Disseminating Rural Health Research to Diverse Audiences

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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
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

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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
• Journal Publication
• Chartbook
• PowerPoint Slide Presentation
• Poster Presentation
• Infographic
• Promotional Products
Journal Articles

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

Grantee Writing

• Teach them what is “News Worthy”
• Provide the time
• Provide resources
• Provide training
• Identify key audiences
The Rural Health Research Gateway provides access to all publications and projects from seven different research centers. Visit our website for more information.

www.ruralhealthresearch.org

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