Disseminating Clinical & Translational Research Deliverables

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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

How Do You Make Your Work Stand Out?
Hierarchy of Dissemination Tactics

Dissemination & Implementation Models in Health Research & Practice

Sections of the D&I Models Webtool

Plan  Select  Combine  Adapt  Use  Measure

www.dissemination-implementation.org
Diffusion of Innovation

Social Marketing Theory

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
Dissemination Deliverables

- Social Media
  - Infographics, Slides
- Online News
- Column
- Blog post, website, graphic novel, podcast
- Research literature

Social Media Posts

STOP COVID-19 SYMPTOMS FAST
With Monoclonal Antibodies

Find out more at www.mAbColorado.org
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
- Contact department/center communication staff
- Create your message
  1. Write down the main point you want people to remember
  2. Write down no more than 3 key talking points
- Start with your most important point
- Use the analogy, story, and emotion
- Always use jargon-free language
- Practice what you will say with another person
- Consider how you will answer common questions

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

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

Infographics

HOW TO CREATE A VISUAL ABSTRACT

What is a Visual Abstract?
- A visual abstract is a visual summary of the research presented in a study report or publication
- Use the abstract as a summary and of a paper or article, the abstract is the essential elements of the paper or article
- It can also represent the key points of the article
- It can be used as a research instrument

Visual Abstract = Greater Dissemination
- In today’s digital environment, visual abstracts are more effective in capturing reader attention than a traditional paper
- The abstract helps achieve greater visibility

Create a Visual Abstract
1. Identify the key points of your study
2. Build a presentation slide with one point for each key point
3. Insert the title, author name, and any other information you need to include
4. Add your images quickly and print. Definitely use only images that are original, royalty-free, and within the public domain

Learn More and See Examples of Visual Abstracts

FREE! Request a FREE CTT59 Dissemination Consultation for personalized guidance.

CCT59 Dissemination Service
Colorado Clinical and Translational Sciences Institute (CCT59)
Aims@UZ Medical Campus

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1.800.753.4273 x 1119
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www.cobrereach.org

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

Related Content

Publications

HSR Journal: The Evolving U.S. Health Workforce
Feb 21, 2017

2019 Annual Research Meeting
June 2-4, 2019

Paradigm Project Report: July 2019 Convening Recap
Oct 07, 2019
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
RESTORE Podcast

Breaking Down Barriers to Evidence-Based Osteoarthritis Care with Laura Churchill | 2
In today’s podcast, we sat 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...

High Intensity Rehabilitation with Jennifer Stevens-Lapsley | 1
In today’s podcast, we sat 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 others...

https://www.cuanschutz.edu/graduate-programs/rehabilitation-science/research/restore/news
If you want to share your study results with non-research audiences...

Then ask for a CCTSI consultation!
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