



ruralhealthresearch.org

Rural Health Research Dissemination

Rural PREP Professional Development Webinar

May 2020

Shawnda Schroeder, PhD
Research Associate Professor
Rural Health Research Gateway PI
Shawnda.Schroeder@UND.edu
1(701) 777-0787



1

Rural Health Research Gateway

Provide access to publications and projects funded through the Federal Office of Rural Health Policy

Aim to reach diverse audiences:

- Students.
- Policy makers.
- Other health researchers.
- Rural health providers.
- Rural health professionals/organizations/ associations.



<https://www.ruralhealthresearch.org>

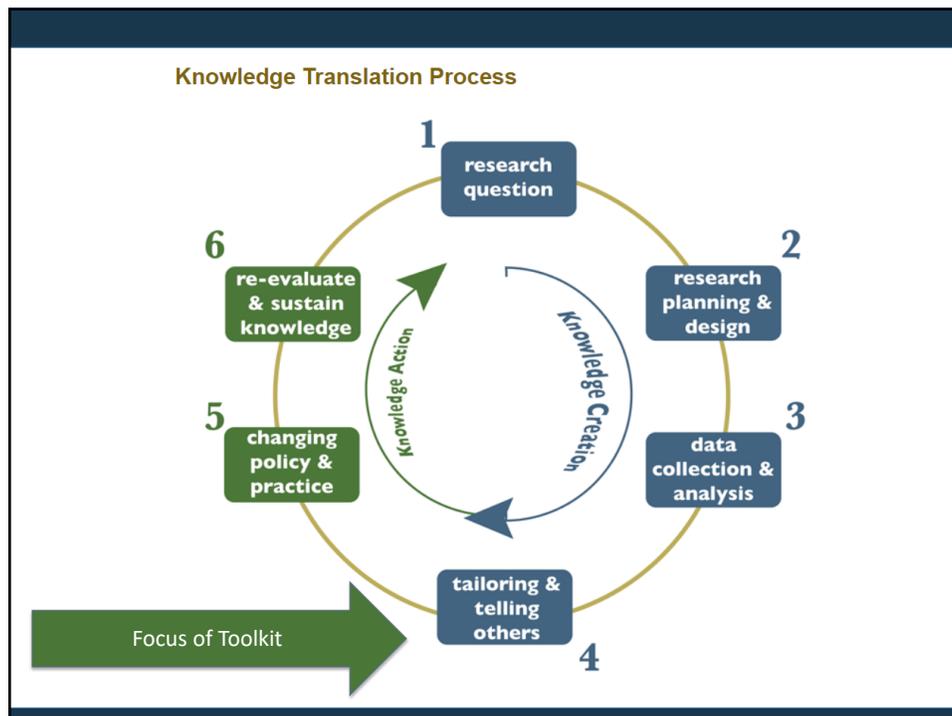
2

Using Gateway

This online resource of rural health research connects you to:

- Research and Policy Centers.
- Reports and journal publications.
- Fact sheets.
- Policy briefs.
- Research projects.
- Email alerts.
- Webinars.
- Experts.
- Dissemination toolkit.

3



4

Table of Contents	
Introduction	2
Rural Health Research Gateway	3
Elements of Dissemination Products	
General Rules of Dissemination.....	4
Title.....	6
Abstract.....	7
Standards for Accessible Design (ADA Compliance).....	8
Dissemination Products	
Policy Brief.....	10
Fact Sheet.....	12
Chartbook.....	14
PowerPoint Slide Presentation.....	16
Poster Presentation.....	18
Infographic.....	22
Promotional Products.....	24
White Paper, Working Paper, Full Report.....	26
Journal Publication.....	30
Modes of Dissemination	
Exhibit.....	32
Press Release.....	34
Media Interviews.....	36
Social Media.....	38
Twitter.....	40
Facebook.....	42
Videos.....	44
References	46

5

Home
About Us - Browse Research - Webinars - Research Alerts - Other Resources

Dissemination Toolkit

- Introduction
- About This Toolkit
- Elements of Dissemination Products
- Dissemination Products**
- Policy Brief
- Fact Sheet
- Chartbook
- PowerPoint Slide Presentation
- Poster Presentation
- Infographic
- Promotional Products
- White/Working Paper & Reports
- Journal Publications
- Modes of Dissemination
- References

Rural Health Research Gateway > Other Resources > Dissemination Toolkit > Elements

Types of Dissemination Products

- [Policy Brief](#)
- [Fact Sheet](#)
- [Chartbook](#)
- [PowerPoint Slide Presentation](#)
- [Poster Presentation](#)
- [Infographic](#)
- [Promotional Products](#)
- [White/Working Paper & Reports](#)
- [Journal Publications](#)

Download the Toolkit

[Dissemination of Rural Health Research: A Toolkit](#)
 August 2019
 Developed by Shawnda Schroeder, PhD

Subscribe to Research Alerts

Sign-up to receive email notifications when new research products are completed.

First Name

Last Name

Email

[Sign Up](#)

6

General Rules for Rural Health Research Dissemination

- Ideal: Engage end users when framing the research.
- Very least: Engage end users when developing your research product(s).
- Present findings in multiple formats for diverse audiences.
- Regardless of product type, most influential are:
 - Title.
 - Abstract.
 - Introduction.

7

Journal Publication Process

Narrow your research to key findings and determine the type and number of publications.

- Do NOT try and capture EVERYTHING in one publication.
- Multiple journal publications?
- Multiple publication types?
 - Example

Develop and sign authorship agreements.

- Determines roles.
- Identifies authorship order.
- Sets timelines.

8

Authorship	Responsibilities	Timeline
1 st Author: Shawnda	<ul style="list-style-type: none"> Identify final journal Develop journal article outline per journal's guidelines Write the Results/data section Write the Discussion Write the Implications/Conclusions Review all other sections of article Final review and article submission <ul style="list-style-type: none"> Attend team meetings Review final manuscript 	•
2 nd Author: Colette	<ul style="list-style-type: none"> Suggest journals Data analysis Data output Write methods section Assist with additional data outputs as needed Write abstract <ul style="list-style-type: none"> Attend team meetings Review final manuscript 	•
3 rd Author: Cole	<ul style="list-style-type: none"> Suggest journals Identify literature Write literature review Complete works cited list/bibliography in format required by the journal Provide literature for discussion section <ul style="list-style-type: none"> Attend team meetings Review final manuscript 	•
4 th Author: Paula	<ul style="list-style-type: none"> Assist with themes for the Discussion section Assist with writing implications Provide edits and comments throughout <ul style="list-style-type: none"> Attend team meetings Review final manuscript 	

Authorship Agreements

- Will be different depending on the number of authors.
- All authors must contribute to the writing of the manuscript.
- Timelines can be adjusted.
- Authorship can be adjusted in real-time.
- All authors must agree on journal selection and final manuscript.

9

Selecting a Journal

- Choose the journal BEFORE you begin writing.
- Search journals based on your:
 - Research methodology.
 - Audience.
 - Existing literature.
- Review the:
 - Impact factor.
 - Journal mission/aim/scope.
 - Authorship guide.

10

Journal Grid

- Not required but can be very helpful.
- All authors contribute.
- Provide information for what matters to you.
- Each author ranks.
- Group selects the one journal and determines back-ups.
- Lead author will break any ties or disagreements.

Journal name	URL	Impact factor	Publication frequency	Submission to decision time	Audience	Aim/scope	Similar articles	RANK

11

Writing the Journal Article

- Become familiar with the author guide for the selected journal.
- Develop an article outline.
- Be aware of word limits.
- Familiarize yourself with the online submission process and requirements.
- Determine which sections need to be written first and set deadlines among team members.
 - Cannot write discussion without results.
 - Make sure the introduction/literature review cycle back from the discussion/conclusions.

12

AJPH
A PUBLICATION OF THE AMERICAN PUBLIC HEALTH ASSOCIATION

Sign In | Subscribe | e-Alerts | Cart

Search

Home » Author Instructions » Manuscript Preparation

AUTHOR INSTRUCTIONS

- Manuscript Preparation
- Manuscript Formats
- Manuscript Components
- Editorial Policies
- Ethics Compliance

MANUSCRIPT PREPARATION AND SUBMISSION

Initial Submission

The initial submission should comply with 4 requirements:

1. A title page which includes the title of the manuscript, author names, author affiliations, and the full abstract. Click [here](#) (link is to PDF) to see an example of the required format.
2. A blinded manuscript file that does **not** include: acknowledgements, author information, institutional affiliations or contributions, disclosures of conflict

13

THE JOURNAL OF RURAL HEALTH

Edited By: Tyronne Borders Ph.D., F.A.C.E.
Impact factor: 2.471
ISI Journal Citation Reports® Ranking: 2018: 39/98 (Health Care Sciences & Services) 24/82 (Health Policy & Services) 64/186 (Public, Environmental & Occupational Health) 37/164 (Public, Environmental & Occupational Health (Social Sciences))
Online ISSN: 1748-0361
© National Rural Health Association

HOME | ABOUT | CONTRIBUTE | BROWSE

Articles

Most Recent | Most Cited

Free Access

Susceptibility of Southwestern American Indian Tribes to Coronavirus Disease 2019 (COVID-19)
Monika Kakol MD, Dena Upson MD, MA, Akshay Sood MD, MPH
First Published: 18 April 2020
PDF

Free Access

Navigating Nonessential Research Trials During COVID-19: The Push We Needed For Using Digital Technology To Increase Access For Rural Participants?
Devon Noonan PhD, MPH, FNP-BC, Leigh Ann Simmons PhD, MFT
First Published: 13 April 2020
PDF

Free Access

Submit an Article
Browse free sample issue
Get content alerts
Subscribe to this journal

Published on behalf of the National Rural Health Association

NRHA

More from this journal

- News
- Professional Opportunities
- The Journal of Rural Health Reviewers, July 2018 - June 2019
- Journal Information

14

JAMA® Search All Enter Search Term Sign

Instructions for Authors

Submit Open All Topics | Close All Topics

How Do I?

- Determine My Article Type >
- Format My Manuscript >

What to Expect

- After Submission >
- After Revision/Acceptance >
- After Publication >
- About Previous Release of Information, Embargo, and Access >

Editorial Policies for Authors

- Author Responsibilities >
- Requirements for Reporting >

Journal Policies, Forms, Resources

- Journal Policies >
- Forms >
- Additional Resources >

Quick Links

- » About JAMA
- » Why Publish in JAMA
- » Submit and Track Your Manuscript
- » Author Reprints
- » Permissions Requests
- » Author CME

About This Journal

15

Determine My Article Type

Categories of Articles

Research

Article Type	Description	Requirements
Original Investigation <small>full info</small>	<ul style="list-style-type: none"> Clinical trial Meta-analysis Intervention study Cohort study Case-control study Epidemiologic assessment Survey with high response rate Cost-effectiveness analysis Decision analysis Study of screening and diagnostic tests Other observational study 	<ul style="list-style-type: none"> 3000 words ≤5 tables and/or figures Structured abstract Key Points Follow EQUATOR Reporting Guidelines
Clinical Trial <small>full info</small>	<p>Any research project that prospectively assigns human participants to intervention or comparison groups to study the cause-and-effect relationship between an intervention and a health outcome. All clinical trials must be registered at an appropriate online public registry. Interventions include but are not limited to drugs, surgical procedures, devices, behavioral treatments, educational programs, dietary interventions, quality</p>	<ul style="list-style-type: none"> 3000 words ≤5 tables and/or figures, including CONSORT flow diagram Structured abstract Key Points Subtitle should be "A Randomized Clinical Trial" Trial registration and ID Trial protocol CONSORT checklist Data Sharing Statement Follow EQUATOR Reporting Guidelines

16

Important Considerations

- Title, abstract, and introduction are highly influential.
 - [Writing a title.](#)
 - [Writing an abstract.](#)
- Cover letter should specifically mention why this article is a good fit for the given journal's audience and how it aligns specifically with the journal's aims/scope.
- Always write a cover letter even when not required.
- Prepare to wait. And wait. And wait.
- Rejection is common (look at the journal's acceptance rate).
- (Almost) always accept the opportunity to resubmit.

17

Journal Decisions

- Accepted.
- Rejected.
- Resubmit/revise with minor revisions.
- Resubmit/revise with major revisions.

18

Revision Process

- Usually responsibility of lead author.
- Meeting to discuss who addresses which revision.
- Revision grid for the journal.
- Address every comment in the grid even if you will not change the manuscript.
- Track changes manuscript.
- Clean manuscript.
- Every author must approve new version.

19

Additional Dissemination Tips

- Once published, promote through social media channels and among colleagues.
- Consider what other products you can develop from the same research to reach other audiences.
- Consider having one research team and multiple publications and contracts in place at one time.
- Think outside the box about what is “publishable” and know that even adverse outcomes deserve mention.
- Do not narrowly focus on journal publications solely.
- Do not forget your audience.

20

Connect with us

@ info@ruralhealthresearch.org

facebook.com/RHRGateway

twitter.com/rhrgateway



21

For more than 30 years, the Rural Health Research Centers have been conducting policy-relevant research on healthcare in rural areas and *providing a voice for rural communities in the policy process.*



The Rural Health Research Gateway ensures this research lands in the hands of our rural leaders.

ruralhealthresearch.org

Funded by the Federal Office of Rural Health Policy, Health Resources & Services Administration

22