

MODULE 2: IDENTIFY FOCUS



From Research Insights to Community Impact:

A DISSEMINATION TOOLKIT FOR COMMUNITY-ENGAGED RESEARCH TEAMS

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This module may be of special interest to those representing:

★ **Community**

★ **Academics**

This module is part of a larger resource, “From Research Insights to Community Impact: A Dissemination Toolkit for Community-Engaged Research Teams.”



Scan the QR code
to access the full toolkit.

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MODULE 2: IDENTIFY FOCUS

Module 2 explains how to frame dissemination products for your research by thinking about what you want to say, how you'd like to inform the field, and lessons you'd like to share with your audiences.

Frame for Research

According to Public Health Reaching Across Sectors (PHRASES), [frames*](#) are:

“Sets of choices we make when we present information, what to emphasize, how to explain ourselves, and what to leave unsaid.”

Think of a picture frame. What goes inside the frame is highlighted and angled based on what the framer intends. Choosing the right frame is key to telling a story that people want to read.

If you choose too small or big a frame or one that clashes in color with the picture inside, then you will not clearly tell the story. The focus, instead, may be on the frame and not the picture (your main message).

You can apply this to the stories you choose to frame in your writing team.

Some prompts to consider as you frame your idea:

- What do you want to say and why?
- What is already written? What can you add? What are the gaps?
- Is it innovative or novel?
- How does it inform the field?
- Identify 1-2 lessons you'd like readers to take away from your idea.

Framing your research is an important strategy. Historically, academia has considered academic research products, such as journal articles, the most important method for creating and disseminating scientific knowledge.

The world often distinguishes differences in binaries: hot and cold, black and white, community and academic. For community and academic partners, there is a misperception that knowledge is created only in the academy and that experiences are created only in the community.

Scholarship exists in both the community and the academy. Neither type of scholarship is more scientific than the other.

By applying this perspective to your work, you can make decisions about stories that you tell the audiences you intend to reach.



HELPFUL TIPS

1. When referencing community-created products, use the terms “scholarship from the field” and “community scholarship.”
2. Incorporate community perspectives whenever appropriate and possible in research.

Recommendations From an Editor



Karen Calhoun

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From her experiences as a Co-Editor-in-Chief, Karen Calhoun shares recommendations for writers to:

- Consider the audience for their dissemination products.
- Submit different types of manuscripts.
- Create a strategy for a shared writing plan.



RECOMMENDATION



EXPLANATION

At the start of the writing process, engage in collaborative discussion and reflection with your writing team to frame the key messages of your research.



Identify what is unique, innovative, and novel about your idea. Understand what you want to say and why. Begin by defining the core message and purpose of the manuscript or research product. Consider how the research contributes new insights to the field. After addressing these foundational questions, align your idea with the relevant guidelines, format, and outline considerations.

Consider the audience(s) you would like to reach when selecting a journal or other publication venue.



Who comprises the readership, and what might they want to know from your work?

Explore forms and structures of manuscripts beyond the traditional research paper.



Many types of manuscripts (e.g., Commentary, Reflections from the Field, Community Perspectives) can draw on lived experience, partnership processes, qualitative research, etc., and do not need to be supported by large datasets.

Work together with your writing team to create a strategy, share tools and resources, and build an outline and internal review process.



Review the submission guidelines of the target publication, and build an outline based on the required sections (e.g., Introduction, Background, Methods, Results, Discussion). Online planning tools (such as Dropbox, Mural, or storyboarding) can help your writing team to organize your ideas and determine how co-authors can contribute at each phase.

Ask both community and academic partners to review the manuscript for clarity, flow, accuracy, and comprehension before submission and throughout the revision process.



When making revisions for resubmission, **make sure all co-authors review and agree on the response and edits.** Remember, rejection is part of the writing process!

To read more about participatory research authorship, visit [Calhoun et al., "Building a Learning Community for Inclusive Authorship in Scholarly Writing and Publishing,"](#)*



ABOUT CEACR:

The Community Engagement Alliance Consultative Resource (CEACR) serves as a channel for community-engaged best practices to research teams wanting to apply principles of community-engaged approaches to address differences in health outcomes and encourage participation in research programs. For more information, please visit nihceal.org.

We Value Your Feedback!



Please scan this QR code* to tell us your initial thoughts about the toolkit.

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