

# iConquerMS Toolkit for People-Powered Research Dissemination



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## Authors:

Stephanie Buxhoeveden, Project Lead, Chief Scientific Officer, Accelerated Cure Project

Robert McBurney, Project Lead, Chief Research Officer, Accelerated Cure Project

Laura Kolaczowski, Lead Patient Representative, iConquerMS

Hollie Schmidt, VP of Scientific Operations, Accelerated Cure Project

Sara Loud, CEO, Accelerated Cure Project

## Steering Committee Members:

Stephanie Buxhoeveden, Co-Chair

Robert McBurney, Co-Chair

Sara Bernstein

Sherilyn George-Clinton

Melissa Glim

Laura Kolaczowski

Cassie Martin

Seth Morgan

Surachat Ngorsuraches

Patricia Solis

Jon Strum

Acceleratedcure.org

iconquerms.org

Email: [info@acceleratedcure.org](mailto:info@acceleratedcure.org)

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# Introduction

## **Background on Multiple Sclerosis (MS)**

Multiple Sclerosis (MS) is a chronic neurodegenerative disease that affects the central nervous system, specifically targeting the brain, spinal cord, and optic nerves. In MS, the immune system mistakenly attacks the protective sheath (myelin) that covers nerve fibers, leading to inflammation, scarring, and eventual damage to the nerves themselves. This disruption in communication between the brain and the rest of the body can result in a wide range of symptoms, including fatigue, difficulty walking, numbness, weakness, vision problems, and cognitive changes. The course of the disease is unpredictable, with some individuals experiencing periods of relapse and remission, while others may face a more progressive decline. As the leading cause of non-traumatic disability in young adults, MS places a significant physical, psychological, and financial burden on those affected. MS is currently an incurable disease, making research and the implementation of research results into action that can offer a higher quality of life of people living with MS (PwMS) especially important.

## **About the iConquerMS Dissemination Goals**

iConquerMS is a People-Powered Research Network (PPRN) managed by the Accelerated Cure Project for MS (ACP). This dissemination initiative is dedicated to advancing MS research and innovation by actively engaging the MS community, including PwMS, care partners, healthcare providers, and researchers, in all aspects of the research process from the goals and design of research studies to the impact of the results of research. Recognizing the critical need to bridge the gap between research findings and their application in real-world settings, iConquerMS embarked on this comprehensive research results dissemination project.

The aim of this project was to develop and implement effective strategies for sharing research findings with the MS community in ways that are accessible, relevant, and actionable. By doing so, the project sought to equip people living with MS (PwMS) with the knowledge they need to make informed decisions about their health and treatment options.

In developing this toolkit, iConquerMS aims to share the lessons learned and provide a model for other organizations interested in disseminating research effectively within their own communities. By prioritizing the relevance and accessibility of research, iConquerMS hopes to contribute to a broader movement towards more informed and empowered patient populations.

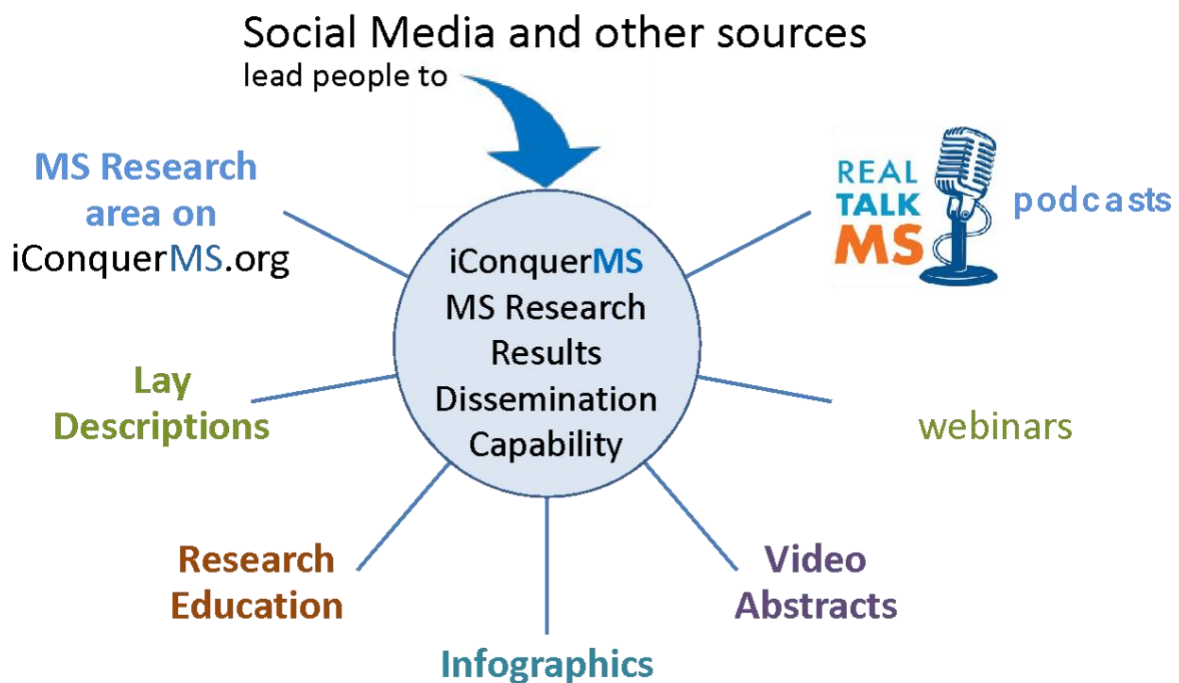
## **iConquerMS Research Dissemination Approach**

ACP is dedicated to disseminating MS research that has the potential to significantly impact clinical practice, policy, and healthcare decision-making. We selectively share studies that align with our mission, ensuring that the information we provide is not only scientifically robust but also highly relevant to our community. By focusing on research with practical applications, we aim to support healthcare professionals, policymakers, and individuals affected by MS in making informed decisions that can improve outcomes and enhance the quality of care.

A variety of media is utilized for the dissemination of research results to ensure that the information is accessible, engaging, and relevant to a broad audience. All research will be disseminated on the iConquerMS.org Research Results webpage and include a combination of the following materials:

- Both plain language and technical summaries
- Podcasts: ACP has partnered with RealTalkMS
- Webinars: ACP currently holds regular research webcast called “ChatMS” hosted by Dr. Surachat Ngorsuraches
- Education on essential research concepts
- Infographics
- Video abstracts

In addition, we partner with advocacy, non-profit, and professional organizations to promote our dissemination efforts, improve reach, and enhance engagement.



# Understanding the Needs and Preferences of Your Target Audience

One of the most critical components of an effective research dissemination strategy is a deep understanding of the target audience's needs and preferences. For any dissemination effort to be successful, it is essential to ensure that the information being shared is not only accurate and relevant but also delivered in a way that resonates with and is easily accessible to the intended audience.

## Why It Matters

1. **Enhances Engagement and Relevance:** By understanding the priorities and values of your target audience, you can tailor the content to be more engaging and relevant. For example, PwMS may be particularly interested in research findings that have direct implications for their daily lives, such as new treatment options or strategies for managing symptoms. If the dissemination effort aligns with these interests, it is more likely to capture and hold their attention.
2. **Facilitates Informed Decision-Making:** When research findings are communicated in a way that is accessible and understandable to the audience, they are better equipped to make informed decisions about their health and well-being. This is especially important in the context of chronic conditions like MS, where patients and caregivers are often involved in complex decision-making processes.
3. **Builds Trust and Credibility:** Understanding the audience's preferences also helps in building trust. When the audience feels that their needs are being considered and addressed, they are more likely to trust the information being provided. This trust is crucial for encouraging the uptake and application of research findings in real-world settings.
4. **Increases the Likelihood of Action:** Effective dissemination is not just about sharing information; it's about motivating action. Whether the goal is to encourage patients to participate in a clinical trial, adopt a new treatment, or engage in advocacy, understanding what drives your audience will make it more likely that they will take the desired action.

## How to Understand Your Audience

1. **Engage Directly with the Community:** One of the best ways to understand your audience is to engage with them directly. This can be done through surveys, focus groups, interviews, or online forums. For example, iConquerMS regularly engages with the MS community to gather feedback on their needs and preferences, which informs the design of their dissemination strategies.
2. **Segment Your Audience:** Recognize that your target audience is likely heterogeneous. Different segments may have varying needs and preferences. For

instance, newly diagnosed MS patients may require different information and support compared to those who have been living with the disease for many years. Researchers, clinicians, and health systems will also have different needs than patients. By segmenting your audience, you can develop more targeted and effective dissemination approaches.

3. **Analyze Existing Data:** Leverage any existing data you have about your audience to gain insights into their behavior and preferences. This could include website analytics, social media engagement metrics, or past survey results. Such data can help identify trends and inform your dissemination strategy.

4. **Stay Adaptive and Responsive:** The needs and preferences of your audience will likely evolve over time. It's important to continuously monitor and assess the effectiveness of your dissemination efforts and be willing to adapt your approach as needed. Regularly soliciting feedback and being responsive to it will help ensure that your efforts remain relevant and impactful.

## Guiding Principles for Disseminating

Understanding the target audience's needs and preferences was foundational to the entire strategy of the iConquerMS dissemination capacity building project. Through active engagement with the community the project team was able to identify key areas of interest and preferred modes of communication. This informed the development of a multi-media approach that included webinars, videos, and written content, all tailored to the specific needs of the audience. The result was a more engaged and informed MS community, better equipped to apply research findings in their lives. The following dissemination principles were co-developed with PwMS and other MS stakeholders:

### 1. Audience-Centered Approach

- **Tailor the dissemination approach to the intended audience:** Customize the method of communication based on who the audience is (for example patients, clinicians, or researchers).
- **Involve representatives of the target audience in development:** Ensure that the dissemination strategy is informed by those it aims to reach by involving them in the planning process.
- **Recognize diverse information assimilation methods:** Different people prefer different formats (text, graphical, video, audio, etc...) so offer information in multiple ways to meet varied preferences.

### 2. Presentation and Communication

- Utilize multiple communication methods: Present each research study and its results through a variety of formats, including text, infographics, videos, webinars, and podcasts.
- Use appropriate language and visuals: Ensure that language and graphical elements are suitable for the intended audience, making the content accessible and engaging.
- Incorporate the “voice” of research participants: Include testimonials or comments from those who participated in the research in videos, podcasts, or text to add a personal touch.
- Coach presenters to avoid distractions: Provide guidance to individuals participating in video presentations to ensure clear and effective communication.

### 3. Enhancing Engagement and Understanding

- Use engaging titles: Titles should be compelling and relevant to the audience, rather than simply repeating the title of the published article.
- Incorporate images or graphics: Break up long text with images or graphics to maintain engagement and make the content more digestible.
- Make effective use of infographics: Infographics should be employed to simplify and visually represent complex study details and findings.

### 4. Information Accessibility and Usability

- Provide links to original research: Include a link to the published article to add scientific credibility and offer further reading for those interested.
- Facilitate content selection: Implement a method on websites that allows visitors to easily select and view only the research presentations that interest them.
- Include a “what these results mean to you” section: Clearly explain the practical implications of the research for the audience in each dissemination method.
- Offer links to additional resources: Provide connections to further information or resources that can help patients and other stakeholders apply the results to improve their health or healthcare.

### 5. Ensuring Consistency and Clarity

- Maintain consistency across methods: Ensure that all methods of dissemination present information in a consistent manner to aid in the understanding and retention of the research findings.



- Highlight key takeaways early: Present the “punchline” or key takeaways before diving into detailed text descriptions. Bullet points can be used effectively for this purpose.
- Include a “Share” section: Offer easy ways to share the research and its results via email or social media, extending the reach of the information.

## Putting it into Practice

### Planning a Dissemination Design Strategy

Creating a successful dissemination strategy requires more than just selecting the right materials; it involves a thoughtful, systematic approach to ensure that the research reaches and resonates with the intended audiences. This section guides you through the process of designing a dissemination strategy, from identifying your target audience to selecting the most appropriate dissemination methods. By following these steps, you can create a strategy that not only shares research findings but also drives meaningful change in practice, policy, and patient outcomes.

#### 1. Existing Dissemination Tactics

- What dissemination tactics (podcasts, articles, webinars etc.) already exist?
  - Are these tactics suitable for the target audience?
  - Evaluate each tactic for its effectiveness in reaching and engaging the intended audience.
- List all existing materials:
- List materials that may need to be created from scratch:

#### 2. Audience Impact and Relevance

- How can the results influence practice, policy, or decision-making?
  - Focus on whether the findings are patient-centered and how they might affect healthcare practices or policies.
- Can the results influence patient care?
  - Consider how healthcare professionals (HCPs) might use the findings to improve patient outcomes.
- Could people with MS (PwMS) implement the findings to improve their health?
- Assess whether the results are actionable for patients, care partners, healthcare providers, researchers and/or payers.

#### 3. Key Information for the Target Audience

- What does the target audience need to know and understand about the research?
  - Identify key messages and insights that are crucial for the audience to grasp.
- How can the results be contextualized?
- What does this research add to current knowledge?
- Why are the findings impactful?

#### 4. Identifying Barriers

- What potential barriers exist to dissemination?
  - Identify obstacles that may hinder effective dissemination (e.g., technical jargon, limited access to technology, skepticism).
- How can these barriers be addressed?
- Propose strategies to overcome these challenges

#### 5. Stakeholder Engagement

- Which stakeholders should we partner with to disseminate the evidence?
  - Identify key stakeholders (e.g., patients, HCPs, advocacy organizations) and their potential role in dissemination.
  - Do these stakeholders have sufficient reach to the target audience?
  - Evaluate the stakeholders' ability to extend the dissemination efforts to the right people.

#### 6. Enhancing Accessibility and Usability

- What context needs to be provided for the evidence?
  - Consider background information or explanations necessary for the audience to understand the findings.
- What knowledge or skills do stakeholders need to use the evidence?
  - Identify any training or resources required for stakeholders to apply the findings effectively.
- How can we help users critically appraise the information?
  - Develop tools or guidelines to support critical evaluation of the research.
- Do users need tools to implement the evidence?
  - Consider creating resources such as shared decision-making tools, checklists, or action plans to support implementation.

#### 7. Action Plan

- Outline specific actions that need to be taken to implement the dissemination strategy.
- Assign responsibilities and set timelines for each action.

### **Creating Educational Dissemination Materials**

When creating educational materials, it's essential to recognize and accommodate the diverse needs of your target audience. This includes addressing the needs of individuals with disabilities, accommodating different learning styles and preferences, and considering the amount of time the audience is willing and able to spend engaging with the materials. This section provides a strategic framework for developing materials that resonate with target audiences, emphasizing the importance of stakeholder involvement, budget considerations, resource allocation, clear learning objectives, and ensuring that content is both actionable and relevant. By following these guidelines, your organization can produce materials that not only inform but also empower patients, healthcare providers, and other stakeholders to make informed decisions.

## 1. Stakeholder Involvement

### Why Involve Stakeholders?

- Engaging stakeholders, especially patients, in the development of educational materials ensures that the content is relevant, understandable, and actionable for the intended audience. Their insights can help tailor the materials to address real-world concerns and preferences.

### Ways to Involve Stakeholders:

- Focus Groups: Conduct focus groups with patients, caregivers, and healthcare providers to gather input on what information is most needed and how it should be presented.
- Advisory Panels: Establish a patient advisory panel to review materials at different stages of development.
- Co-Creation Workshops: Facilitate workshops where stakeholders collaborate with the project team to create and refine content.
- Validation: Have multiple stakeholder groups review the final content and provide feedback on its usability, accessibility, relevance, clarity, and effectiveness.

2. Budget and Cost Considerations: Different dissemination methods have varying costs associated with them. It's essential to weigh these costs against the potential reach and impact.

- Newsletters: Typically low-cost, but may require ongoing content creation and distribution efforts.
- Social Media Posts: Generally cost-effective, with potential for wide reach, but requires a consistent posting schedule and audience engagement.
- Podcasts: Moderate cost, dependent on production quality and distribution channels.
- Webinars: Costs can vary based on platform fees, speaker fees, and promotional efforts.
- Infographics: Initial design costs can be high, but they offer strong visual appeal and shareability.

- Lay Summaries: Usually low to moderate cost, depending on whether they are produced in-house or outsourced. They are essential for making research accessible to non-specialist audiences.
- Technical Summaries: Similar in cost to lay summaries, these are critical for reaching a professional audience and ensuring the research is communicated effectively to those with specialized knowledge.
- Video Abstracts: Production costs can vary widely depending on the complexity of the video. While more expensive than written summaries, video abstracts can significantly enhance engagement and understanding, particularly for visual learners.

#### Maximizing Budget Efficiency:

- Prioritize methods that offer the greatest return on investment in terms of reach and engagement with your target audience.
- Consider hybrid approaches, such as creating infographics from webinar content or repurposing podcast transcripts into blog posts.

#### 3. Resource and Staff Allocation

- Assess the skills and time availability of your team. Identify whether you have in-house expertise or if external contractors are needed for tasks like graphic design, video production, or copywriting.

#### 4. Strategic Resource Use:

- Match dissemination tactics to your team's strengths. For example, if your team excels in writing, prioritize blog posts or newsletters.
- Allocate staff time wisely, ensuring that tasks are distributed based on capacity and expertise.

#### 5. Defining Learning Objectives

- Learning objectives should be specific, measurable, achievable, relevant, and time-bound (SMART). They guide the creation of materials and help ensure that the content is focused and effective.
- Example: "By the end of this webinar, participants will be able to identify three strategies to manage MS-related fatigue."

#### 6. Aligning Content with Objectives:

- Every piece of content should serve the learning objectives. This alignment ensures that the information provided is directly relevant to the needs and interests of the target audience.

#### 7. Ensuring Actionable and Relevant Content

- Information should be presented in a way that allows the audience to take clear, practical steps. Include checklists, step-by-step guides, or decision aids to facilitate action.
- Example: An infographic on "Steps to Reduce MS Fatigue" might include tips like maintaining a regular sleep schedule or scheduling rest periods throughout the day.

#### Ensuring Relevance:

- Use language and examples that resonate with the target audience. Tailor the content to their specific needs and challenges.
- Regularly seek feedback from stakeholders to refine and adjust the materials as needed.

Successful dissemination of research hinges on the quality and relevance of the educational materials produced. By carefully considering the needs and preferences of your target audience, maximizing available resources, and ensuring that your content is clear, actionable, and impactful, your organization can significantly enhance the reach and effectiveness of its dissemination efforts.

### Implementation and Execution

Once a dissemination design strategy is in place, the next step is to execute the plan effectively. Successful implementation requires coordination, communication, and a clear understanding of roles and responsibilities. By following these steps, you can maximize the impact of your dissemination efforts.

1. **Mobilizing Resources and Assigning Roles:** Start by clearly identifying the resources needed for successful implementation. This includes both tangible resources, such as technology and materials, and human resources, such as staff or volunteers. Assign roles and responsibilities to ensure that each aspect of the dissemination process is managed efficiently. Clear communication and coordination are critical at this stage to avoid bottlenecks and ensure that everyone involved understands their specific tasks.

2. **Timing and Sequencing of Activities:** The timing of your dissemination activities can greatly influence their success. Develop a timeline that sequences the release of materials, events, and engagement opportunities. Consider how different components of your strategy will interact and reinforce each other, ensuring that the message remains consistent and reaches the audience when they are most receptive. Whether you're launching a social media campaign, hosting a webinar, or publishing a newsletter, the timing should be carefully planned to optimize reach and engagement.

3. **Identifying and Partnering with Key Stakeholders:** A critical component of successful dissemination is partnering with key stakeholders who can help broaden your reach and

amplify your message. This includes patient groups, advocacy organizations, non-profits, and social media influencers who have established connections with your target audience.

- **Patient Groups:** Partner with organizations that represent patients who can benefit from the research findings. These groups often have established networks and communication channels that can help disseminate information effectively.
- **Advocacy and Non-Profit Organizations:** Collaborating with advocacy groups and non-profits can provide credibility and amplify your reach. These organizations often have strong ties to both patients and healthcare providers and can help bridge the gap between research and practice.
- **Social Media:** Share effort on your social media and/or identify influencers in the healthcare space who can help disseminate your materials to a broader audience. Reaching the audience of other organizations and influencers on social media can be powerful allies in reaching individuals who might not engage with traditional dissemination channels.
- **Healthcare Providers and Professional Organizations:** Engaging with healthcare providers and their professional organizations can facilitate the dissemination of research findings directly to those who can implement them in clinical practice. These partnerships can also support education and training efforts related to your research.

4. **Coordinating Communication Efforts:** Effective communication is the backbone of successful implementation. Regular updates, clear instructions, and ongoing support are crucial to keeping everyone aligned and on track. Utilize multiple communication channels to ensure that all stakeholders are informed and engaged throughout the process. Whether through email updates, regular meetings, or an online project management tool, maintaining open lines of communication will help address challenges quickly and keep the implementation process moving forward.

5. **Adapting to Feedback and Adjusting Strategies:** As you implement your dissemination plan, it's important to remain flexible and open to feedback. Unexpected challenges may arise, or new opportunities may present themselves. By actively seeking feedback from stakeholders and monitoring the progress of your dissemination efforts, you can make real-time adjustments to enhance effectiveness. This iterative process helps ensure that your dissemination strategy remains relevant and impactful throughout the implementation phase.

## **Monitoring, Evaluation, and Sustainability**

Measuring the impact, relevance, and sustainability of dissemination efforts is essential for understanding their effectiveness and for improving future strategies. Some key methods to assess these aspects include:

## 1. Impact Measurement

### Reach and Engagement Metrics:

- **Social Media Analytics:** Track likes, shares, comments, retweets, and mentions to gauge how widely your content is being distributed and discussed.
- **Website Traffic:** Use tools like Google Analytics to monitor page views, time spent on page, and bounce rates for pages featuring your dissemination materials.
- **Newsletter Metrics:** Measure open rates, click-through rates, and subscription growth for any newsletters that include your research findings.

### Audience Feedback:

- **Surveys and Polls:** Deploy surveys before and after dissemination efforts to assess changes in audience knowledge, attitudes, or behaviors.
- **Focus Groups:** Conduct focus groups to gather qualitative insights into how your target audience perceives and uses the disseminated information.

### Behavioral Changes:

- **Practice or Policy Adoption:** Track whether healthcare providers, policymakers, or organizations have adopted practices, policies, or recommendations based on your disseminated research.
- **Patient Outcomes:** For patient-centered dissemination, assess if there have been measurable improvements in patient outcomes or adherence to recommended practices.

## 2. Relevance Measurement

### Content Feedback:

- **Direct Audience Feedback:** Collect feedback from your audience regarding the relevance and applicability of the information provided.

**Engagement with Key Content:** Measure engagement levels with specific parts of your content to see which aspects were most relevant to your audience.

### Contextual Alignment:

- **Alignment with Current Issues:** Evaluate how well your dissemination efforts align with current issues or debates within your target audience's community.
- **Citations and References:** Track how often your disseminated materials are cited or referenced in other works, indicating their relevance to ongoing conversations or research.

### 3. Sustainability Measurement

#### Ongoing Engagement:

- **Follow-Up Engagement:** Measure the level of continued engagement with your content or follow-up communications, such as additional content downloads, continued social media interaction, or ongoing subscriptions.
- **Community Building:** Assess whether your efforts have fostered the development of a community or network around the topic, which could support sustained interest and action.

#### Long-Term Adoption:

- **Sustained Practice Changes:** Monitor whether changes in practice or policy influenced by your dissemination efforts are maintained over time.
- **Continued Resource Use:** Track the ongoing use of tools, resources, or educational materials you've provided as part of your dissemination efforts.

#### Scalability Potential:

- **Expansion Opportunities:** Evaluate whether your dissemination model or materials can be adapted for use in other contexts, regions, or by other organizations.
- **Partnership Continuity:** Assess the longevity and productivity of partnerships formed during the dissemination process, as ongoing collaborations can contribute to the sustainability of the impact.

### 4. Identifying Potential Sources of Funding for Dissemination Efforts

Securing funding is a crucial component of ensuring the sustainability and long-term impact of your dissemination efforts. Identifying and pursuing potential sources of funding can provide the financial support needed to maintain and expand your activities. Here are some strategies and avenues to consider when seeking funding for your dissemination initiatives:

#### Research Grants

- **Federal Agencies:** Government agencies such as the National Institutes of Health (NIH), the Agency for Healthcare Research and Quality (AHRQ), and the Patient-Centered Outcomes Research Institute (PCORI) often provide grants specifically for the dissemination and implementation of research findings. These grants are designed to support projects that aim to translate research into practice and improve patient outcomes.
- **Private Foundations:** Numerous private foundations are dedicated to funding healthcare research and dissemination efforts. Organizations like the Robert Wood Johnson Foundation, the Bill & Melinda Gates Foundation, and others frequently offer grants that align with health communication, public health, and patient education.



- Partnering with researchers from the planning phase of their research by co-creating a dissemination plan and budget can help ensure impactful dissemination.

### Corporate Sponsorships

- **Pharmaceutical and Biotech Companies:** Companies involved in the development and distribution of medications or treatments relevant to your research may be interested in sponsoring dissemination activities. These companies often have budgets allocated for educational initiatives, especially those that align with their corporate social responsibility goals or their interest in supporting evidence-based practice.
- **Health Technology Companies:** Companies that produce healthcare technology, such as electronic health records (EHR) systems, patient management tools, or mobile health apps, may also be willing to fund dissemination efforts. They may see value in supporting educational materials that encourage the use of technology in improving patient care.

### Partnerships with Non-Profit Organizations

- **Advocacy Groups:** Partnering with non-profit organizations that advocate for patients or healthcare improvements can open up opportunities for joint funding. These organizations may have access to funding sources that prioritize patient education and advocacy.
- **Disease-Specific Organizations:** Many non-profits, particularly those focused on specific diseases or conditions, have funding available for projects that promote awareness, education, and the dissemination of research. Examples include the National Multiple Sclerosis Society, the American Heart Association, and similar organizations.

### Fundraising

- **Fundraising Events:** Organizing events such as charity runs, galas, or community outreach programs can generate funds while simultaneously raising awareness about your research and its benefits.

### In-Kind Contributions and Volunteer Support

- **In-Kind Donations:** Seek out opportunities for in-kind support, such as donated advertising space, free event venues, or pro bono services from marketing firms or graphic designers. These contributions can significantly reduce costs and allow more resources to be directed toward content creation and distribution.
- **Volunteer Networks:** Engaging volunteers, especially from patient communities or student groups, can provide additional manpower for your dissemination efforts. Volunteers can assist with tasks such as content distribution, event organization, or social media management.

## Institutional Support

- **University or Hospital Funding:** If you are affiliated with a university or hospital, explore internal funding opportunities such as seed grants, departmental funds, or endowments. Institutions may have specific funds set aside for initiatives that align with their mission of education, research, and public service.

By implementing these measurement strategies, you can gain a comprehensive understanding of how effective your dissemination efforts are, how relevant they are to your target audience, and whether they are likely to have a lasting impact. This data will not only validate the success of your current efforts but will also provide critical insights for refining and scaling future dissemination activities. In addition, demonstrating the impact and effectiveness of your work can be instrumental in securing ongoing funding and support, ensuring that your dissemination efforts remain sustainable and continue to reach and benefit your intended audiences.

# Additional Resources and Tools

## **PCORI Engagement Resources:**

<https://www.pcori.org/engagement/engagement-resources>

- Foundational Expectations for Partnerships in Research
- Building Effective Multi-Stakeholder Research Teams
- Research Fundamentals
- Guide for Engaging with Research Partners about Data and Analysis
- Compensation Framework
- Budgeting for Engagement Activities
- Engagement Plan Template

## **Education on Research for Non-Scientists**

National Institutes of Health (NIH) <https://www.nih.gov/health-information/nih-clinical-research-trials-you/basics>

European Patients' Academy on Therapeutic Innovation (EUPATI): <https://eupati.eu/>

Center for Information and Study on Clinical Research Participation, Inc.'s (CISCRP) (Spanish) <https://www.youtube.com/watch?v=g127sFBml8Y>

ClinicalTrials.gov <https://clinicaltrials.gov/study-basics/learn-about-studies>

## **Guidance on Plain Language Summaries**

NHS Health Research Authority (HRA): <https://www.hra.nhs.uk/planning-and-improving-research/best-practice/writing-plain-language-lay-summary-your-research-findings/>

The Multi-Regional Clinical Trials Center of Brigham and Women's Hospital and Harvard <https://mrctcenter.org/return-of-individual-results/>

Center for Information and Study on Clinical Research Participation, Inc.'s (CISCRP) <https://www.ciscrp.org/meeting-the-eu-regulation-plain-language-summaries-protocol-synopses/>

Webinar: <https://www.youtube.com/watch?v=y8P9A0qOHV4>

### **Dissemination planning tools**

Vanderbilt Institution for Clinical and Translational Research <https://victr.vumc.org/dissemination-toolkit-resources/>

Agency for Healthcare Agency and Quality (AHRQ) <https://www.ahrq.gov/patient-safety/reports/advances/planning.html> and <https://www.ahrq.gov/sites/default/files/wysiwyg/professionals/quality-patient-safety/patient-safety-resources/resources/advances-in-patient-safety/vol4/planningtool.pdf>

### **Building user friendly, inclusive materials and websites**

<https://www.section508.gov/>

### **Creating Effective Infographics**

Vennage “5 Steps to Present Your Research in an Infographic” <https://venngage.com/blog/research-infographic/>

Editage Insights, guide to creating scientific infographics <https://www.editage.com/insights/the-ultimate-guide-to-scientific-infographics>

Journal of Marketing Management, “How to turn your journal article into an infographic” <https://www.jmmnews.com/how-to-turn-journal-article-into-infographic/>.

### **Creating Video Abstracts**

Journal of Clinical Investigation: <https://www.jci.org/kiosk/publish/video-abstracts>

British Medical Journal: [https://jnnp.bmj.com/pages/authors#video\\_abstracts](https://jnnp.bmj.com/pages/authors#video_abstracts)

Research Square: <https://www.linkedin.com/pulse/making-great-video-abstract-examples-critique-research-square-co>

