Beyond the Report or Manuscript

How to Disseminate Your Work to New Audiences

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Overview

WHY ACTIVELY DISSEMINATE YOUR WORK

DISSEMINATION FRAMEWORKS

DISSEMINATION TIPS AND BEST PRACTICES
Dissemination

The action of spreading something, especially information, widely
Worldwide Academic Journals by Year

- 2017: 44,680
- 2018: 45,538
- 2019: 46,241
- 2020: 46,736

https://wordsrated.com/number-of-academic-papers-published-per-year/
Academic Papers Published by Year
(millions)

https://wordsrated.com/number-of-academic-papers-published-per-year/
Articles Read by University Faculty (average per year)

How Do You Make Your Work Stand Out?
Design for Dissemination

Dissemination Frameworks
Dissemination & Implementation Models in Health Research & Practice

Sections of the D&I Models Webtool

Plan  Select  Combine  Adapt  Use  Measure

www.dissemination-implementation.org
Social Marketing Theory


Dissemination Planning Workbook

Dissemination Goals
- Stakeholder benefit
- Health impact
- Collaborations
- Discussion

Audience
- Academic peers
- Healthcare providers
- General public
- Policy makers

https://cctsi.cuanschutz.edu/docs/librariesprovider28/dissemination-consult-service/d2v-dissemination-planning-workbook.pdf?sfvrsn=5d4cceba_2
Tips & Best Practices
Colorado Clinical and Translational Sciences Institute
Dissemination Consult Service
If you want to share your study results with non-research audiences...

Then ask for a CCTSI consultation!

 SCAN ME  
bit.ly/CCTSIConsult
Dissemination Consultation

- Clinical Team
- Project with great outcomes
- Consultation objectives:
  - Enhance web presence
  - Engage with colleagues
  - Create visual materials

Dr. Luck & Team
Free Online Profiles

Personal Benefits

• Distinguish yourself from others
• Link your pubs to yourself
• Facilitate collaboration
• Easy to assess impact of your work
Free Online Profiles

Professional Benefits

• Research easier to find
• Connect with collaborators
• Engage in scholarly discussion
• Find jobs, speaking or consultant opportunities
The Open Researcher and Contributor ID

- Free service
- Persistent digital identifier
- Connect ID to:
  - Affiliations
  - Grants
  - Publications
  - Peer review
- Share information between systems

www.ORCID.org
Google Scholar

- Literature across diverse fields
- Showcase for author's work
- Calculates impact score
- Searchable by peers, journalists, funders, public
Online Scholarly Communities

Dissemination Consultation Topic #2
Online Scholarly Communities

- Stay up-to-date
- Increase visibility
- Stay connected
- Establish your expertise
- Develop platform for dissemination
Dissemination Hierarchy

- Social Media
  - Infographics, Slides
- Online News Column
- Blog post or podcast
- Research literature

Dr. Luck and Team
Visual Materials

Dissemination Consultation Topic #3
Create a Visual Abstract

- Visual summary
- Key findings
- PowerPoint with icons
- Social media friendly
- A Surgeon’s Journey through Research & Design

https://www.surgeryredesign.com/resources
Infographics
Explainer Video

Aaron Carroll, MD, MS
The Incidental Economist
Indiana University

@aaronecarrol

https://youtu.be/La4M4StMyiE
Summary

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Accelerating research to improve health for all

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