

Packaging and publishing: communicating the results...

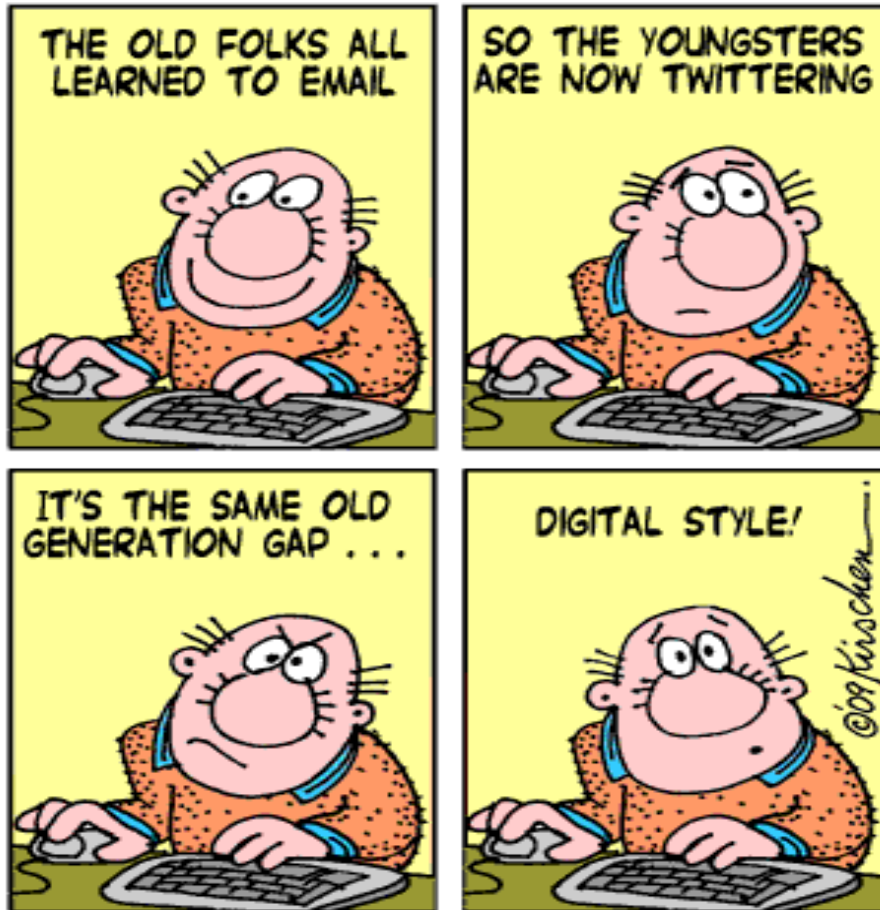
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Why Communicate?

- It is not research until it is published...
 - A responsibility to share the results
 - Need to share the positives and the negatives

Dry Bones FUTURE SHOCK



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Getting started

- Think about your audience – most of whom are time poor.....
- Communication plan
 - Who – do you want to tell?
 - What – do you want to tell them?
 - How – which is the best medium?
 - When – what are the timelines?

Communication Strategy

Things to consider

- Review – past experience
- Objective
- Audience
- Message –
- Baskets – best product

More things to consider....

- Channels
- Resources
- Timing
- Brand
- Feedback

1:3:25 Reporting Template

1: Page

- Key messages
 - CONTEXT
 - KEY FINDINGS
 - Bullet points
 - Simple language

3: Pages

- Executive Summary
 - CONTEXT
 - KEY FINDINGS
 - POLICY OPTION
 - METHOD

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25 Pages

- Full report
 - CONTEXT
 - IMPLICATIONS
 - APPROACH
 - RESULTS
 - ADDITIONAL RESOURCES
 - FURTHER RESEARCH
 - REFERENCES
 - http://www.chsrf.ca/knowledge_transfer/pdf/cn-1325_e.pdf



St Vincents
& Mater Health
Sydney



Calvary
Health Care
Sydney



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Research

- Peer Reviewed Journals
 - Ethics - if reporting on participant data
- Professional Organisation Newspapers
 - 'Nursing Review' - 'The Lamp'
 - COSA – 'Marryalan'
 - PCA – NSW 'Pallium'

Community

- Press release
- Newsletters
- Brochures/Leaflets
- Cartoons
- Page 1 – 1:3:25 Template

Stakeholders

- Page 3 – 1:3:25 Template
- Website
- Communiqué

[News](#) [Events](#) [Contact](#)

Brand new EdCaN Learning Resources

Use the new EdCaN Learning Resources including case studies and supporting modules.

Register for Updates

If you would like to receive email updates highlighting the new resources and learning activities available on Cancer Learning, or to download previous updates, [register here](#).


 **Submit a resource**

 **Key Resources**

 **Feedback**

Find
Learning Activities

Find information and learning activities in key themes of cancer care.



Build
Educational Programs

Build educational programs, activities, and resources.



Plan
Professional Development

Plan individual and network professional development and learn about work-life balance.




Links to resources

- Communicating research
- http://www.idrc.ca/uploads/user-S/122660489112265958131Chapter_7%5B1%5D.pdf
- Cancer Learning www.cancerlearning.gov.au
- Care Search www.caresearch.com.au
- Jane Phillips jphillips@stvincents.com.au



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