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## Introduction

Are global health research outcomes being effectively communicated to those who can put them into practice, in order to improve the lives of populations at risk?

- **Funders** see value in the allocation of resources to the dissemination of research results.
- **Media professionals** can make an important contribution in bridging the gap between academia and communities affected by global health issues.
- **Scientists** benefit from dissemination activities, but often find themselves feeling frustrated about their research being simplified when it is communicated to wider audiences.

This guide presents dissemination experiences from the ACT Consortium, a global research partnership with 25 projects in 10 countries aiming to improve malaria drug delivery and use.



## Who is your audience – and what is your message?

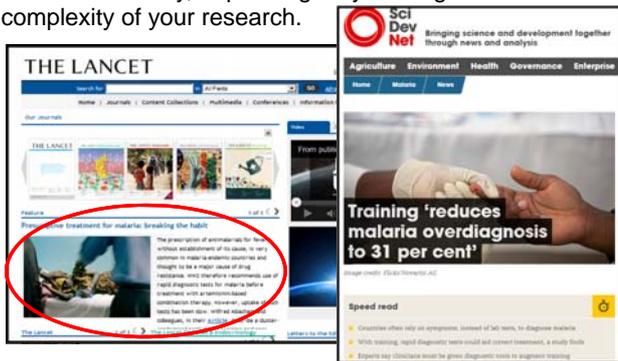
When disseminating beyond peer-reviewed journal publications, it is important to define your audience. Who can benefit from your research results – clinicians, Ministries of Health, local communities, the broader population?

Once you have defined your audience, make sure that the most relevant information to them is clear. You can then choose from several tools to communicate your message, depending on your resources.

## A communications toolkit – ACT Consortium experience

### Press work

Speak to the Press Office or Communications department of your institution once your paper is under review. They can then prepare a press release with you, or recommend a different dissemination activity, depending on your target audience and the complexity of your research.



**Fig. 1** – Results from the ACT Consortium REACT study in Cameroon were published in the *Lancet Global Health* on World Malaria Day 2014. We produced a press release with the press office of the London School of Hygiene & Tropical Medicine, which helped to disseminate the story in the media and in the journal's web homepage. A press conference was also held in Cameroon.

### Policy briefs & one-pagers

Produce summaries of your project that are easy to read by policy makers and other stakeholders who could make use of your research. You can structure your content in questions, starting with your key messages:

- What did you find?
- How did you find it?
- Why was your research needed in the first place?



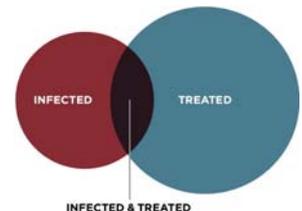
**Fig. 2** – The ACT Consortium IMPACT2 project summarised research results in a four-page policy brief with one of their partners. It was presented and distributed at a dissemination event in Tanzania.

### Multimedia and visuals

Videos, graphs, photos, cartoons, podcasts, infographics and other multimedia content will make your work more comprehensible and appealing, and likely to be shared.

Ensure that you host these materials on your website and share them through social media. If you do not have your own channels, you can ask your partners for help.

**Fig. 3** – The Venn Generator Tool enables ACT Consortium researchers and partner institutions to illustrate the extent to which malaria treatment is targeted to malaria patients.



**Fig. 4 & 5** – We have summarised ACT Consortium studies and key messages in short animations and videos showing researchers in the field.

### Language tips

Keep your language simple, even for technical audiences.

- Use the active voice
- Use catchy titles
- Keep sentences and paragraphs short
- Follow your institution's style guide
- Avoid acronyms
- Do not over-use jargon
- Use keywords and phrases that your audience might type in search engines (e.g Google) to find your information

## Your funders value dissemination

Dissemination of results presents an opportunity for communicating to current and prospective funders. It is important to ensure that your research is helping shape the discourse about your field of research within your sector, and more broadly among the engaged public. Media coverage and other materials are opportunities to highlight new findings, signs of progress and how your research is moving the dialogue forward.