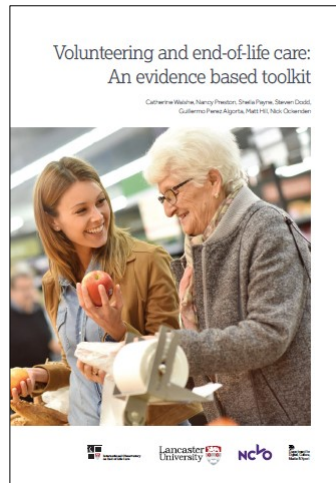
Do you want to ensure that they have the best possible quality of life and quality of death?

If so, then this course is for you.

**A Free Online Course starting 9th March 2020**

More information:  
<https://www.futurelearn.com/courses/palliative-care-in-care-homes/>

## Prepare easy to read resources for difference audiences, free, in different languages



## Metaphor Menu for people with cancer

3. "Some journeys with cancer will be longer and others short, but what matters most is how we walk that journey."



### Seek help

- Public media – seek help from journalists for media releases
- Talk (cautiously) with journalists
- Consider radio and television interviews but be clear on your key messages before hand and do media training

## A few more tips

- Dissemination is about you, your research and your group
- Get a business card
- Dress appropriately for different events (find out the dress code before hand)
- Promote your research or research team with a flyer
- Remember that in international events/meetings many people will be using English as a second language
- Not all jokes are cross cultural!

## Thank you for your attention



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 @SheilaPayne1

## Further reading

Evidence-based Model for the Transfer & Exchange of  
Research Knowledge (EMTReK)  
([www.knowledgetransfer.ie](http://www.knowledgetransfer.ie))

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