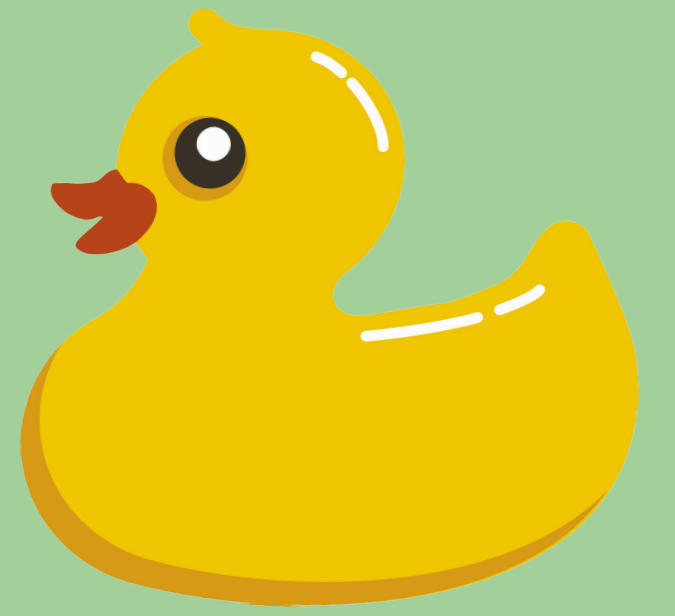


# Make a quack about your research!

Did you know that duck quacks have a hard time echoing? Don't let your research disappear into the ether – think about dissemination upfront and at every stage of the research process, and not simply as an add-on activity. How far can your dissemination duck flow down the research river? Read our top tips to ensure resounding echo. Don't hesitate – disseminate!



## Traditional Methods

As a researcher, traditional methods of dissemination should be hardwired into your study timeline. These include:

- Research reports
- Peer-reviewed papers
- Policy briefs

Example: Monitoring the impact factor on your journal publication.

Traditional dissemination methods will tick requirement boxes from your funder, but will likely only reach other academics and policy makers. Follow the river down to get more people on board with your research.



Academics and policy makers

## Research Media

The next bend to navigate is that of research media. It's a good idea to seek out features in research communications outlets, or set up your own. Outlets include:

- Websites
- Newsletters and bulletins items
- Trade magazines

Example: Launching a dedicated website for your study to keep people informed about your study's progress.

Although a good method of dissemination, research media will likely only reach people within your area of work.



Practitioners

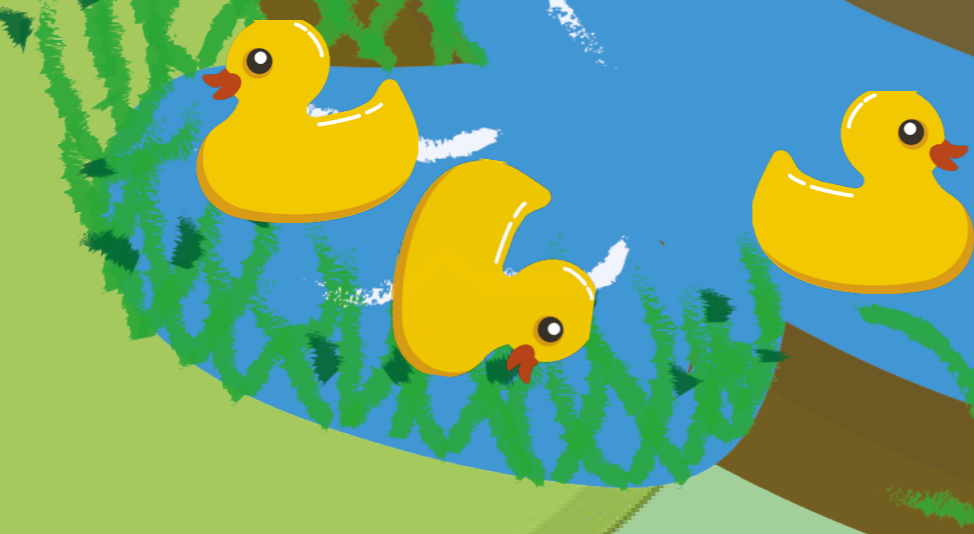
## Mainstream Media

Congratulations! You've wound your way down to the waters of mainstream media. Here you can find some very simple but effective dissemination methods to expand the reach of your research. These include:

- Press releases
- Radio features
- Videos

Example: Creating a press release in layman's terms which will appeal to and connect the public to your research.

In these cases, it is important to include story telling in your structure – find the "Get Your Story Straight" poster to find out more.



Engaged public

## Social and Digital Media

If you've come this far, your duck is clearly a streamlined dissemination pro. You've avoided the whirlpools, and made it to social and digital media.

As well as rapid dissemination, social media can create greater interaction and collaboration, boost influence and raise the profile of your research on a large scale.

Consider using:

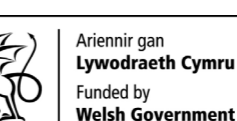
- Platforms such as Facebook, Twitter and Instagram
- Blogs
- Podcasts
- Infographics

Example: Access patients through Facebook support groups to get involved in a study

To harness the true power of social and digital media, you must know a few basics. Head over to the Communications Team exhibition stand and hook a duck to learn more!



Hard to reach populations



Unsure?  
Contact the Health and Care  
Research Wales  
communications team:  
healthandcareresearch@wales.nhs.uk