

Fact sheet 19: How do I disseminate the findings from my evaluation or research project?

This fact sheet aims to provide:

- Information to help you to understand the importance of feeding back findings of research and evaluation and
- A summary of approaches to dissemination.

Disseminating findings

Having carried out or commissioned a piece of research or evaluation work, it is good practice to communicate the findings of the work to participants and wider stakeholders verbally or in written form afterwards. See [Fact sheet 18 How and why do I involve service users and other stakeholders?](#)

The dissemination process forms part of the cycle of work that you are carrying out. The origins of your work were rooted in an issue or a topic that you wanted to understand more about. The new knowledge and information you have gained from your research or evaluation work now needs to be fed back to those who took part and be communicated more widely, as it could potentially benefit and affect many people.

Methods of dissemination

You may wish to present your findings via:

- A website e.g. the JSNA website <http://info.wirral.nhs.uk/>
- E-resources or web based tools
- A presentation or a poster at a conference
- An event or public meeting
- Written text with illustrations such as graphs or charts e.g.:
 - A leaflet or bulletin
 - A poster
 - A newsletter
- A press release and media coverage
- A professional publication. Do you want to write a paper about your project and findings? You could try to publish it in a peer reviewed journal or a professional magazine.

Things to consider

- Consider whether you want to provide written, verbal communication or a combination of both.
- Who is your audience? Who do you need to feed back to? Participants of the research or evaluation only or the wider public/stakeholders? Consider who is affected by what you have found? Consider level of professional expertise, knowledge, lay audience. Use appropriate language for your audience.

- Key messages – What are you wanting to communicate? What impact do you hope to have? Do you simply want to report findings or do you want to advise people what you will do as a result of your findings? Or do you want those who took part to work with you to derive an action plan of next steps? Do you need to elicit support for any actions that need to be taken forward? Are you trying to simply communicate or involve, engage or persuade your audience?
- Budget – make sure that you consider dissemination activities at the beginning of the project, and consider any associated costs at the outset. For example, if you are hoping to hold an event or meeting, make sure you have available budget for venue/refreshments; if you are hoping to post written material to participants, make sure you have available budget for postage costs.
- If written material is used, make sure it is designed to maintain the reader's engagement. Make sure that it is not too long and is worded appropriately. It needs to be formatted clearly, with simple headings and you could use bullet points or graphics to illustrate it clearly. Make sure you leave plenty of white space and use a readable font.
- Think about how you are going to distribute written material. You want as many people as possible to read it so you may wish to post this to participants, leave leaflets with an organisation to distribute, or disseminate copies at relevant meetings or events for example.
- If there is a delay between participants taking part in the research or evaluation and the dissemination of results you may wish to consider sending participants a thank you letter and informing them that you intend to disseminate the results at a later stage. This keeps them 'in the loop' and avoids negative feelings towards the level of engagement in the process.



More on this topic and further reading

http://www.shoulderdoc.co.uk/documents/research_flowchart.pdf

Involve website <http://www.invo.org.uk/>