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drheathergilmartin

CCTSI

DISSEMINATION

Service



Disseminating Clinical & Translational Research Deliverables

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

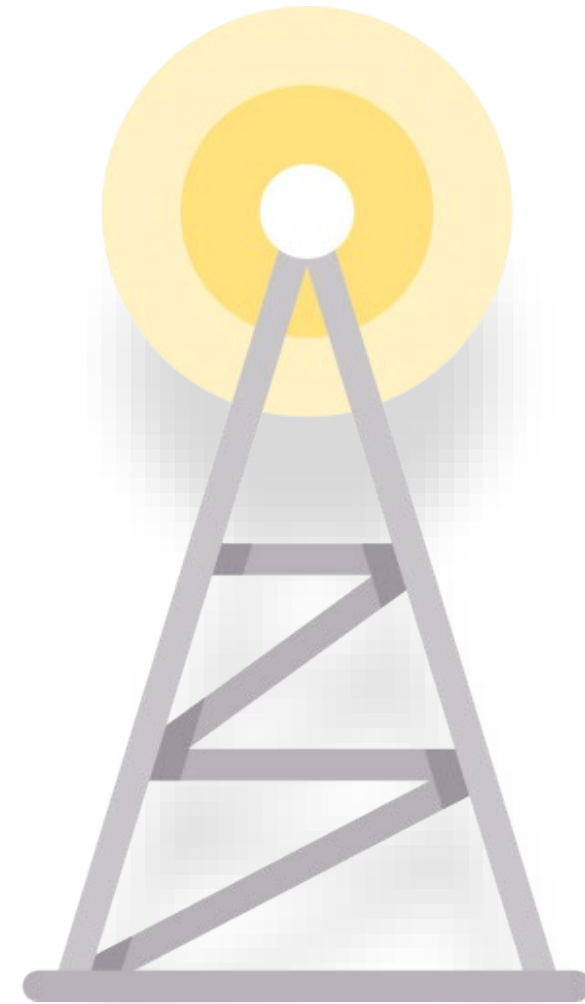


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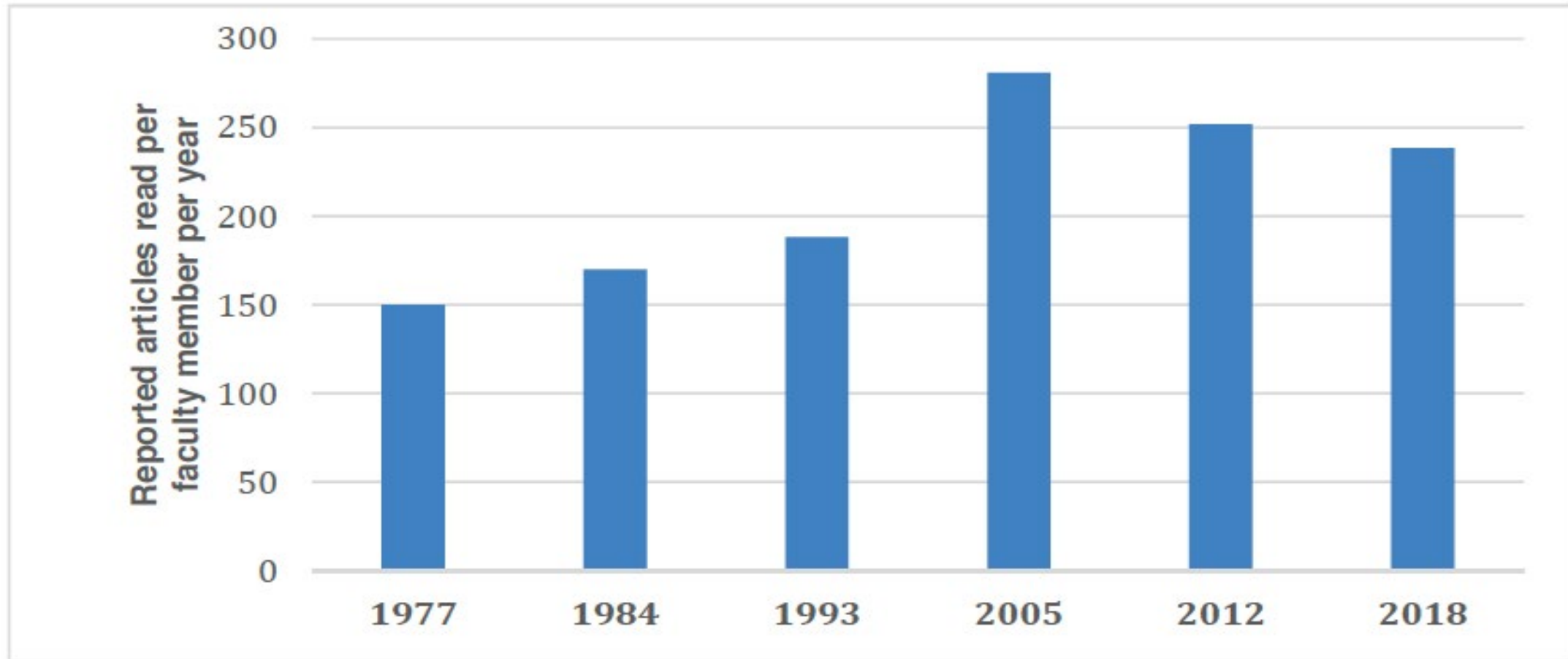
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Dissemination

*The action of spreading something,
especially information, widely*



Average Number of Articles Reportedly Read Per Year by University Faculty Members

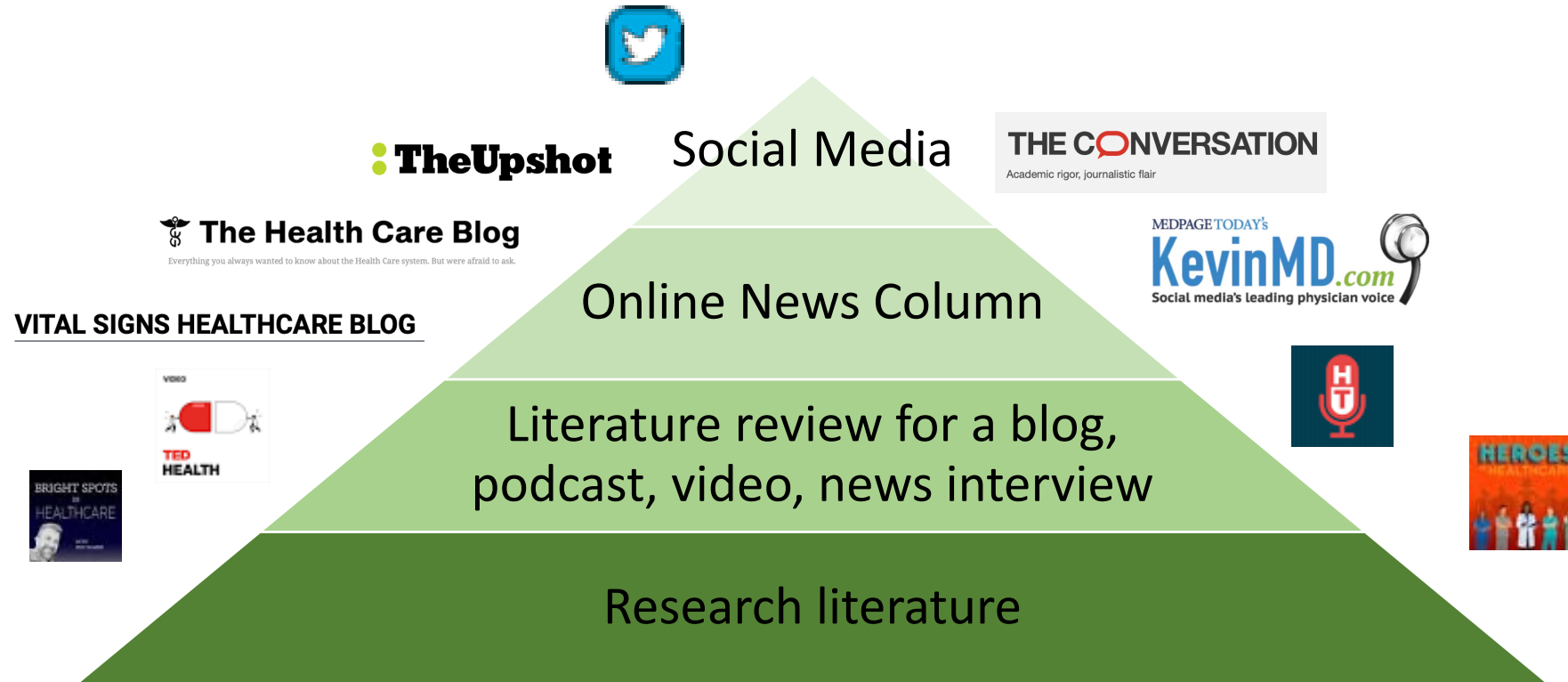


Johnson, R., Watkinson, A., Mabe, M. (2018). The STM Report. An Overview of Scientific and Scholarly Publishing. 5th ed. (pg 59)

How Do You Make Your Work Stand Out?



Hierarchy of Dissemination Tactics



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



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Dissemination & Implementation Models

in Health Research & Practice

Sections of the D&I Models Webtool



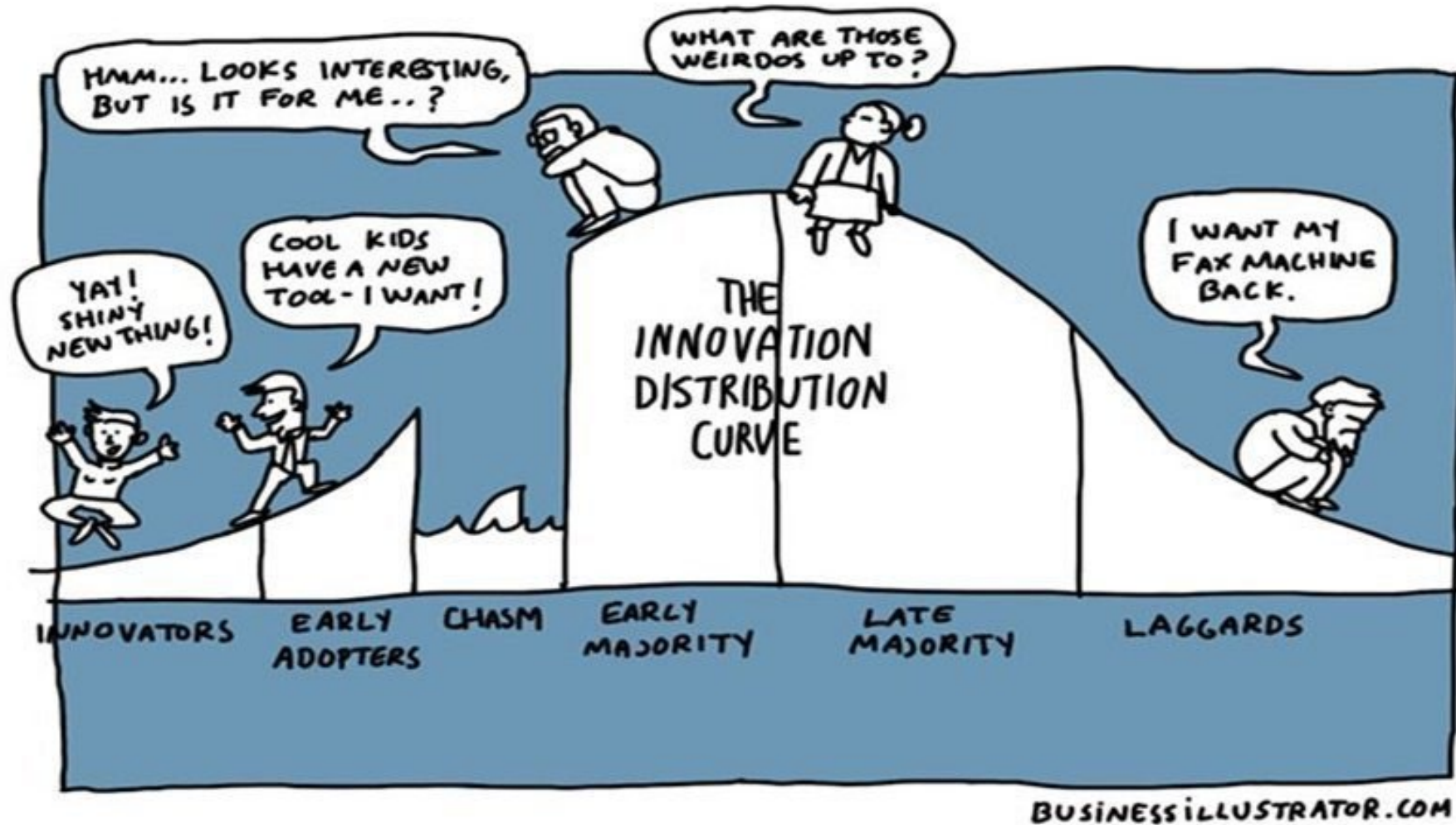
www.dissemination-implementation.org



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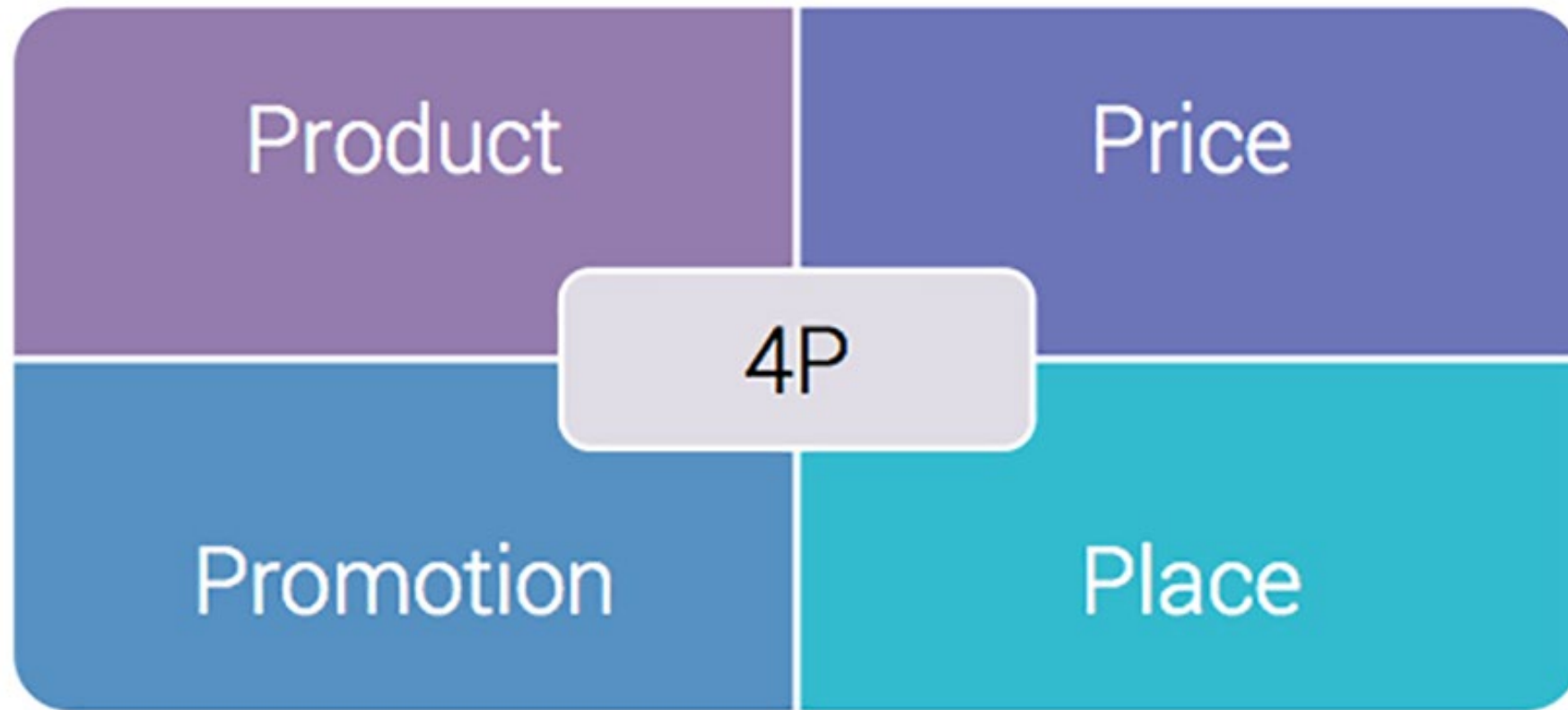
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Diffusion of Innovation



Rogers EM. Diffusion of innovations. 2003.

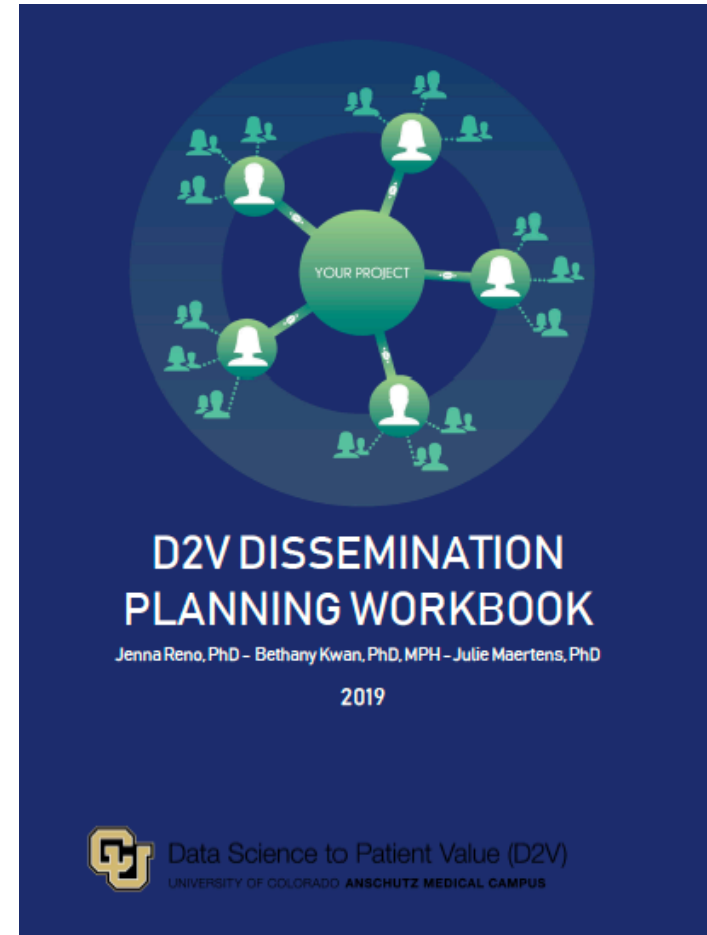
Social Marketing Theory



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.

D2V Dissemination Planning Workbook

- Free, self-guided workbook
- Guide for dissemination planning



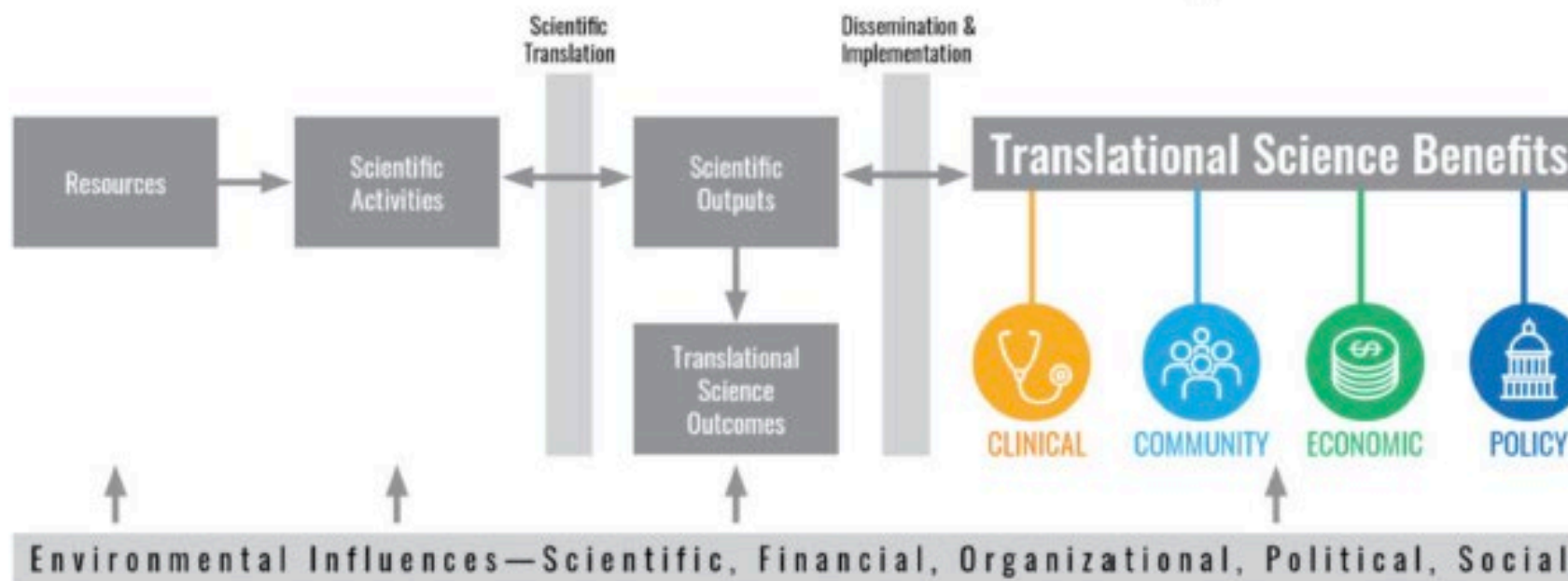
https://cctsi.cuanschutz.edu/docs/librariesprovider28/dissemination-consult-service/d2v-dissemination-planning-workbook.pdf?sfvrsn=5d4ccea_2



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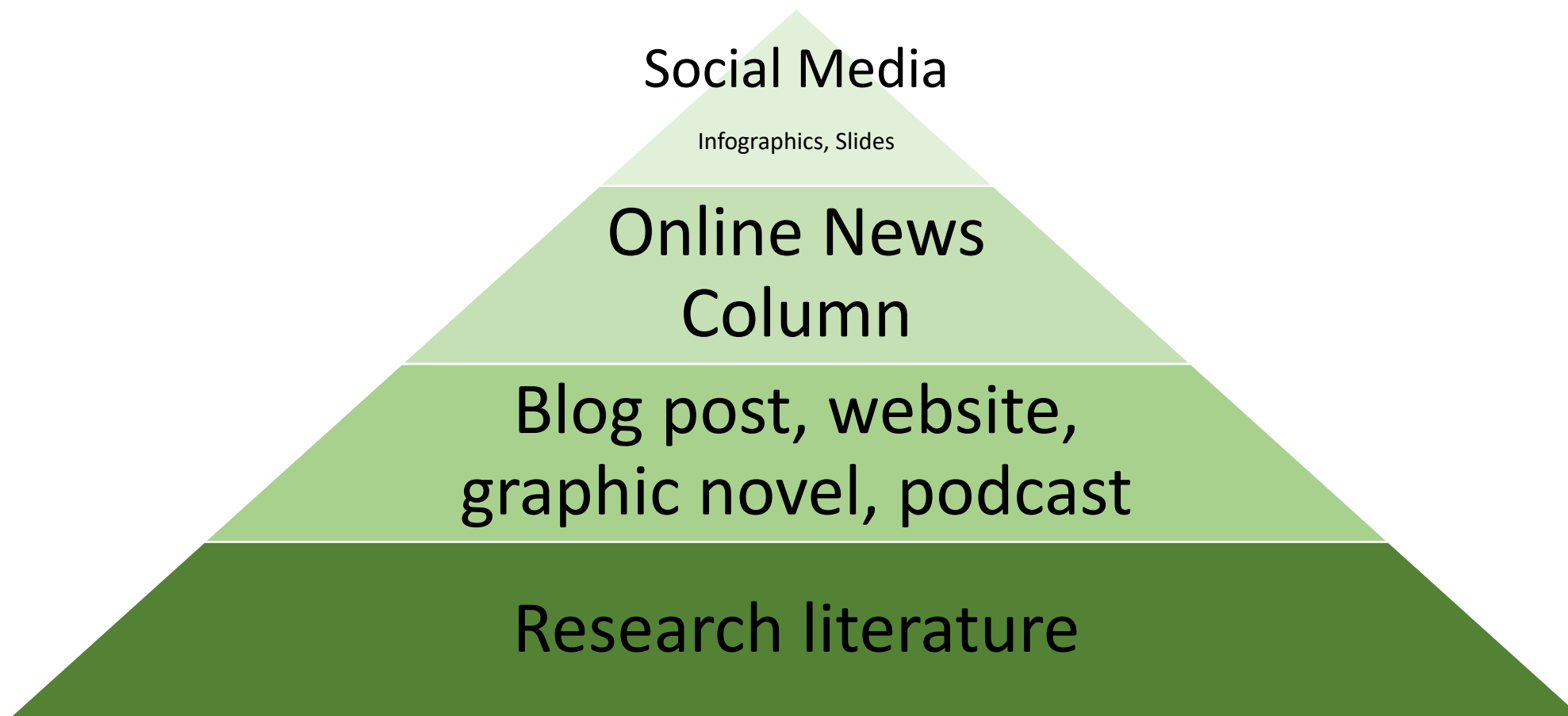
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Translational Science Benefits Conceptual Model



<https://translationalsciencebenefits.wustl.edu>

Dissemination Deliverables



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

Social Media Posts



Infographics

HOW TO SPEAK *to* JOURNALISTS

Pitching stories to journalists is a good way to reach large segments of people, raise awareness, and show others the value of your research.



BEFORE THE MEETING

- Connect with department/university communication staff
- Create your message
 - i. Write down the main point you want people to remember
 - ii. Write down no more than 3 key supporting points
 - iii. Start with your most important finding in 1-2 sentences
 - iv. Utilize analogies, anecdotes, and stories
 - v. Always use jargon-free language
- Practice what you will say with another person
- Consider how you will answer controversial questions



DURING THE MEETING

- Begin by briefly describing the big picture of your research
- Ask clarifying questions if you are unsure what is being asked
- "I don't know the answer to that question" or "We didn't look at that" are acceptable answers



AFTER THE MEETING

- Express your availability for follow-up questions and offer to provide links, graphics, etc



SCAN ME

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"Communicating Your Science to the Public"
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for Personalized Guidance



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 point 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 achieve this.

A 2017 study by Ibrahim 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 article visits 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 visual or icons to convey each point. Be sure to use ONLY images and graphics that are original, royalty-free or are within the public domain. Copyrighted images should not be used.

Title or Summary of Key Questions Being Addressed		
BACKGROUND Dinosaurs once ruled the planet. Did they know how to write?	METHODS Systematic review of cave drawings	KEY FINDINGS Drawings appear human made Not dinosaur made
Author, citation		Journal Logo

Learn More and See Examples of Visual Abstracts

Read Dr. Ibrahim's Open-Source Primer on Visual Abstracts or search Twitter using #visualabstract.

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



SCAN ME

<https://doi.org/10.25571/gtkp-1539>

REFERENCES

1. Ibrahim AM, Ullrich HJ, Wiggins M, ME Dmick JB. Visual Abstracts to Disseminate Research on Social Media: A Prospective Case-control Study. *Am J Surg*. 2017;203(3):e45-e48.
2. Ullrich HJ, Wiggins M, Dmick JB. Visual Abstracts to Disseminate Research on Social Media: A Case-control Study. *Am J Surg*. 2017;203(3):e45-e48.
3. Hsu K, Aoki T. Research PM Impact of Social Media Visual Abstracts on Research Engagement and Dissemination on LinkedIn. *J Med Internet Res*. 2017;19(3):e175-e177.

Online News Column



You can call 988 for yourself, or for a friend or family member. Flashpop/Stone via Getty Images

As suicides rise in the US, the 988 hotline offers hope – but most Americans aren't aware of it

Published: July 28, 2023 8.19am EDT • Updated: July 28, 2023 12.11pm EDT

Emmy Betz

<https://theconversation.com/us>

BLOG POST

Member Survey of Academic Researchers Suggests Loneliness is a Barrier to Productivity During COVID-19 Remote Work

AcademyHealth member Heather Gilmartin developed a survey at the Colorado Clinical and Translational Science Institute to understand the impact of remote work on researchers and staff during COVID-19. Results show that loneliness is the greatest barrier to productivity.

POSTED
Jul 20, 2020

BY
Heather Gilmartin, Ph.D., N.P.

HSR Workforce Development

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Related Content

PUBLICATION

HSR Journal: The Evolving U.S. Health Workforce

Feb 27, 2017

EVENT

2019 Annual Research Meeting

June 2-4, 2019

PUBLICATION

Paradigm Project Report: July 2019 Convening Recap

Oct 07, 2019

Blog Post

Website and Graphic Novel

mAb Colorado Graphic Novel

What

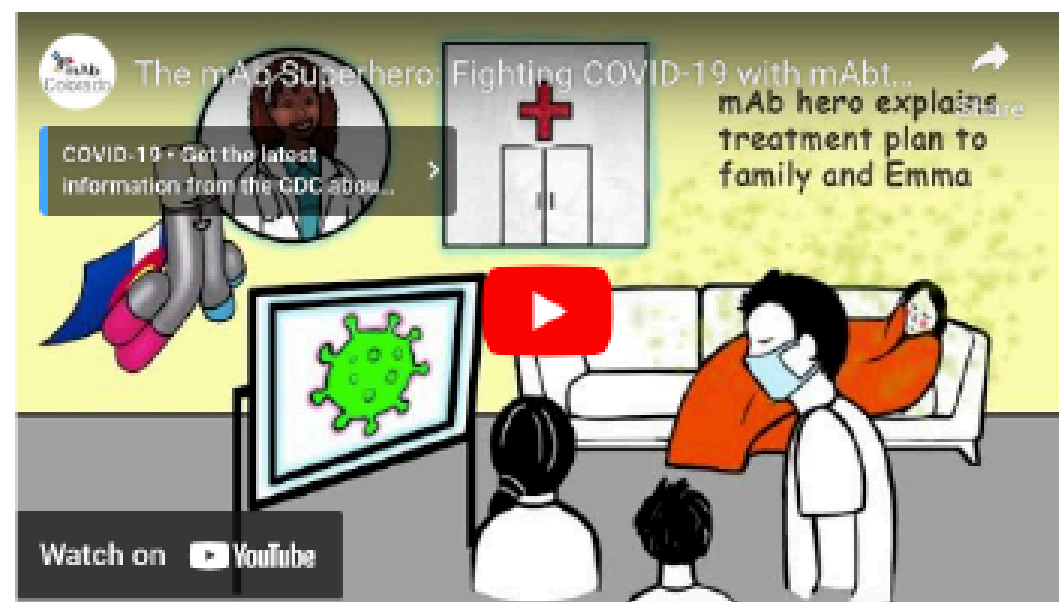
The mAb graphic novel walks viewers through the process of getting monoclonal antibodies (mAb) for COVID-19 and covers:

- What to expect
- How treatment works in the body
- How long it takes
- Benefits of treatment

All in a brief and easy-to-understand 2-minute animated video.

For more information on how you can get treated with monoclonal antibodies please visit the CDPHE treatment webpage.

Click here to visit CDPHE treatment webpage [↗](#)



<https://medschool.cuanschutz.edu/mab-colorado>

Podcast

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PODCAST

Podcast
RESTORE Team Podcast | Rehabilitation research optimizing older adult movement and quality-of-life
Alexander Garbin, PT, DPT, PhD

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Breaking Down Barriers to Evidence-Based Osteoarthritis Care with Laura Churchill | 2
In today's podcast, we set down with Dr. Laura Churchill to discuss her research related to breaking down barriers for osteoarthritis care. Articles discussed include: 1. The development and validation of a multivariable model to predict...
Apr 10 · 27 min 33 sec

High Intensity Rehabilitation with Jennifer Stevens-Lapsley | 1
In today's podcast, we set down with RESTORE Team director Dr. Jennifer Stevens-Lapsley to discuss the RESTORE Team, her research involving high intensity rehabilitation in older adults within skilled nursing facilities, as well as othe...
Feb 22 · 14 min 58 sec

About

In this podcast we invite researchers to discuss their recent scientific work related to improving older adult health status and function, how it can impact clinical care, and its relevance to any older adult listener
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Science

Introducing the RESTORE Team Podcast
| Intro
TRAILER 1 min 48 sec

<https://www.cuanschutz.edu/graduate-programs/rehabilitation-science/research/restore/news>

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with non-research audiences...

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a CCTSI
consultation!



YOUR STUDY

CCTSI
DISSEMINATION
Consult Service



SCAN ME
bit.ly/CCTSIConsult

The illustration features a superhero character with a brown suit and a red cape, holding a newspaper titled 'YOUR STUDY'. The background is a blue gradient with white stars and rays. A crowd of silhouettes is visible at the bottom, and a QR code is located in the bottom right corner.

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

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heather.gilmartin@va.gov



@hgrnepi



drheathergilmartin