The Rural Health Research Gateway is a project of the University of North Dakota Center for Rural Health, in conjunction with the RUPRI Health Panel and the University of Southern Maine and funded by HRSA’s Office of Rural Health Policy.

Needs Study Panel Presentation

National Issue Group Findings
Mary K. Wakefield, Ph.D., R.N., F.A.A.N.
Associate Dean for Rural Health, Director
Center for Rural Health
University of North Dakota

Patricia Moulton, Ph.D.
Assistant Professor
Center for Rural Health
University of North Dakota

RUPRI Health Panel Washington D.C. Meeting
Keith Mueller, Ph.D.
Director
Rural Policy Research Institute (RUPRI)
Center for Rural Health Policy Analysis
Project Objectives

1. Optimizing the impact of research findings from the Rural Health Research Centers on policies, programs and practice.

2. Optimizing communication between Rural Health Research Centers and target audiences – National, State, Local.

Each year the project emphasizes a different target audience

Year 1: National

Year 2: State

Year 3: Community
Project Outline

1. Needs Assessment
2. Work Plan
3. Impact Study
4. Project Evaluation

National Issue Group Findings
Findings

• A suite of products including press releases, policy briefs, working papers, chart books and access to original data sets is needed to address the information needs of a diverse national audience.

• Rural Health Research Centers should avoid information overload by being selective about what is being disseminated.

• Rural Health Research Centers should have financial resources dedicated to support dissemination activities.

Specific Product Findings

• Working Papers/Reports

• Fact Sheets/Policy Briefs

• Press Releases

• Rural Health Research in Progress-Hard Copy
• Rural Health Research Center Web sites
• Rural Health Research Gateway Web site
• Rural Health Research Centers Fact Sheet
• PowerPoint Presentations

RUPRI Health Panel
Washington D.C. Meeting
Dissemination Approaches and Impact Study Presentation

Rural Health Research Gateway Web Site
Kristine Sande, M.B.A.
Project Director
Rural Assistance Center
Center for Rural Health
University of North Dakota

Rural Health Research Centers Flyer
Patricia Moulton, Ph.D.
Assistant Professor
Center for Rural Health
University of North Dakota

Rural Health Research Gateway Web Site

The Office of Rural Health Policy funds research activities at eight rural health research centers, as well as research conducted by individual investigators at other institutions. This site provides summaries of current and completed research projects and related publications.

- Search
- Browse by Topic
- Browse by Research Center
- Browse by Researcher

This web site includes content provided by and adapted from the Maine Rural Health Research Center, University of Southern Maine under a Cooperative Agreement with the University of North Dakota.
Web Site Roll-out

NRHA Policy Institute, February 26-28
- Exhibit
- Presentation
- Usefulness Testing
  - 31 participants with various local, state, national-level affiliations; geographically-diverse

Usefulness Testing Findings

- Participants historically used a wide variety of sites to find rural health research
- Site would help them more easily find and utilize rural health research
- Site is user-friendly
Usefulness Testing Findings

Would use the site to find information about:

– Critical Access Hospitals
– Evidence-based practices for physicians
– Finance
– HIT
– Workforce
– Policy and advocacy
– To determine what research projects are in progress or whether an issue is currently being examined

Usefulness Testing Findings

Suggested site improvements:

– Minor design/navigation edits
– Provide more links to other resources
– Being able to actually download all publications (refers to those that have journal citation)
– Include rural health research from sources outside the ORHP-funded centers
Gateway Web Analytics

Using AWStats (free) logfile analyzer
http://awstats.sourceforge.net

Web Site Visits
Top Referrers To Gateway Site

- Search engines (e.g., Google, MSN Search)
- Rural Assistance Center
- rural-health.org (former Rural Health Research In Progress site)
- ORHP
- AHA News

Top Search Phrases Used to Find Site

- Rural health research
- Rural Health Research Gateway
- Rural Healthy People 2010
- [Specific researcher by name]
- [Specific research center by name]
### Most-Viewed Pages

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<thead>
<tr>
<th>Page</th>
<th>Times Viewed</th>
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<tr>
<td>Home page</td>
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<td>Topics section main page</td>
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<tr>
<td>Researcher section main page</td>
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<tr>
<td>Search results page</td>
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<tr>
<td>Centers main page</td>
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### Frequently-Viewed Topics

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<tr>
<td>Rural Health Clinics</td>
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<tr>
<td>Hospitals and clinics</td>
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<tr>
<td>Rural statistics and demographics</td>
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<td>Defining rural</td>
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<td>Federally Qualified Health Centers</td>
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<td>Health disparities</td>
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<td>Workforce</td>
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<td>Health information technology</td>
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<td>Aging</td>
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<td>Emergency medical services</td>
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<td>Pharmacy and prescription drugs</td>
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<td>Chronic diseases and conditions</td>
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<td>Capital funding</td>
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### Common Search Phrases

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<td>Targeted Rural Health Policy Research Grant Program</td>
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<td>Workforce</td>
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<td>Mental health</td>
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<td>Diabetes</td>
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<td>Jails and mental health</td>
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<td>Market forces</td>
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<td>Professional isolation</td>
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<td>Suicide</td>
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### Searches - Health Conditions

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<td>Methamphetamine</td>
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<td>Post traumatic stress syndrome</td>
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<td>Substance abuse</td>
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Searches - Populations

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<td>Children</td>
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<td>Women</td>
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<td>Elderly</td>
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<tr>
<td>Hispanics/Latinos</td>
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<td>Migrant workers</td>
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<td>Minorities</td>
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Gateway Updates

- Quarterly requests
- Can submit updates anytime
- When do I mark a project as completed?
- When should I submit information about a new publication?
- Remember – this is your information!
- Quarterly information requests may occasionally contain additional requests
Updates – Projects for New FY

- Will be added after Sept 1st
- Based on information from your application for funding
- Will ask you to verify

Links and Promotion

- Rural Health Research Gateway designed to drive traffic to your web sites
- Users encouraged to contact centers directly with questions
- Provide link to the Rural Health Research Gateway web site and other ORHP-funded Rural Health Research Centers
- Listserv in Year 2
Rural Health Research Centers Flyer

Rural Health Research Centers Flyer

Rural Health Research Centers

A Gateway to Rural Health Research

The Centers offer:

- Access to an innovative research program in collaboration with the National Institutes of Health, the Agency for Healthcare Research and Quality, and other leading organizations.

- Training opportunities for graduate and post-graduate students.

- Opportunities for collaboration with other organizations and institutions.

- Resources for researchers and practitioners.

Examples of Impact:

- National Issue Group Query Findings

- National Audience Query Findings

- Access Frequency

www.ruralhealthresearch.org

Impact of RHRC Flyer

- National Issue Group Query Findings

- National Audience Query Findings

- Access Frequency
Dissemination Toolkit

Amanda Scarry, M.S.
Public Information Specialist
Center for Rural Health
University of North Dakota

About the Toolkit

• A resource for researchers to enhance communication and dissemination efforts to a national audience
• Based on information from:
  – National Audience Needs Study Report
  – RUPRI Health Panel meeting summary
  – Other resources
• Research dissemination on state and local levels will be examined and added to the toolkit in years two and three.
• Each section is meant to stand alone
Toolkit Contents

- Dissemination Plan
- Writing Effective Titles
- Promotional Pieces
- Fact Sheets
- Policy/Findings Briefs
- Final Reports
- Web Sites
- Presentations
- Exhibits
- Health Trade Press and other Media
- Evaluation

Dissemination Plan

- Based on the Agency for Healthcare Research and Quality’s tool
- Walks through six steps of a dissemination plan
**Writing Effective Titles**

Interesting and accurate titles often determine whether or not a publication is read (National Issue Group)

– Descriptive of the content
– Written in non-academic language
– Reflect the key “takeaway points”

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**Promotional Pieces**

- Brochures, flyers, postcards and other promotional pieces
- Layout
- Photos and Graphics
- Fonts
- Copy/Text
- Paper Selection
Fact Sheets

• One-page documents providing the basics of research project results
• Particularly useful to policymakers
• Gives tips on how to best communicate complex ideas in a short format
• Content
• Layout

Policy/Findings Briefs

• Relatively short analysis of policy relevant research
• Professional, non academic
• Succinct
• Understandable
• Accessible
• Visual
Final Reports

- Tips on how to make Final Reports more user-friendly
- Abstract recommendations
- Executive summary recommendations
- Organization and layout

Web Sites

- Credibility
- Content
- Navigation and Structure
- Design
- File Management
### Presentations

- Tips on presentations to policymakers
- Overall presentation tips

### Exhibits

- Making exhibits more effective
- Making them more than a place to display publications
- Engaging the audience
Health Trade Press and other Media

Ensuring research is well represented in the media

– Distribution Lists
– Newsworthiness
– News Releases
– Media Interviews

Evaluation

Again, from the Agency for Healthcare Research and Quality’s tool

– Evaluate the impact of a research dissemination plan
– Were dissemination goals met?
– Are there measurable indicators for success?