**AJPP Dissemination Toolkit**

INTRODUCTION

At the annual AJPP meeting in 2014 member editors prioritized reaching a variety of audiences, beyond those who might typically read the journals to improve uptake of evidence based approaches to health problems. AJPP then convened a working group to look into existing resources and help to guide the work on this issue.

In a review of the existing literature on dissemination the group identified several resources. AJPP members will continue to collect and contribute resources, as well as to document experiences in this area for the benefit of all members. This collection of documents is intended to be a living toolkit where the group members can look for answers to questions and share resources. AJPP will continue to pursue opportunities to deepen the available resource pool, improve the presentation, and support ongoing dialogue.

The contents of the AJPP Dissemination Toolkit include:

1. a group of resources that were identified in a systematic review as .pdf documents and the links to these documents;
2. a matrix in Excel in which the columns denote audiences and the rows list different methods for reaching each of the audiences, thus identifying available resources and gaps in the available documentation.

RESOURCES

1. [Communications Handbook for Clinical Trials](http://www.fhi360.org/sites/default/files/media/documents/Communications%20Handbook%20for%20Clinical%20Trials.pdf)
	1. Ch. 6: Preparing for and Disseminating Study Results
		1. General background, prioritization and planning guidance
	2. Ch. 7: Developing and Using Key Messages
		1. Defining the message
	3. Ch. 8: Communicating Science Clearly
		1. Providing technical information to media and general public
	4. Ch. 9: Working with the Media
		1. Best practices for working with journalists
	5. Appendix 3.3 Contact List Template
	6. Appendix 7.1 Sample Brochure to Share Study Results with a Community
	7. Appendix 7.2 Sample Brochure to Share Study Results with a Ministry of Health
	8. Appendix 9.5 Press Release Template
2. [Disseminating Rural Health Research to State and National Audiences a Communications Toolkit for Health Researchers](http://researchtoolkit.org.isomedia.net/media/content/Rural%20Health%20Research%20Communications%20Toolkit.pdf)
	1. 4: Effective Titles
		1. Increasing the chances for an article to reach the right audience, including policymakers
	2. 6: Fact Sheets
		1. Quick read formats for reaching policymakers
	3. 7: Policy/Findings Briefs
		1. Research summaries that frame research in terms of utility to a policy audience
3. [Successful Communication: A Toolkit for Researchers and Civil Society Organizations](http://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/192.pdf)
	1. Planning Tools p. 7 – 18
		1. Developing the overarching dissemination strategy
	2. Packaging Tools p. 19 – 28
		1. Broad guidance on developing the message
	3. Targeting Tools p. 29 – 48
		1. Modes of reaching the audiences of interest
4. [The Knowledge Translation Toolkit: Bridging the Know–Do Gap: A Resource for Researchers](http://idl-bnc.idrc.ca/dspace/bitstream/10625/46152/1/IDL-46152.pdf)
	1. Section III - The Message p. 101 – 129
		1. Strategic approaches to audience identification and messaging
	2. Section IV - The Medium p. 129 – 184
		1. Tips for news media, press releases, policy briefs, pamphlets, cartoons, online social networking, blogs, oral presentations, conference presentations, social media, theatre, song
	3. Section V - The Toolbox p. 185 – 224
		1. Examples and templates for: policy brief, conference presentation, poster presentation, email lists, newsletters,
5. [Translating Health Research into Action: A Toolkit for the Caribbean](http://www.chrc-caribbean.org/Portals/0/Downloads/Publications/Research/Health%20Research%20Policy/Caribbean%20Research%20to%20Policy%20Toolkit.pdf)
	1. Chapter 6 – Communicating Research Findings p. 40 – 42
		1. Tips of defining the message and what to highlight for various different audiences
	2. Chapter 7 – Packaging Research Findings p. 43 – 47
		1. List and brief description of various dissemination resources
	3. Table 7 – Dissemination Options based on the Nature of Evidence
		1. Decision matrix for ways of disseminating different types of findings
	4. Annex 2 – Worksheet on Developing Messages from Research Findings
	5. Annex 3 – Worksheet on Communicating Messages
	6. Annex 4 – Key issues to Consider When Presenting Research Findings in a Report
	7. Annex 5 – Some Tips When Preparing PowerPoint Presentations
6. [Creating an Effective Dissemination Strategy](http://www.innovations.ac.uk/btg/resources/publications/dissemination.pdf)
	* 1. Provides questions for thinking though development of target audience, message and methodology
7. [Development of a planning tool to guide dissemination of research results. Dissemination planning tool: exhibit A.](http://www.ahrq.gov/professionals/quality-patient-safety/patient-safety-resources/resources/advances-in-patient-safety/vol4/planningtool.html#components)
	* 1. Very brief planning tool that walks though dissemination step by step
8. [Toolkit for Researchers: How to Write a Policy Brief](http://www.idrc.ca/en/resources/tools_and_training/documents/how-to-write-a-policy-brief.pdf)
	* 1. PowerPoint presentation with step by step instructions on writing a brief

AUDIENCES AND METHODOLOGIES COVERED

The matrix below is designed to facilitate journal editors' use of these resources to reach out to diverse audiences. The matrix maps the available resources by the target audiences identified by the journals and identifies gaps where no resources are available.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Public/Civil Society** | **Health Care Worker** | **Policy Maker** | **Journalist** |
| **How to title an article** | NA | Y | Y | NA |
| **In person meeting** | NA | Y | Y | NA |
| **Contact database** | NA | Y | Y | NA |
| **Email strategy** | G | Y | G | Y |
| **Fact sheet** | G | Y | Y | Y |
| **Media interview** | Y | Y | Y | Y |
| **Newsletter (e- or paper)** | G | Y | Y | Y |
| **Policy brief** | G | G | Y | Y |
| **Poster** | G | Y | G | NA |
| **Slide presentation** | NA | Y | Y | NA |
| **Press release** | Y | Y | Y | Y |
| **Promotional material** | Y | Y | Y | Y |
| **Report** | G | Y | Y | Y |
| **Social media** | G | Y | Y | G |
| **Trade press** | NA | Y | G | Y |
| **Website** | NA | Y | G | Y |

 **Key**

 Y: Yes, we have this resource

 NA: Not applicable, the tool is not relevant to the audience

 G: Gap, we do not have resources about using the tool to reach the audience