

Best Practices on Research Dissemination and Communications



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Communicating Research: A Roadmap

PRB



Development, Research, and Innovation - Virtual Engagements
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TODAY'S PANELISTS



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Developing Communication Products



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Developing Communication Products

“Reports are in an indigestible form without adequate analysis of policy or programmatic implications; therefore, people note the findings but don’t act on them.”

— Policymaker, Malawi

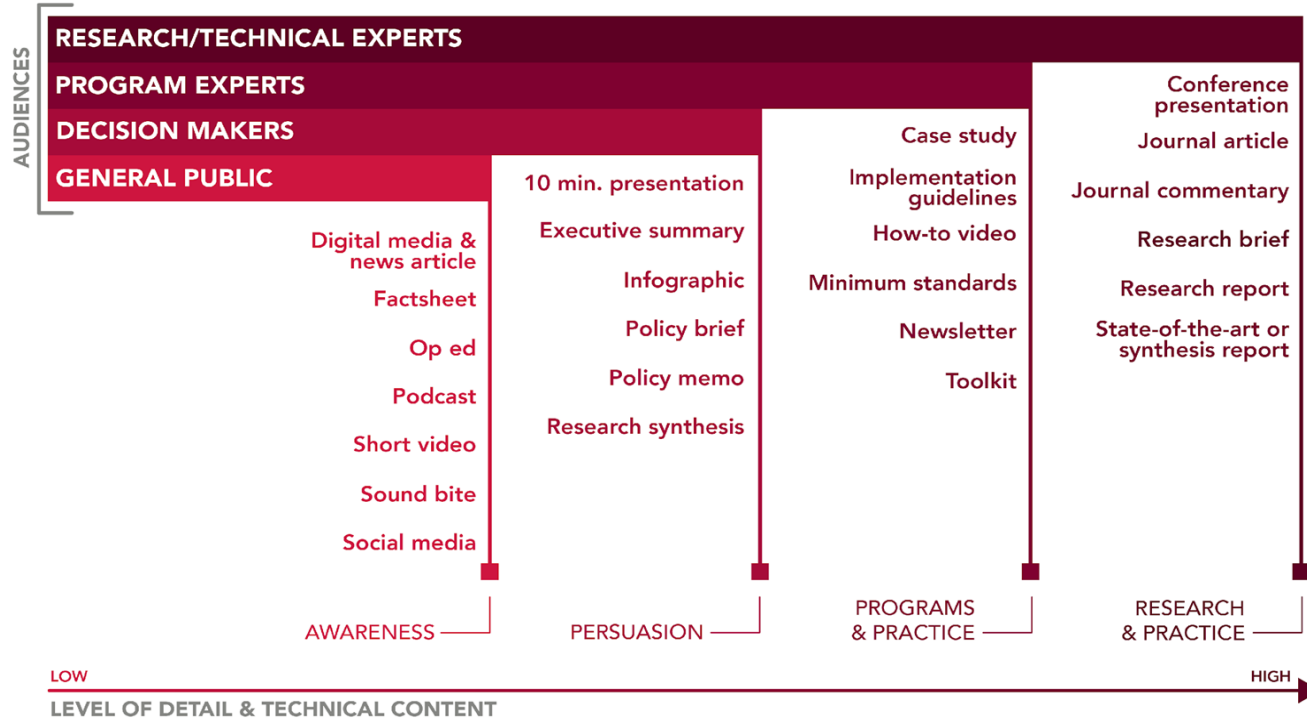


Developing Communication Products

- **Communication objectives.**
 - **Research goals v. communication goals.**
- **Audiences and intended outcome.**
- **Appropriate communication channels.**
- **Required resources.**
- **Budget and timeline.**
- **Measurement.**



Developing Communication Products



Best Practices for Research Dissemination



Nigel Gibbs



What Is a Dissemination Plan?

A plan for how to share research findings or products with those who will use the information in practice.



Strategies for Effective Dissemination

1. **Take a targeted approach.**
2. **Create opportunities for two-way knowledge exchange.**
3. **Use digital platforms to increase visibility.**
4. **Apply more than one dissemination approach.**



Take a Targeted Approach

- **Effective targeted dissemination is about building and maintaining relationships.**
- **Identify your audience and how you will reach them.**
- **Tactics used in this approach include:**
 - **Phone calls.**
 - **Personal outreach emails.**
 - **Informal, one-on-one conversations.**
 - **In-person briefings with key decision makers.**
 - **Updates at work group meetings.**
 - **Host action planning workshops rather than traditional dissemination events.**
 - **Engaging with influential people.**



Two-Way Knowledge Exchange

- **Use in-person approaches to create a two-way knowledge exchange.**
- **Examples of two-way knowledge exchange approaches include:**
 - **Expert consultations.**
 - **Presentations or panels.**
 - **Question-and-answer sessions at conferences.**
 - **Conferences to review and debate evidence.**
 - **Dissemination events.**
 - **One-on-one meetings.**
 - **Study tours.**



Digital Platforms

- **Use digital platforms to support broad sharing of information and get your research out to a larger audience.**
- **Examples of digital dissemination tools include:**
 - **Listservs/Newsletters.**
 - **Blogs.**
 - **Social Media Networks.**
 - **Project Website.**
 - **Online Resource Repositories.**
 - **Online Communities of Practice.**
 - **Podcasts.**
 - **Webinars.**



A Multi-Pronged Approach

- **Apply more than one dissemination approach.**
- **Use multiple approaches to help magnify impact.**
- **Use a mix of strategies for effective dissemination.**



Evaluate Your Efforts

- **How many people did your dissemination activities reach?**
- **Did your activities reach your intended audience?**
- **Tools for analyzing efforts:**
 - **Website analytics.**
 - **User surveys.**
 - **Social media analysis—who is sharing your material/content?**



Poll #1

Have you developed any of these communications products for a non-research audience?

Lessons From RTAC

- **Worked with nine teams on developing a communication product.**
- **Topics included:**
 - **Youth unemployment in Morocco.**
 - **Land governance in the Democratic Republic of the Congo.**
 - **Wildfires in Colombia's tropical forests.**
 - **Tuberculosis tracing in the Philippines.**
 - **Impact of hydroelectric dams on the Amazon River ecosystem in Brazil.**



Lessons From RTAC

- **Communication products play a valuable role in bridging the gap between research and action.**
- **Products must be part of a larger outreach strategy.**
- **Identifying key audiences helps maintain focus.**
- **Key messages should jargon-free and targeted to your audience(s).**
- **Be flexible. Adapt your strategy, as needed.**



Poll #2

What challenges have you faced in developing communication products for non-research audiences?

Conversation With Researchers



Dr. Dolors Armenteras
**Universidad Nacional
de Colombia**



Ms. Flordeliza Bassiag
Isabela State University



Dr. Camila Ribas
**Instituto Nacional de
Pesquisas da Amazônia**



Dr. Dolores Armenteras, Professor of Landscape Ecology, Universidad Nacional de Colombia, Colombia



SMOKE SIGNALS

POLICY SOLUTIONS TO SUSTAIN COLOMBIAN FORESTS

Wildfires are increasing in Colombia while ecosystems are changing. To help preserve forests against these threats, Colombia needs a comprehensive fire policy that will focus on response and management in addition to prevention.

Colombia's tropical forests are important ecosystems that help ensure clean air and maintain systems of biodiversity—both in Colombia and around the world. These tropical forest ecosystems are home to thousands of unique animal and plant species, many of which are endangered.¹ Yet, increasingly, wildfires are threatening these natural resources.²

Forests include not only trees, but the many plants, animals, and insects that live together within the forest environment—an **ecosystem**. From the rainforests of the Amazon to the cloud forests of the Andes, Colombia has many forest ecosystems, each with its own natural balance of plant, animal, and insect life.

CHALLENGES AND CONSEQUENCES OF WILDFIRE

Wildfires threaten the environment, the sustainability of forests, the animals and plants that occupy them, local communities, and our planet.

A "**wildfire**" is defined as "any burning uncontrolled on any lands partially or wholly covered by timber, brush, grass, grain, or other inflammable vegetation."³

Local communities feel the direct effects of wildfires through loss of life, physical property, and resources.

Beyond the local community, wildfires can affect entire ecosystems. Wildfires release carbon dioxide and other greenhouse gases into the atmosphere that contribute to global climate change while reducing the number of trees available to remove carbon dioxide through natural processes.

Most tropical wildfires are caused by humans rather than natural causes.

For example:

- Wildfires are most common in areas where agriculture is expanding, including legal and illegal crops and ranching.
- Industrial farmers often use fire as a part of tropical agriculture practices to clear large spaces for agricultural production or cattle grazing.
- If fires are unmanaged, they can quickly burn out of control and spread into healthy forest areas. Once they have spread, these fires are difficult to extinguish, particularly under dry conditions.

However, indigenous communities who rely on small-scale agriculture tend to use and manage fires responsibly; their knowledge can contribute to effective prevention and management strategies.

Recent research shows that the scale and frequency of wildfires have increased in Colombia. At the same time, deforestation is increasing across Colombia, driven by wildfires and other activities, such as expanding agriculture and infrastructure.⁴

Ms. Flordeliza Bassiag, University Researcher, Isabela State University, Philippines



CONTACT TRACING

Policy Solutions to Address Childhood Tuberculosis in the Northern Philippines

SUMMARY

Tuberculosis (TB) contact tracing among adult indexed cases is imperative for intensive case finding, especially among children 15 years old and younger who were exposed within three months prior to the adults' detection and treatment, yet it is not uniformly conducted in the northern Philippines. To help understand and address the high burden of TB among exposed children, national and subnational governments need to establish guidance on contact tracing and provide health care workers with the resources and tools to improve the health of citizens. Through contact tracing, trained health care workers will be able to identify those who are eligible for either active TB or latent TB infection treatment following thorough screening and diagnosis.

Challenges: Key Findings From the Research

- In 2018, the Philippines comprised about 6% of all global TB cases and was one of the eight countries that accounted for two-thirds of the global total. It had the fourth highest incidence of TB in the world and was among the top four countries with the biggest gaps in TB care.¹
- Children ages 0-14 made up 12% of the cases. Based on a study conducted by a research team from Isabela State University, the ratio of children 15 years and younger exposed to TB-positive index adult cases is 1:2, which means that for every household, at least two
- Households receive incomplete information that does not include instructions to see a health care provider (which would help ensure contact tracing). Only a few local health centers in northern Philippines now include this information.
- The Philippines National TB Control Program Manual of Procedures, 5th edition (2014) is the primary guidance document for TB programming in the country. Although it references contact investigation, it does not include contact tracing, nor does it include

KEY FINDINGS

63%
of registered adult index cases (TB-positive) were traced to their households.

83%
of children who were close contacts of adult index cases had **three or more symptoms of TB**; all were referred to clinic.

<1%
of exposed children were

Dr. Camila C. Ribas, Professor, National Institute For Amazonian Research, Brazil



BOX 1

Amazonian Ecosystems Include Flooded and Non-Flooded Environments

SEASONALLY FLOODED ENVIRONMENTS experience annual cycles of sediment deposition and erosion as water flows in and out. Flooding ensures that these habitats have sufficient sediments and nutrients to develop. *Várzeas* are flooded by white water rivers (with a large amount of suspended sediments and nutrients), and *igapós* by clear and black waters (with less suspended sediment and nutrients). By contrast,

NON-FLOODED ENVIRONMENTS exist upland and tend to not experience natural flooding. These habitats are home to very different plants and animals, adapted to either flooded or non-flooded environments.



As the demand for hydroelectric power in South America grows, evidence suggests that hydroelectric dams are harming Amazonian ecosystems. Research shows these impacts are greatest on specific, unique, and fragile ecosystems—even in areas distant from the dams themselves.

The Amazon River basin is the world's most complex river system—a source of water, nutrients, habitats, and biodiversity throughout South America. Altering ecosystems of the Amazon River basin by constructing dams may have widespread and permanent consequences for the economies, people, plants, and animals of South America.

The ecosystems of the Amazon River basin are home to diverse plants and animals that have adapted over millions of years to the patterns and flow of the river network, including annual cycles of flooding. The plants and animals of Amazonia depend on the rivers and flooding cycles to transfer nutrients and sediments. Wetlands and floodplains, where rivers flood occasionally or routinely, are home to unique species and are also essential to sustaining and connecting other landscapes and wildlife.

The landscapes, wildlife, and climate of Amazonia are interconnected in the delicately balanced ecosystems of the Amazon River basin. In turn, the ecosystems serve the people of Brazil and neighboring

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(Case-sensitive)

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