

Communicating your research – checklist

Objectives

- Consider what you **want to achieve** – raise awareness and understanding, or change practice?
- Consider **issues affecting dissemination**, e.g. intellectual property issues, contact your grants team (on me.awards@phc.ox.ac.uk)
- Maximise the benefit** of your research for researchers, clinicians, patients, and the public generating meaningful research impact

Support

- Apply for any **funds** needed to deliver your planned dissemination activity
- Liaise with your **Communications team** (on communications@phc.ox.ac.uk) or your **PPI team** (on ppi@phc.ox.ac.uk) with queries

Audience

- Communicate the relevance of your research to your **target audience**
- Involve** your target audience, eg. commissioners, clinicians, patients, or charities, at different stages of your research project, ideally involving them from the planning stage to the dissemination of findings
- Understand** your audience, their challenges and how best to reach them
- Engage your **stakeholders**, eg. funding organisations, government bodies or anyone with an interest in/impacted by the outcome of your project
- Consider the guidance of your **funding programme** for reporting outputs
- Feedback study findings** to participants, eg. patients/clinicians, who may wish to participate in the dissemination of the research
- Engage with **partners/influencers** to amplify your message

“Science is not finished until it’s communicated.”

**Sir Mark Walport, UK’s medical scientist, government’s
Chief Scientific Adviser and Chief Executive of UKRI**

Content

- Use **plain language**, considering **accessibility** to all audiences, with a relevant, engaging title
- Structure content to present **key messages**, with access to more information
- Make content **easy** and **quick** to read
- Specify** populations, interventions, comparisons, and outcomes
- State **type of research** conducted, eg. systematic review
- Ensure your presentation of evidence and findings are **clear**
- Present your research and findings **sensitively**
- Include information about **authors, funding** and any **conflicts of interest**

Channels of communication

- Produce **tailored outputs** of appropriate format for different users, eg. decision makers, patients, researchers, clinicians, and the public at national, regional, and/or local levels
- Present findings in different ways, including visually — use the **3 P's** of external dissemination - **papers, presentations, and posters**
- Present your research at departmental talks/lectures, national/international **conferences** and **events**
- Use **social media** – Twitter, LinkedIn
- Build **partnerships** with established networks and influencers in your audience who can champion your findings
- Create a **timeline** of critical opportunities (e.g. relevant conferences) throughout your project, and build communication momentum throughout the project to achieve the required impact. **Coverage** and **frequency** are key
- Utilise **presence** on websites and traditional media, eg. newspapers
- Publish** in journals/essential field publications

Finally...

- Assess the impact** the communications activity for your research has made
- Listen to **feedback** and **conversations** that arise from your research

If you need further assistance, we are happy to help, please get in touch via email:

communications@phc.ox.ac.uk