Preparing a Strong Rural Health Message

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Rural Health Research Gateway

Provide access to publications and projects funded through FORHP

- Aim to reach diverse audiences
- Make Gateway a resource for:
  - Students
  - Policy Makers
  - Other Health Researchers
  - Rural Health Providers
  - Rural Health Professionals/Organizations/Associations

https://www.ruralhealthresearch.org
Using Gateway

This online resource or rural health research connects you to:

- Research and Policy Centers
- Reports & Journal Publications
- Fact Sheets
- Policy Briefs
- Research Projects
- Email Alerts
- Experts
- Dissemination Toolkit
Dissemination of Rural Health Research: A Toolkit

- Developed in April, 2015
- Assist researchers/authors with reaching intended audiences
- Addresses:
  - Dissemination products
  - Writing elements
  - Modes of dissemination

https://www.ruralhealthresearch.org/toolkit
Research Products

- Policy Brief
- Fact Sheet
- Full Report/Working Paper
- Journal Publication
- Chartbook
- PowerPoint Slide Presentation
- Poster Presentation
- Infographic
- Promotional Products
Topic Selection

What do you plan to write about?
• Research results
• Best practices
• Evaluation
• Research method
• Lessons learned
• Advertisement
• Announcement

Audience

• Who?
• Engage in the development of the topic
• How do they consume information?
• Consider more than one audience
  o More than one product
• Time considerations
• How do you want your information to be used:
  o Cited
  o Applied
Research Products

- Policy Brief
- Fact Sheet
- Full Report/Working Paper
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Journal Articles

- Audiences vary
- Qualitative, quantitative, and mixed methods
- Journal rigor
- Urgency of publication
- Get to know the journal
Journal Articles

Journals look for innovative and original research that will either impact patient care or add to the field of study

- Active voice & third person
- Report findings clearly and concisely
- Typical outline:
  - Introduction
  - Method
  - Results
  - Discussion & Conclusion
  - Acknowledgements
  - References

Press Release

- Tailor press release to meet needs of media outlets
- Professional assistance
- Focus on facts
- Send to several local/state/national news outlets
- Plain language
- Early in the day/week
- One page
- Pyramid Style
Press Release

• First paragraph: who, what, when, where, why
• Share easy to understand data to support message
• Quote an expert
• Grab attention with a good headline
• Be prepared to give an interview

Promotional

• Ask intended audience
• Provide content – leave design to professionals
• Include only relevant information
• Include information not quickly outdated
• Contact information is last
• Include a call to action
• Make it accessible
• Flyer > Brochure
Social Media

• Make sure you have time to maintain
• Be aware of target population
• Make content easy to share
• Interact with end users
• Write in active voice
• No acronyms
• Post frequently
• Images and videos

Posters

• Limit the focus of the poster and provide supplemental resources as needed
• Use graphics to tell the story as much as possible, but only graphics that have a purpose
• Hire a graphic designer if possible
• Do not make the poster dense with text; average viewing time is between 3 and 5 minutes
• Create clear sections with spacing and headers
Abstracts

Abstracts provide a summary of the report in less than 300 words. It is the only section of a submission that is: published in conference proceedings; reviewed by potential referees; and, accessible to readers when they search electronic databases.

- Provide as much detail as permitted
- Address unique aspects of study/program
- Do not include tables or figures

Infographics

- Visual explanations of data, information, or knowledge
- Final product will clearly present complex information/data/findings and be easy to consume
- Work with graphic designer – data visualization specialist
- Do not make it too complex
- Make it easy to share
- Colorful, lively, shocking, and educational
Why just one?

• If time and resources permit, do not provide just one product
• Oral Health Example
  o Flyer on the Oral Health Research Project
  o Chartbook with all frequencies from survey of long term care
  o Fact sheet on aging population’s oral health status
  o Journal article on the rural/urban comparison from the same survey of long term care
  o Press release when the survey was completed and chartbook was available online
  o Shared Figures and the link to the resource on social media
Grammar Check in Word

Turn the automatic spelling and grammar checker on or off

If you don’t want Word to mark potential errors with squiggly lines while you are working, you can turn automatic spelling and grammar checking off.

1. Open the spelling and grammar options:
   - In OneNote, PowerPoint, Publisher, Visio, and Word: On the File menu, click Options, and then click Proofing.
   - In InfoPath: On the Home tab, click the arrow next to or under Spelling, and then click Spelling Options.
   - In Outlook: On the File menu, click Options, and click Mail, and then click Spelling and Autocorrect.

2. Select or clear the Check spelling as you type check box. In some programs, you may also select or clear the Mark grammar errors as you type check box.

NOTE: In Word, you can turn the spelling checker on or off for the document you’re working with or for all new documents. Select an option in the Exceptions list, and then select or clear the Hide spelling errors in this document only and Hide grammar errors in this document only check boxes.

Reading Level in Word for Mac

Word uses the Flesch Reading Ease scale to indicate the relative complexity of written text. This system uses an analysis that is based on the average number of syllables per word and words per sentence. Higher scores correspond to text that is easier to understand, and lower scores correspond to text that is more difficult to understand. Most documents should have a score between 60 and 70.

1. On the Word menu, click Preferences.

   NOTE: To open Word Preferences, you must have a document open.

2. Under Authoring and Proofing Tools, click Spelling and Grammar.

3. Under Grammar, select the Check grammar with spelling check box.

4. Select the Show readability statistics check box, and then click OK.

5. On the Tools menu, click Spelling and Grammar.

   After Word finishes checking spelling and grammar, it displays information about the reading level of the document.

   TIP: If you set up Word to check the spelling and grammar of text in other languages, and a document contains text in multiple languages, Word displays readability statistics only for text in the last language that you check. For example, if a document contains three paragraphs — the first in Spanish, the second in French, and the third in English — Word displays readability statistics for the English text only.

Reading Level in Word for PC

Word

1. Click the File tab, and then click Options.

2. Click Proofing.

3. Under When correcting spelling and grammar in Word, make sure the Check grammar with spelling check box is selected.

4. Select Show readability statistics.

After you enable this feature, open a file that you want to check, and check the spelling. When Outlook or Word finishes checking the spelling and grammar, it displays information about the reading level of the document.


Understand readability scores

Each readability test bases its rating on the average number of syllables per word and words per sentence. The following sections explain how each test scores your file's readability.

**Flesch Reading Ease test**

This test rates text on a 100-point scale. The higher the score, the easier it is to understand the document. For most standard files, you want the score to be between 60 and 70.

The formula for the Flesch Reading Ease score is:

\[
\text{Flesch} = \left( \frac{206.835 - (1.015 \times \text{ASL}) - (84.6 \times \text{ASW})}{\text{ASL} \times \text{ASW}} \right)
\]

where:

- ASL = average sentence length (the number of words divided by the number of sentences)
- ASW = average number of syllables per word (the number of syllables divided by the number of words)

**Flesch-Kincaid Grade Level test**

This test rates text on a U.S. school grade level. For example, a score of 8.0 means that an eighth grader can understand the document. For most documents, aim for a score of approximately 7.0 to 8.0.

The formula for the Flesch-Kincaid Grade Level score is:

\[
\text{Flesch-Kincaid} = \left( 0.39 \times \text{ASL} + (11.8 \times \text{ASW}) - 15.59 \right)
\]

where:

- ASL = average sentence length (the number of words divided by the number of sentences)
- ASW = average number of syllables per word (the number of syllables divided by the number of words)
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