

Sharing Research Results with Those Who Need Them: Engaging with Community Partners to Plan Effective Disseminations

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Thematic area: Innovative Methods of Community Engagement

Getting results from clinical research into the hands of patients and other end-users (e.g., caregivers, clinicians, policymakers, insurers) is crucial for improving the healthcare system and people’s ability to make informed decisions about their health. However, traditional methods of disseminating research results, such as publications in academic journals, are typically not accessible or tailored to many of the audiences who could benefit from the information. This learning lab will focus on ways to partner with patients and other communities throughout the research process to plan and prepare for effective dissemination of results to diverse audiences. Speakers will present key elements from PCORI’s Dissemination and Implementation Framework and share examples from PCORI-funded studies of partner involvement in dissemination activities. Through interactive activities, participants will consider key questions to inform an effective, multifaceted dissemination plan and problem-solve about challenges that may arise as study teams plan disseminations and share results with end-users. This learning lab is relevant for researchers who are currently conducting or planning a community-engaged research study, as well as patients and other community members engaged as research partners.

Learning objectives include:

- Learn about methods for working with community partners to plan and prepare for effective dissemination of study results to end-users
- Generate ideas for a dissemination plan for a research case study
- Identify challenges for getting study results to end-users and share potential solutions and lessons learned

Learning Lab Schedule

Activity	Description	Time
Presentation: Lisa Stewart (Engagement Officer, PCORI) and Rachel Hemphill (Program Officer, PCORI)	PCORI staff will provide an overview of key elements of dissemination planning and share examples of ways patients and other stakeholders are involved in planning and conducting dissemination in PCORI-funded studies, including studies focused on underserved and underrepresented populations.	20 minutes

<p>Presentation: Vanessa Ramirez-Zohfeld (Northwestern University)</p>	<p>Ms. Ramirez-Zohfeld is the project manager for the “Advance Planning for Home Services for Seniors” study (PI: Dr. Lee Lindquist). She will give an overview of the Lindquist study and describe patient and community partner involvement and study results.</p>	<p>10 minutes</p>
<p>Interactive activity: dissemination planning and share-back</p>	<p>In breakout groups, participants will use Lindquist’s study as a case example and use worksheets to think through key questions that inform a dissemination plan (e.g., Who are the target audiences?, Which communities should be involved to ensure disseminations are appropriately tailored?). Each breakout group will consider a different set of questions and report back to the entire group about the exercise.</p>	<p>20 minutes for breakout activity 15 minutes for share-back</p>
<p>Presentation: Vanessa Ramirez-Zohfeld</p>	<p>After the breakout activity, Ms. Ramirez-Zohfeld will describe the variety of dissemination methods used in the Lindquist study, how seniors and other community members were involved, and challenges that arose. She will also share the study team’s plans for additional dissemination strategies.</p>	<p>15 minutes</p>
<p>Interactive activity: discuss challenges, lessons learned, and take-aways</p>	<p>As a group, participants will discuss challenges to planning and delivering effective disseminations of study results, from both researcher and community perspectives, and share suggestions, lessons learned from their experience, and take-aways from the session.</p>	<p>10 minutes</p>