

MODULE 4: SELECT VENUE AND AUDIENCE



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**

 **Team Leads**

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 4: VENUE AND AUDIENCE

Module 4 presents exercises and insights to help you select your venue and audience.

Know Your Audience

How you choose to frame your story depends on your audience. Many factors are involved in engaging your audience:

- Age
- Health Background
- Community
- Population
- Region
- Culture
- Language
- Socioeconomic Status
- Historical Context

All of these factors determine how you will frame your story. Being intentional about who your audience is, what they may need, and how they may benefit from your research is key to framing your stories for your priority audiences.



Exercise for your Writing Team:

Provide an example of a specific audience you'd like to reach.

- What are their special characteristics?
- What might they want to know from your work?

Pick a story from one of your research projects and role-play explaining it to different audiences: a high school student, a legislator, a patient advocate, and a reporter with no research background.

- Reflect: What did you have to consider about each of those specific audiences to frame a compelling story?

What is the specific message you hope the intended audience takes away?

What is the practical impact you want from this dissemination product?

Explore Venues

Consider the audiences you would like to reach when selecting a journal or other publication venue.

Choosing the right venue can include a discussion of the following questions:

- Does the publication source publish infographics and videos or just academic articles?
- Do the articles have a traditional structure or a creative structure that showcases writers’ lived experiences?
- Do the editors support writers in developing their products?
- Are the published products written by a range of authors or only academics?

Adapt the table below for you and your writing team to explore venues that align with your message, focus, and format.

Publication Venues	Types of Published Products (infographics, articles, commentary)	What are the themes of the published products? Does your product fit in with the publication venue?



Building Trust Despite the Spread of Inaccurate Health Information

An additional part of knowing your audience is understanding new challenges in our digital world that may affect your relationship with them.

Health knowledge is knowledge of general and specific health topics that increases health protection and prevention.

Health knowledge has changed over the last decade, due, in part, to the rise of internet access and social media use. At the same time, the spread of inaccurate, false, or misleading health information has increased.

Insights From The Science Maven



Raven Baxter, Ph.D.*

Founder and Executive Director,
The Science Haven

Explore insights from Dr. Raven Baxter on the spread of inaccurate health information and how trustworthy science communication can be the antidote.



INSIGHT



EXPLANATION

The spread of health information that is inaccurate, false, or misleading has increased over the last decade.



- Most Americans get their information digitally from social media.
- On social media platforms, **users are 10 times more likely to be exposed to inaccurate, false, or misleading health knowledge than factual information.**

Distrust in scientists can be a leading driver of misleading health information.



- Although the general population has trust in science, they often do not trust scientists.
- Scientists often work within institutions that have limited contact with the general public.
- Believing false health information is worse than having no information because it reinforces and solidifies inaccurate worldviews.



INSIGHT



EXPLANATION

Science communication is essential.



- Scientists can rebuild public trust by reaching out to communities, inviting people into the conversation, and representing their work to the public.
- It's important to acknowledge the politics of doing research because the context has an effect on how science is perceived and applied.
- When scientists do not share their findings with the public, it can create a knowledge gap that is vulnerable to inaccurate health information.
- Science communication is a skill. You can improve through study and practice.

Trust-building should be the central goal of science communication. Scientists can build trust by:



- Sharing the “why” of their research and contextualizing data and limitations.
- Focusing on keeping it simple and capturing the essence of the science.
- Speaking *with* people, not *at* them.
- Using storytelling to illustrate their message.
- Engaging in two-way communication with their audience and creating a space for people to reflect and respond.



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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