


Ducks for dissemination

#DisseminationDucks

Engaging with the media can help you tell the world about your research. The majority of the public learn of current progress in health and care research through articles compiled from researcher press releases.

Press release top tips



When writing, remember the 5 W's - who, what, when, where and why?

Ensure your writing is concise, with a good hook that will interest journalists

Accessibility to non-expert readers is essential



In a world of 'fake news', ensure the information you provide is accurate

Include a high resolution, relevant picture to accompany your words

Include at least two interview quotes from patients and/or researchers

For more information contact the communications team:

 healthandcareresearch@wales.nhs.uk

 02920 230 457

 @ResearchWales

 healthandcareresearch.gov.wales/research-route-map



Don't leave your research on the shelf

We all have a story to tell, but some tales stand out more than others. Simply announcing that a research study has taken place just won't fit the bill, those results need to be relatable - and we need to know how it's going to help real people. So, tell your research story...

Think about your audience. Who are they and what do they need?



Keep it simple! Avoid using jargon to encourage audiences to want to learn about your research.



What is the impact of your research for your audience? Why should they care?

What's your 'wow' factor? The best told stories create emotion for their audience - find the 'wow' in yours.



Audiences want to know about more than just data. What's the story behind your research project?

For more information visit the Research Route Map at healthandcareresearchwales.gov.uk



Your research story

