

## Dissemination

### What this involves

Members of the public involved in your research will want to ensure that the findings are widely disseminated so they can influence and change practice for the better. It has been found that involving people just at the dissemination stage is less successful if they have not been involved at earlier stages of the research as they do not have either the ownership or knowledge of the context of the research. However if they have been involved at other stages in the research they will be more likely to disseminate the results to their networks.

### What are the benefits of working with patients to disseminate?

PPI Contributors can help by:

- making reports more accessible
- advising on different avenues for disseminating results
- making messages more powerful—contributing patient stories/experiences that can bring the results to life – and make them more relevant to a wide range of audiences
- ensuring reports are read by policymakers through their campaigning
- Co-authoring a paper for publication, or writing part or all of a report
- making results available to patients including through their own informal networks and social media accounts
- helping identify which of your findings will be most relevant and important for their peers to hear about and produce summaries of findings. Helping you interpret what the implications are for patients and the public and how best to communicate the findings.
- Jointly presenting the findings with researchers
- Teaching and giving seminars
- If part of a patient organisation; enabling you to put your results of on their website, newsletters, and at conferences. Larger patient organisations will have press teams who can help write press releases and campaign teams who can help with lobbying to ensure that results are used to influence policy or practice.

The purpose of good quality dissemination is to increase impact. Dissemination needs to be planned for as a constant theme throughout the study, as opposed to an activity that happens for a short period as the study comes to a close

### **When this might be a useful/appropriate approach:**

This approach is relevant to all research projects.

### **How can you work with patients to disseminate?**

To encourage and support public involvement in dissemination it will be essential for PPI to be embedded throughout your project. The more involved PPI Contributors feel the more they will want to share the results:

- develop progress reports or newsletters to keep people informed throughout the project, reporting both negative and positive results
- feedback results to all those you consulted and collaborated with as well as participants
- work with members of the public to develop your dissemination plans
- acknowledge the contribution members of the public made to the research when writing journal articles and reports.

Remember to include in your grant application funding for public involvement in disseminating the findings and consider if you will need to allocate funding for developing and printing summaries and for postage.

Wherever possible lean on the existing skills of your PPI Contributors. Ask them about their marketing expertise, or editing skills or public speaking experience etc.

Remember that blogs are free to access for the public.

### **What are the drawbacks of this approach?**

You will need to plan for additional time in supporting a thorough dissemination plan with your PPI Contributors and there may be some additional costs, such as their attendance at conferences.

### **Resources:**

- [Example of good dissemination plans in grant applications](#)
- An innovative toolkit: increasing the role and value of patient and public involvement in the dissemination of research findings. Elaine McNichol and Paul Grimshaw: University of Leeds [www.fons.org/Resources/Documents/Journal/Vol4No1/IPDJ\\_0401\\_08.pdf](http://www.fons.org/Resources/Documents/Journal/Vol4No1/IPDJ_0401_08.pdf)