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drheathergilmartin

CCTSI
DISSEMINATION
Service



Beyond the Report or Manuscript

How to Disseminate Your Work to New Audiences

Heather Gilmartin, PhD, NP

Associate Director, CCTSI Dissemination & Implementation Research Core

Clinical Assistant Professor, Colorado School of Public Health

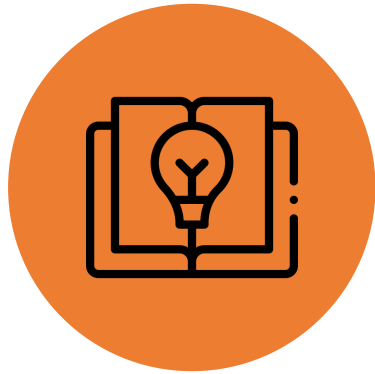
Investigator, Research Health Scientist, Rocky Mountain VA Medical Center



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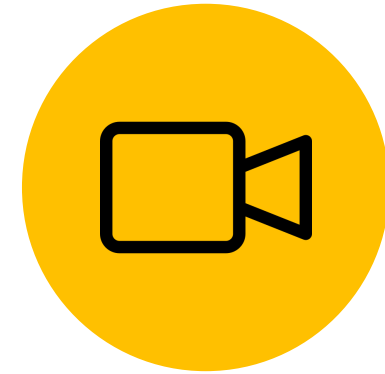
Overview



WHY ACTIVELY
DISSEMINATE YOUR WORK



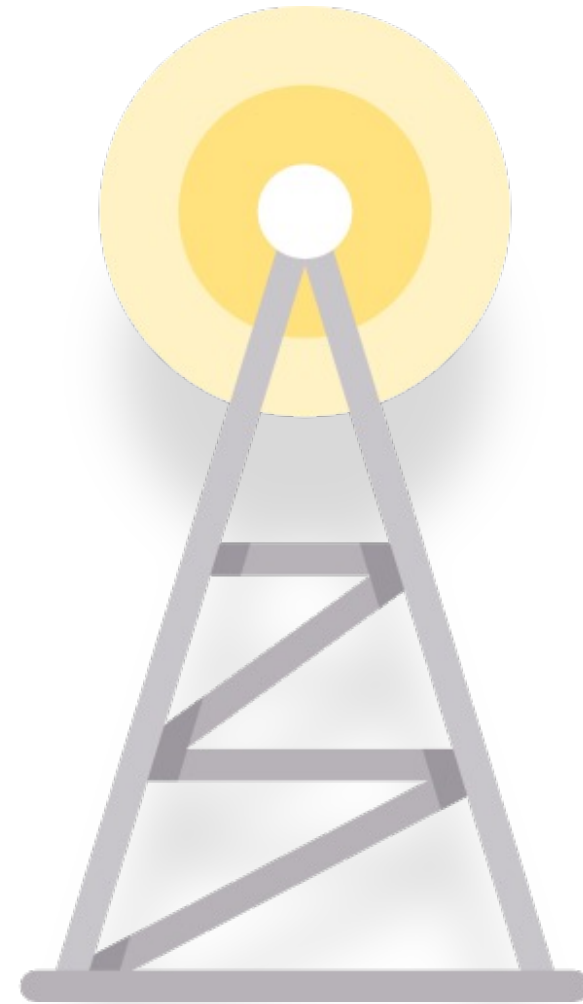
DISSEMINATION
FRAMEWORKS



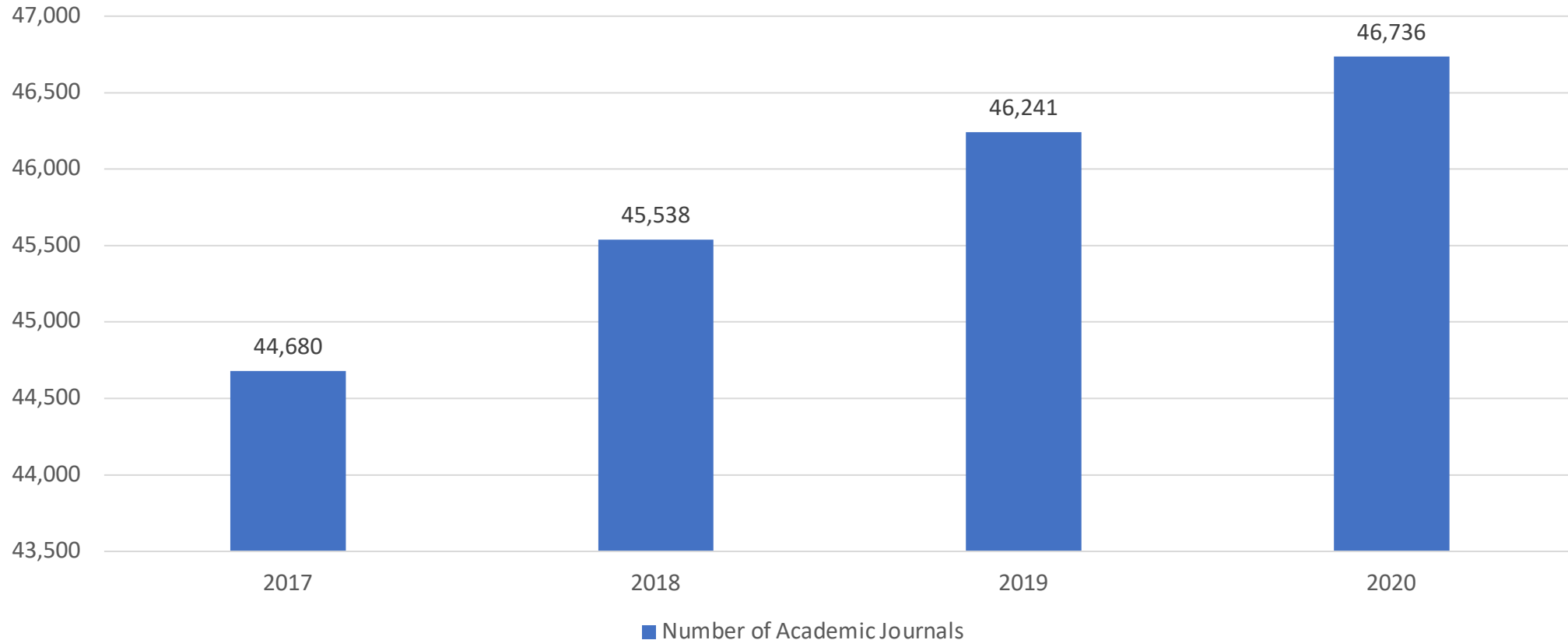
DISSEMINATION
TIPS AND BEST PRACTICES

Dissemination

The action of spreading something, especially information, widely



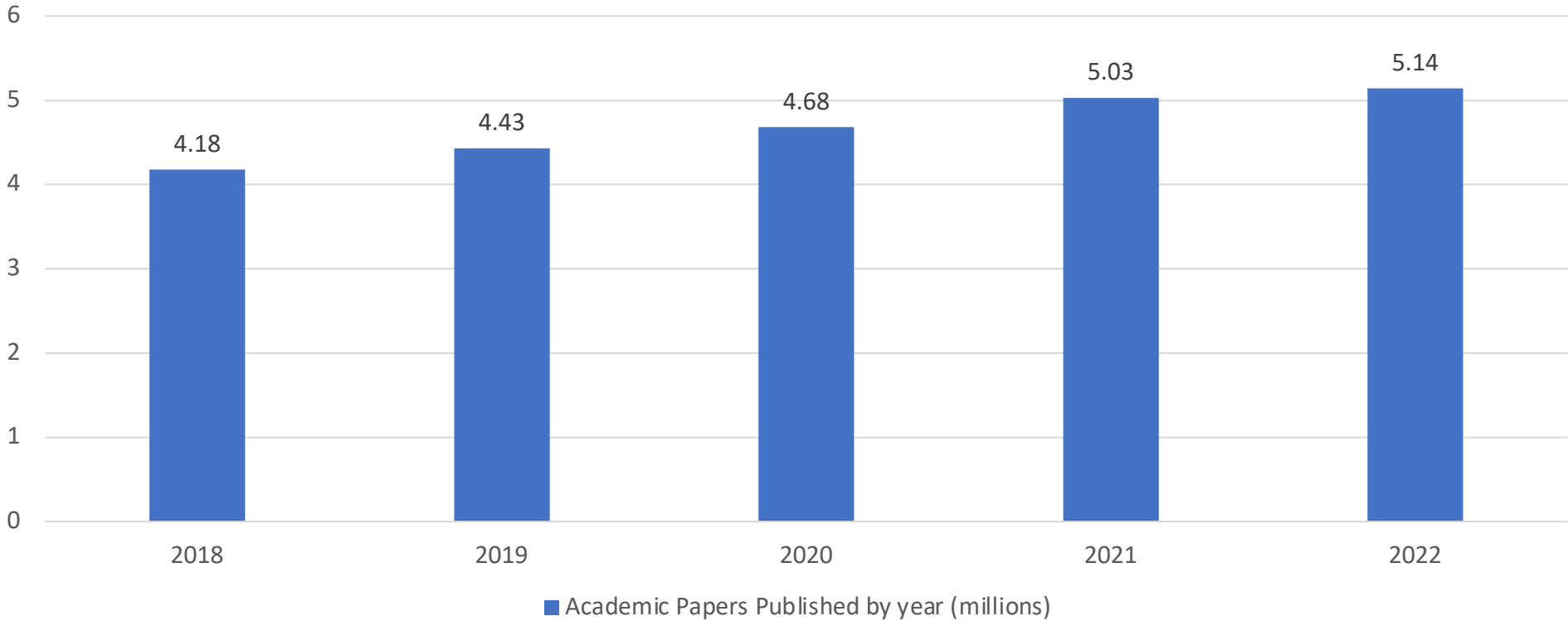
Worldwide Academic Journals by Year



<https://wordrated.com/number-of-academic-papers-published-per-year/>

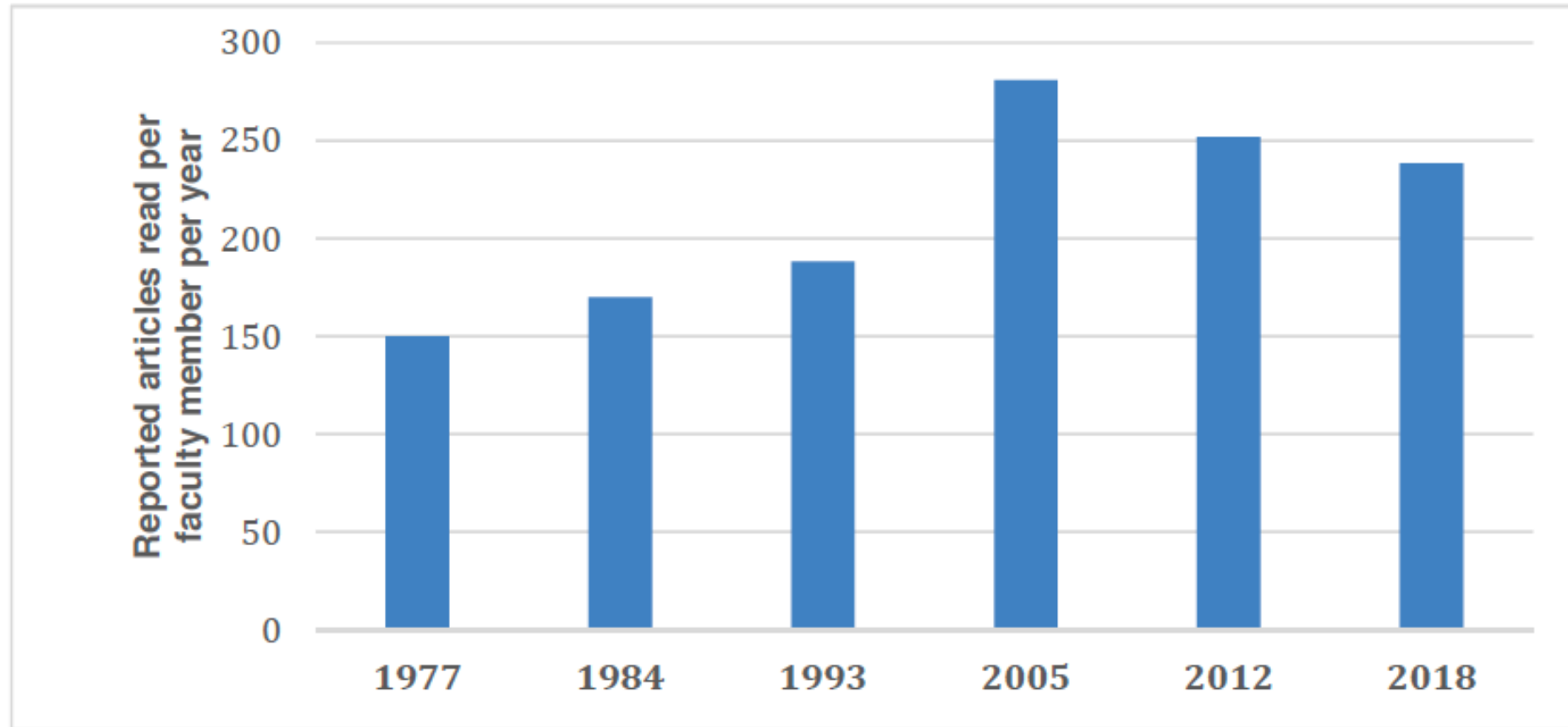


Academic Papers Published by Year (millions)



<https://wordrated.com/number-of-academic-papers-published-per-year/>

Articles Read by University Faculty (average per year)



Johnson, R., Watkinson, A., Mabe, M. (2018). The STM Report. An Overview of Scientific and Scholarly Publishing. 5th ed. (pg 59)



How Do You Make Your Work Stand Out?



Design for Dissemination

Dissemination Frameworks

Dissemination & Implementation Models

in Health Research & Practice

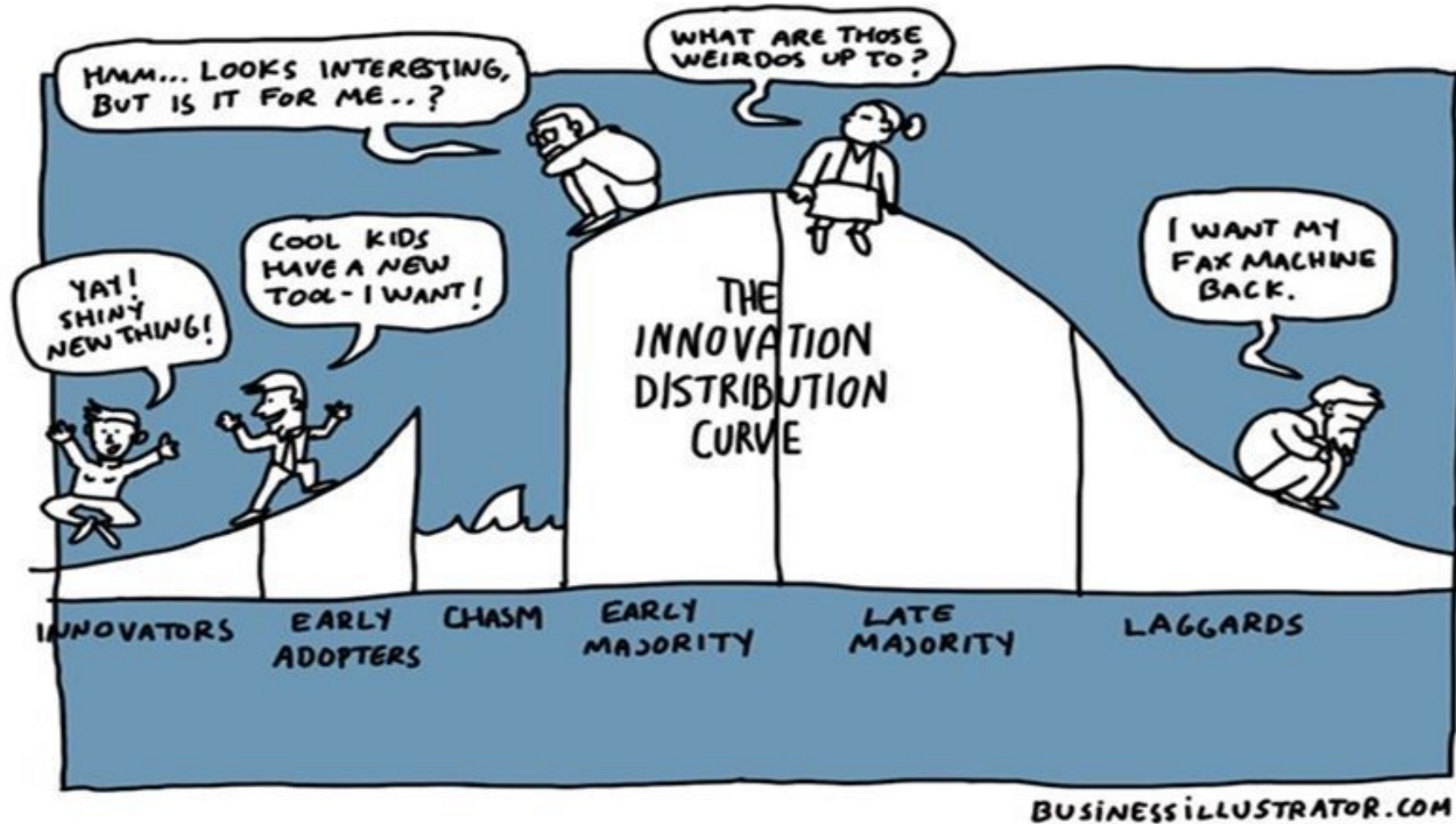
Sections of the D&I Models Webtool



www.dissemination-implementation.org



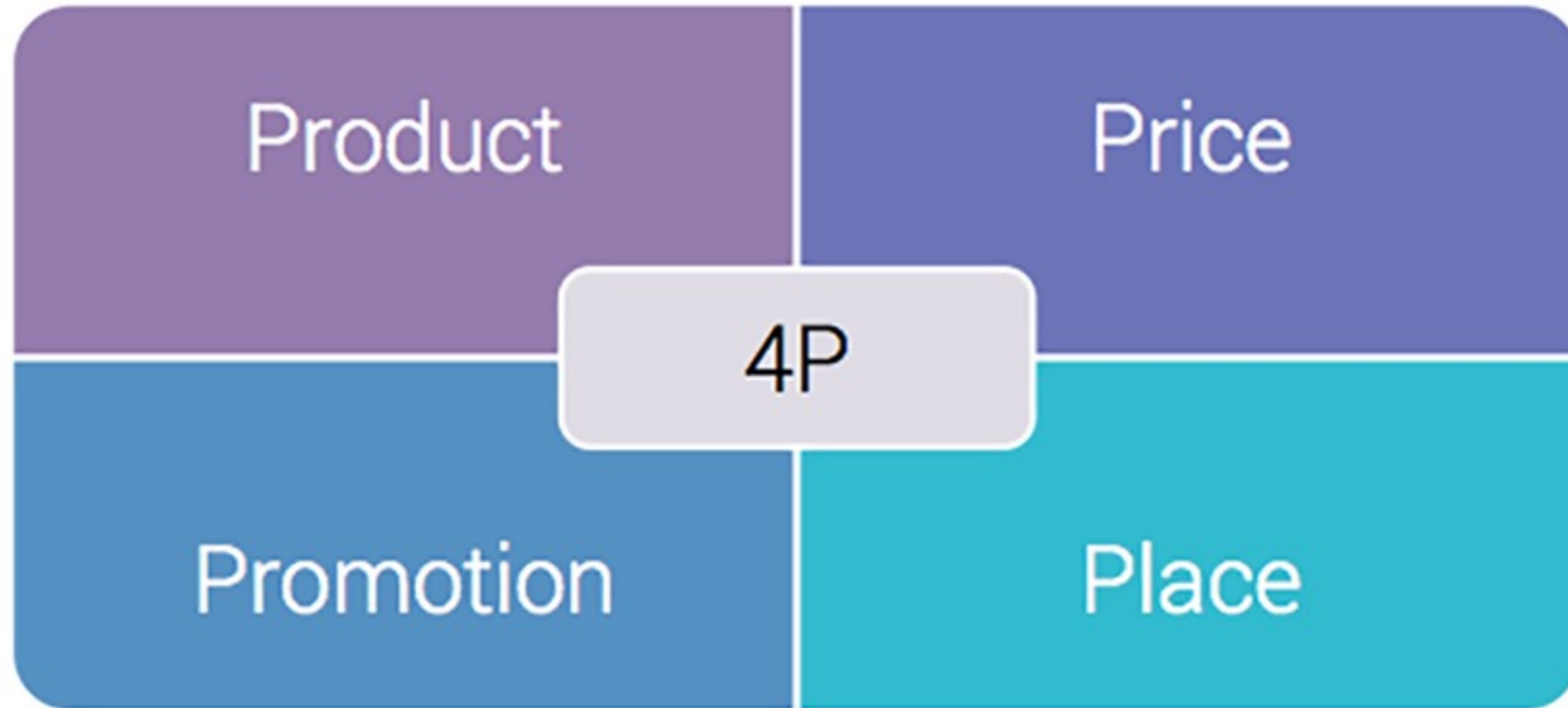
Diffusion of Innovation



Rogers EM. Diffusion of innovations. 2003.



Social Marketing Theory



Kotler P, Lee N. Social marketing: Influencing behaviors for good. Sage; 2008.
Connelly, B., Battaglia, C., & Gilmartin, H. M. (2021). *BMC Health Services Research*, 21(1), 1-8.



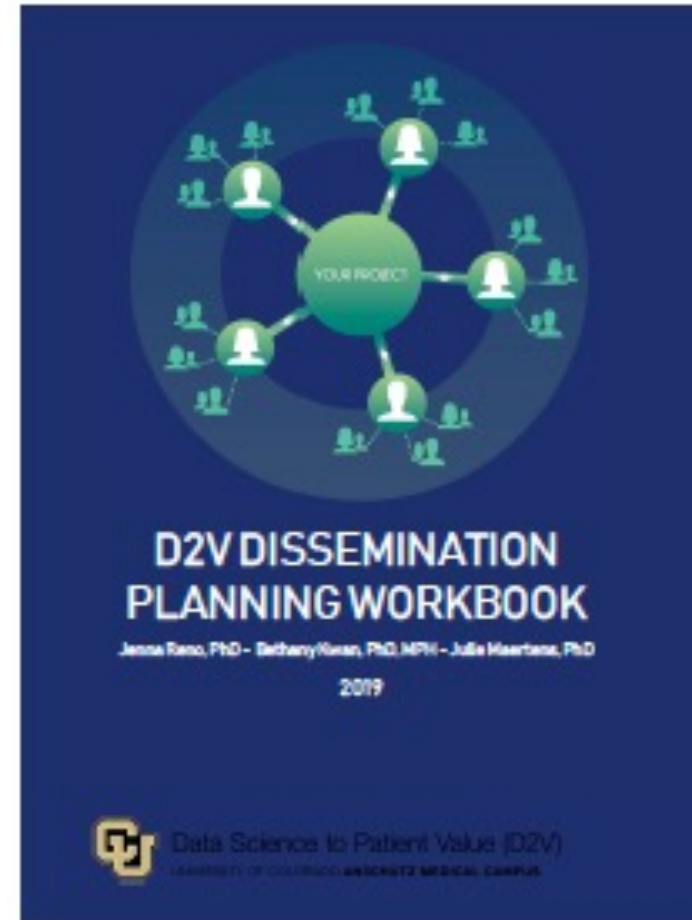
Dissemination Planning Workbook

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!

The graphic features a superhero character in a red cape and brown suit, holding a newspaper titled "YOUR STUDY". To the right is the CCTSI Dissemination Consult Service logo, which includes the text "CCTSI DISSEMINATION Consult Service" and a circular emblem. A QR code is located in the bottom right corner, with the text "SCAN ME bit.ly/CCTSIConsult" below it. The background is blue with white stars and rays, and a crowd of silhouettes is at the bottom.

CCTSI
DISSEMINATION
Consult Service

SCAN ME
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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



HOW TO Create a FREE Online Profile

Why should CCTSI SCIENTISTS and RESEARCHERS have a professional online presence?

- Your research is more likely to be found, read, discussed, and shared online
- You can connect with collaborators across the world
- You can engage in scholarly discussion
- You can find job, speaking, and consultant opportunities

Why should YOU create an online profile?

- To distinguish yourself from other scientists and researchers
- To automatically link your professional publications and activities to yourself
- To facilitate collaboration among academic researchers
- To make it easier to assess the impact of your work for annual reviews or your tenure packet

ORCID orcid.org
(The Open Researcher and Contributor ID)

- Free service that provides authors with a unique numeric identifier
- Helpful when attributing your name to publications and presentations

Colorado PROFILES profiles.ict.denver.edu

- Free web platform for CCTSI members to post their research profile, publications, awards and honors, and network list
- Helpful if asked for a personal website and to facilitate collaboration among academic researchers

Google Scholar Profile scholar.google.com

- Free service to showcase your papers and the citations they've received
- Google Scholar calculates a platform-dependent h-index to track "impact" of your research
- Helpful when assembling annual review or tenure packets

Request a **FREE CCTSI Dissemination Consultation** for personalized guidance!

DISSEMINATION Service



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Free Online Profiles

Professional Benefits

- Research easier to find
- Connect with collaborators
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Google Scholar Profile [Scholar@books.com](#)

- Free service to showcase your papers and the citations they've received
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QR Code: [https://www.cctsii.org/links.html](#)



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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



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Google Scholar

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

User profiles for heather gilmartin



Heather M. Gilmartin, PhD, NP

Veterans Health Administration, University of Colorado

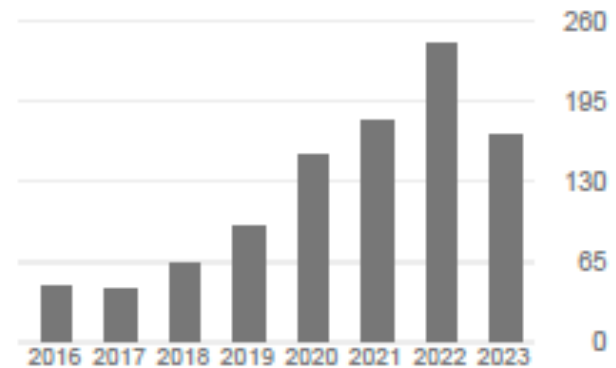
Verified email at cuanschutz.edu

Cited by 740

Cited by

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	All	Since 2018
Citations	1077	901
h-index	18	15
i10-index	26	25



Websites



Jennifer Stevens-Lapsley, PT, PhD, FAPTA

Professor, Director of Rehabilitation Science PhD Program, Section Director of Research and Development for the PT Program
Physical Therapy (SOM)

Email Address: jennifer.stevens-lapsley@cuanschutz.edu

Primary Phone: 3037249170

[View Research Profile](#)

Mailing Address:

CU Anschutz
Education II South
13121 East 17th Avenue
Mail Stop C244
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Movement for Everyone

The RESTORE team is a collaborative research team committed to optimizing movement and quality of life in older adults, through innovative research and educational excellence. The team is comprised of dedicated faculty research assistants, post-doctoral fellows, PhD and master's students, Doctor of Physical Therapy students and interns, supported by a network of multidisciplinary collaborators.

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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

HOW TO Participate in FREE Online Scholarly Communities

Why should CCTSI SCIENTISTS and RESEARCHERS have a professional online presence?

- Your research is more likely to be found, read, discussed, and shared online
- You can connect with collaborators across the world
- You can engage in scholarly discussions
- You can find job, speaking, and consultant opportunities

Why should YOU participate in online scholarly communities?

- To stay up to date on news and publications in your field
- To increase the visibility of your work and stay connected to your field
- To engage with colleagues and establish your expertise in your subject area
- To develop a platform to disseminate research findings to colleagues and the general public

Twitter

- A free social media platform, professional social network and news service.
- Follow journals and researchers in your field to stay ahead of new discoveries and publications as soon as they happen.
 - Tweeting about your research can increase the visibility of your work and help you stay connected to your field.
 - Engaging with colleagues gives you an opportunity to establish your expertise in a subject area that may encourage collaborators or invitations for presentations.

[How to create a Twitter account](#)
See [Twitter links](#) to organize information

LinkedIn

- A free social media tool for business, job hunting AND academic networking
- Create a professional profile that is searchable by the general public via Google
- Publish whatever you write, with or without references
- Connect with colleagues within and outside your institution
- Participate in LinkedIn Groups to share your knowledge and expertise
- Find people, either other academics or industry leaders who may be interested in guest lectures or have job openings

[How to create a LinkedIn account](#)

Request a **FREE CCTSI Dissemination Consultation** for personalized guidance!
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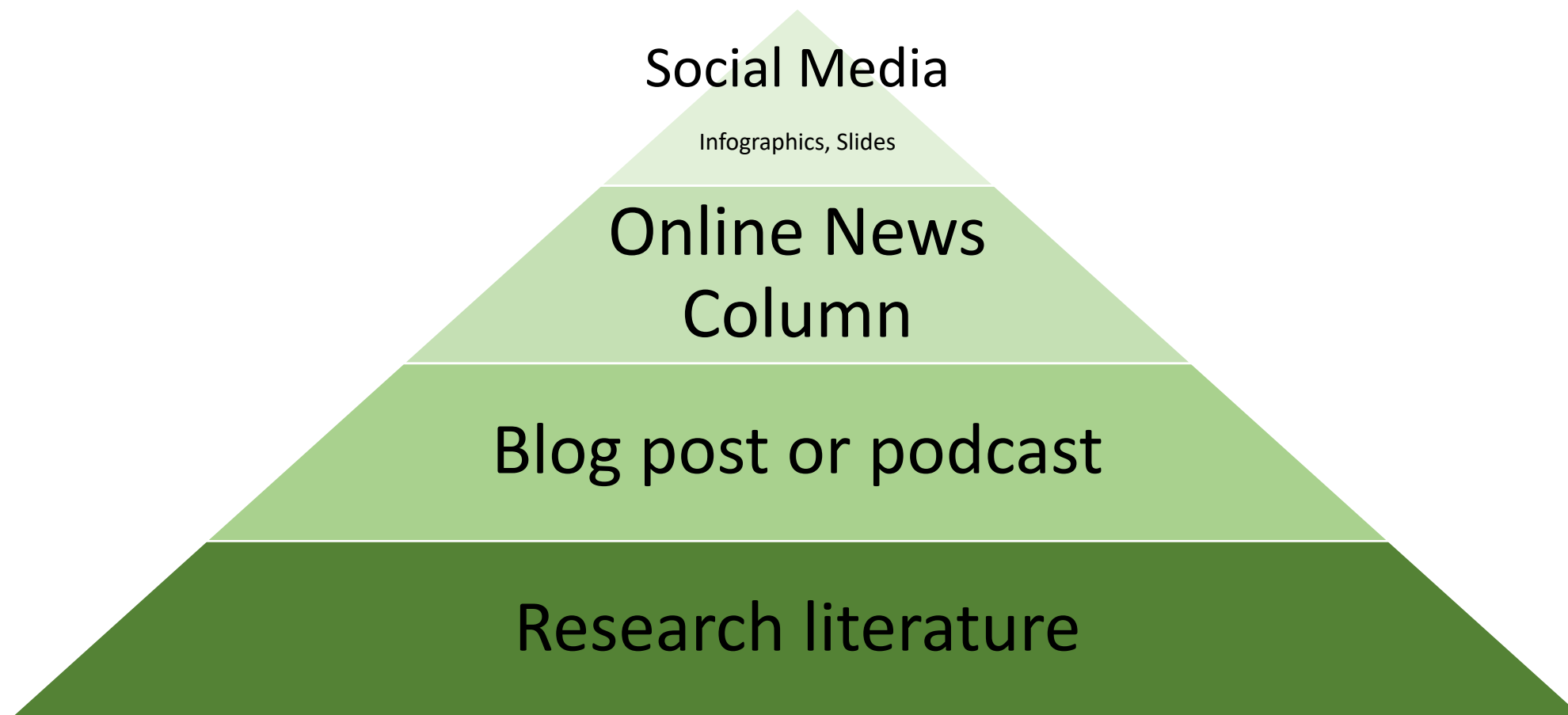
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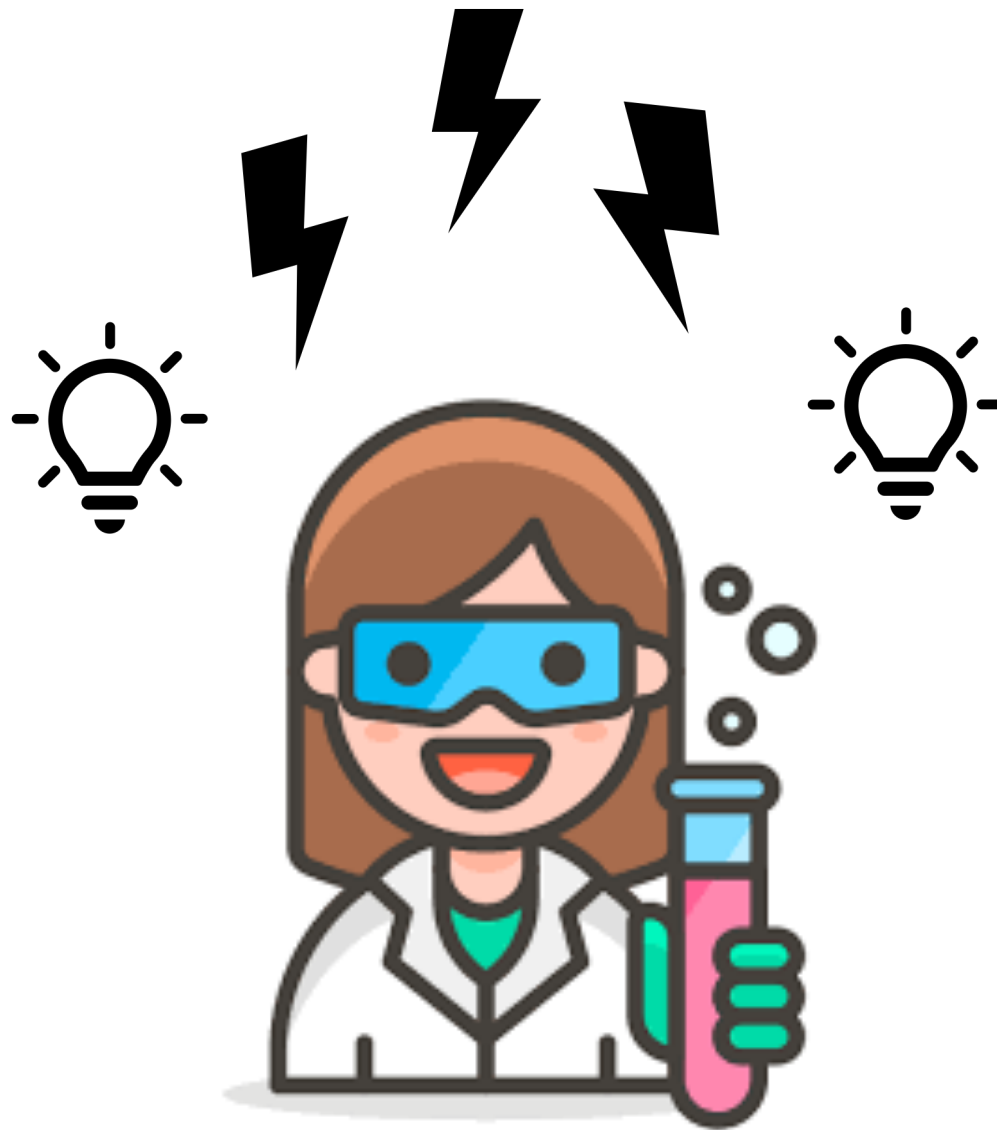
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Dissemination Hierarchy



The Incidental Economist, 2014. <https://academyhealth.org/blog/2014-07/hierarchy-dissemination-tactics>



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

HOW TO Create a Visual Abstract

What Is a Visual Abstract?

- A visual abstract is a visual summary of the key findings of a study, report, or publication.
- Like the executive summary section of a report, it conveys the most essential points in a shorter format.
- It does not replace reading the full article.
- It serves to generate reader interest.

Visual Abstract = Greater Dissemination

In today's digital environment, you have just a few seconds to capture a reader's attention. High-impact visuals are just one of the tools that help to do this.

A200 study by Braithwaite et al showed that, compared to text-only tweets promoting a published article, tweets with a visual abstract had 7-fold higher impressions, 8-fold higher retweets, and nearly 3-fold higher click-through rates on the publisher website.¹ Other trials have shown visual abstracts to be similarly effective across social media platforms.^{2,3}

Creating a Visual Abstract

1. Identify 1-3 key points or outcomes from your study.
2. Build a PowerPoint slide with one panel for each key point.
3. Enter the title, first author name, and key points into the template.
4. Add visuals or icons to convey each point. Be sure to use ONLY images and graphics that are original, royalty-free, or are in the public domain. Copyrighted images should not be used.

Title or Summary of Key Questions Being Addressed

BACKGROUND	METHODS	RESULTS
 Efficacy of robotic-assisted prostatectomy	 Randomized control trial of open prostatectomy	 Robotic-assisted prostatectomy results
 Robotic-assisted prostatectomy	 Randomized control trial of open prostatectomy	 Robotic-assisted prostatectomy results

Learn More and See Examples of Visual Abstracts

Read Dr. Braithwaite's [Open-Source Primer on Visual Abstracts](#) or search Twitter using this infographic.

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1. Braithwaite M, Wilson M, Sengupta M, Quirk J. Visual Abstracts Increase Social Media Engagement. *PLoS One* 2019;14(10):e0219911.
2. Lippman M, Braithwaite M, Sengupta M, Quirk J. Visual Abstracts Increase Social Media Engagement. *PLoS One* 2019;14(10):e0219911.
3. The Value of Visual Abstracts in Social Media Engagement. *PLoS One* 2019;14(10):e0219911.

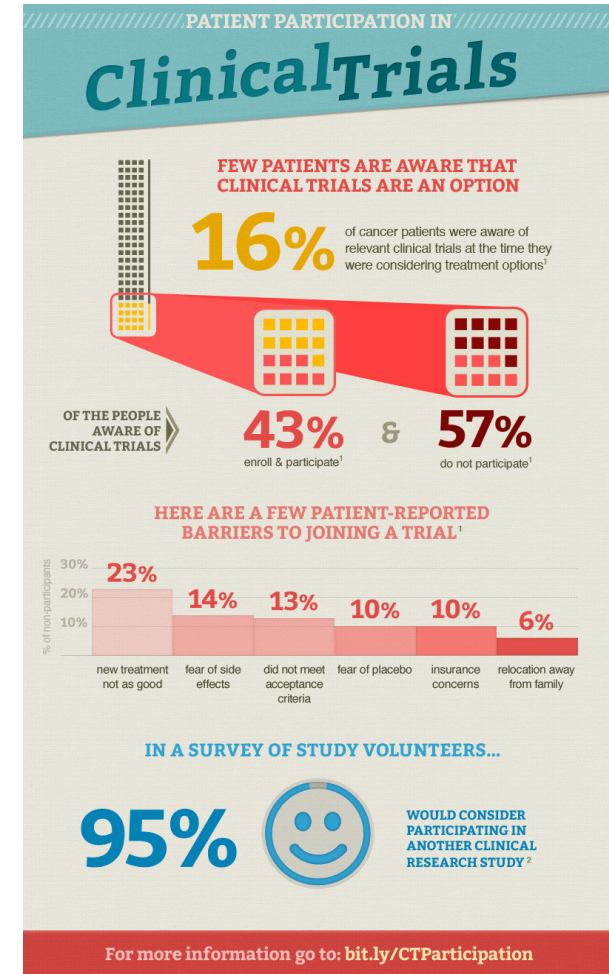
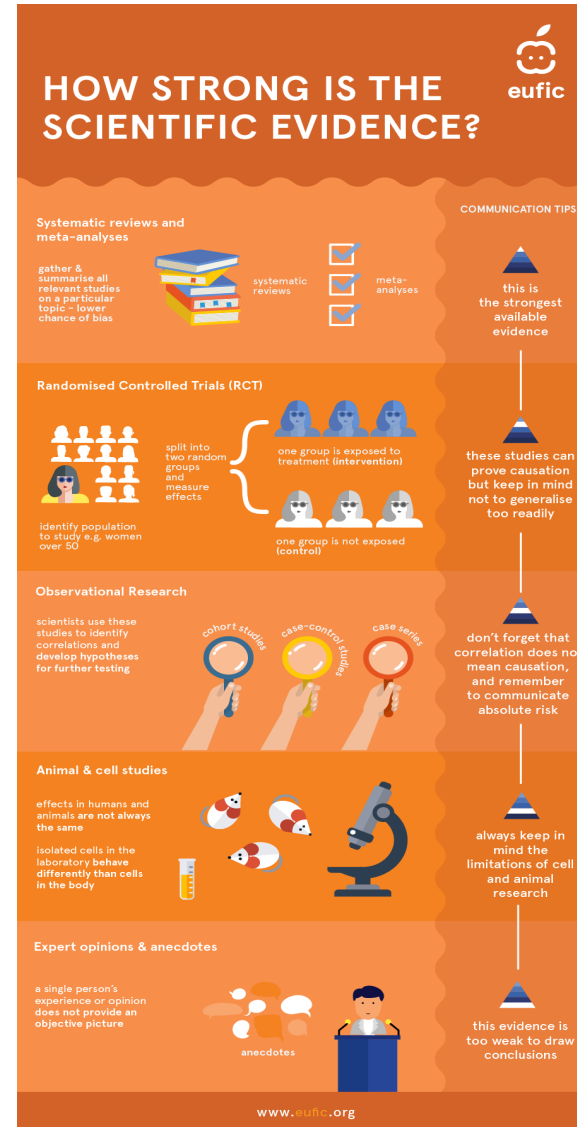
© 2019 CCTSI. All rights reserved. #CCTSI #VisualAbstracts #Dissemination

<https://www.surgeryredesign.com/resources>



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Infographics



lillycoi.com



To the extent possible under law, Lilly COI has waived all copyright and related or neighboring rights to this work. This work is published from the United States.

References

- Fenton L, Rigney M, LICSW, Herbst, R. Clinical trial awareness, attitudes, and participation among patients with cancer and oncologists. 2006. oncologypractice.com/coi/journal/articles/0605207.pdf
- CISCRP 2013 Perceptions & Insights Study - Report on Study Participant Experiences. 2013. cisr.org/wp-content/uploads/2014/01/2013-CISCRP-Study-Participant-Experiences.pdf

MAY 2014 R1.1



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Explainer Video



Aaron Carroll, MD, MS
The Incidental Economist
Indiana University

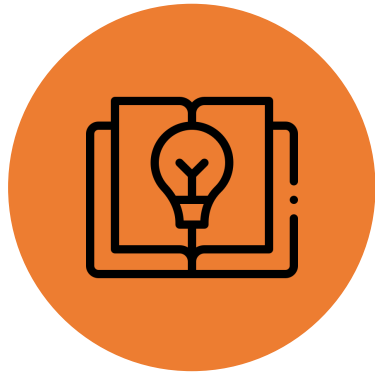


@aaronecarrol



<https://youtu.be/La4M4StMyiE>

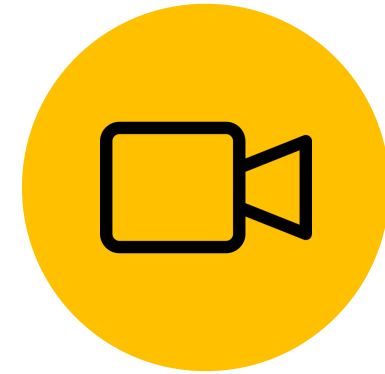
Summary



WHY ACTIVELY
DISSEMINATE YOUR WORK



DISSEMINATION
FRAMEWORKS



DISSEMINATION
TIPS AND BEST PRACTICES



Accelerating research to improve health for all

Spectrum is the Stanford Center for Clinical and Translational Research and Education—bridging each stage of medical innovation from basic research to public health.

[LEARN MORE ABOUT US →](#)



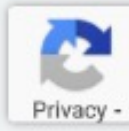
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I want to...



Get involved

I'm interested in...



Heather M. Gilmartin, PhD, NP

Clinical Assistant Professor, Department of Health Systems, Management and Policy
Colorado School of Public Health | Anschutz Medical Campus

heather.gilmartin@cuanschutz.edu

Associate Director of Dissemination & Implementation, Colorado Clinical & Translational
Science Institute (CCTSI)

Anschutz Medical Campus - Traditional Land of Arapahoe People

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Investigator, Research Health Scientist - Denver/Seattle Center of Innovation

Rocky Mountain Regional VA Medical Center

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heather.gilmartin@va.gov



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