

# CU-CSU Summit

Enhancing the Impact of Clinical and Translational Research  
Through Dissemination and Implementation Science

XI  
2023

## CCTSI Communications Resources



Colorado Clinical and Translational  
Sciences Institute (CCTSI)

UNIVERSITY OF COLORADO DENVER | ANSCHUTZ MEDICAL CAMPUS

# TRAINING

## Communicating Your Science to the Public



# Getting the Word Out

## Storytelling

Press Release – talk to a communicator

Work with media relations on your campus to pitch the story to the media

Make use of CU newsrooms

Share the news:

- CU Campus newsletters

- Department/Division newsletters

- CU Connections

## User Generated Content

Do you have an academic insight on current affairs or trends? Write a piece for the Conversation – work with your communicator...

Blogs

Podcasts

Videos (of your one-minute elevator speech)



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### **iHeard Colorado Will Collaborate With Communities to Provide Accurate Health Information**

New initiative prepares and distributes accurate health information to counter false claims

**3 minute read**  
Written by Wendy Meyer on June 20, 2023

Have you heard about a horse tranquilizer that rots flesh? A fungus that spreads between people? How do you know what is true? Should you be concerned or take any action?



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# Getting the Word Out

## Social Media

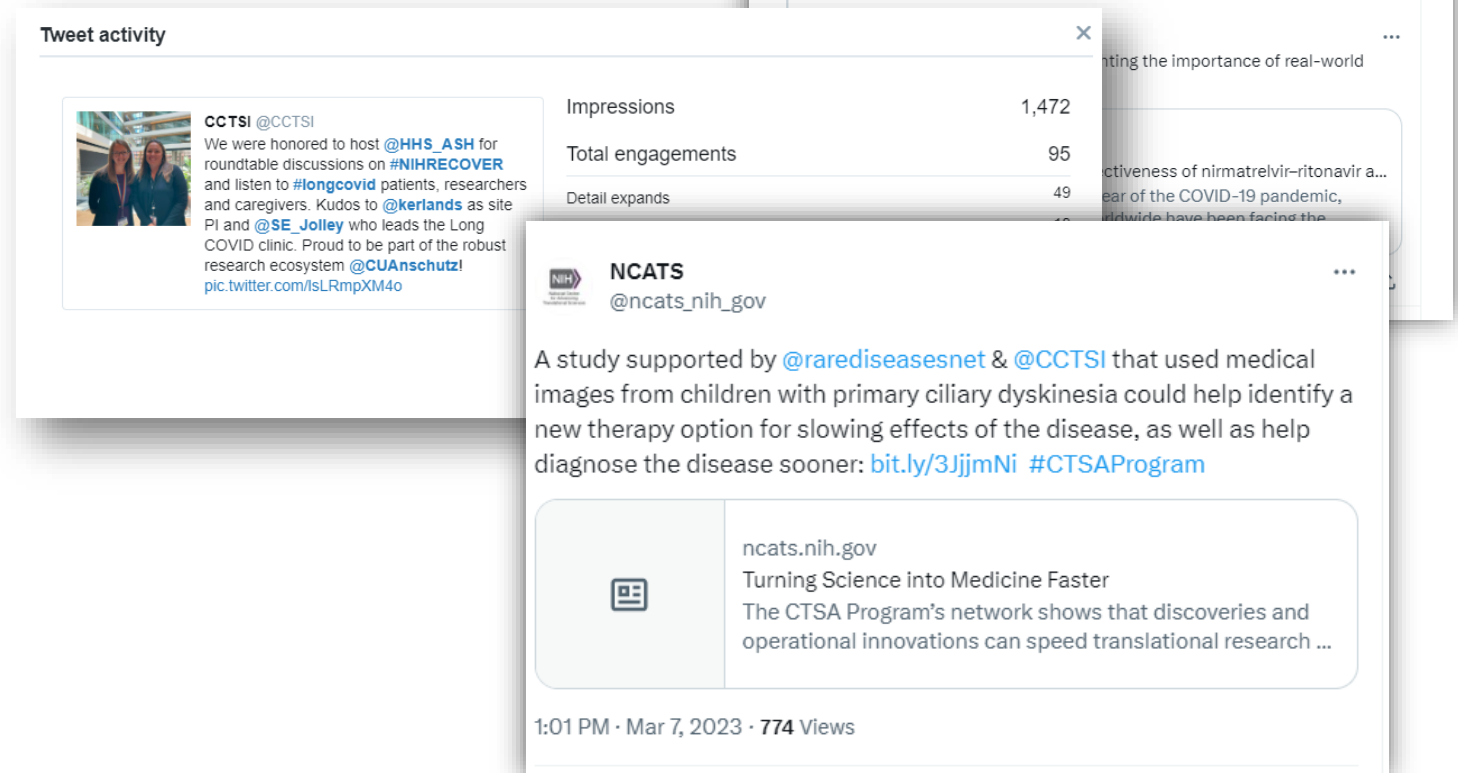
Talk to @CCTSI about sharing the news of your study on LinkedIn or Twitter

Create your own posts and ask partners to amplify

Start building a community online around your discipline/colleagues/academic interest

Tag important and relevant contacts

Amplify the work of others, especially those in your community



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