

Principles of successful dissemination of health research findings

Facilitator

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Description

Effective dissemination is crucial for translating health research findings into practice, influencing policy, informing the public, fostering participation in research studies, and ultimately contributing to improving public health. This introductory course is conceived to promote and strengthen the SSPH+ third pillar, "Science to Policy & Practice", by providing PhD students with an overview of foundational knowledge and practical skills to effectively disseminate the findings of their research to various audiences beyond academia and experts, including the lay public, study participants and politicians.

The course will begin by defining and emphasizing the importance of dissemination in the context of public health, highlighting how well-disseminated research can lead to real-world impact. We will explore key communication principles that help translate complex scientific findings into clear messages crafted for specific target audiences. Furthermore, the course will cover an overview of traditional and innovative dissemination methods, and it will use case studies to provide practical examples. To promote peer learning and foster networking in class, we will center interactions on discussing challenges and opportunities, as well as sharing personal experiences.

Finally, the course will equip students with a first set of practical skills, including the identification of key stakeholders and channels in relation to their own PhD research project. This hands-on approach, combined with a basic theoretical understanding of the key concepts of effective dissemination, will support students in making an impact on public health outcomes through their research.

Objectives

By the end of this course, participants will:

- Understand the importance of and principles for dissemination of health research findings.

- Identify the key target audiences and channels.
- Examine case studies of existing research projects.
- Develop practical skills for the successful dissemination of their own research findings.

Date 26 March 2025, 14:00 - 16:00

Level Basic

Eligibility The course is open to PhD and MD students of the SSPH+ Inter-university Graduate Campus.

Course Structure The course will include a combination of short lectures with slides, individual hands-on activities, case studies presentations and interactive group discussions, divided in two sessions and covering the following topics:

First session

- Introduction to dissemination in health research
- Key principles for effective dissemination
- Identification of target audiences
- Definition of traditional and innovative channels for dissemination

Second session

- Case studies presentation
- Hands-on individual activity
- Group discussion about challenges, opportunities, and experiences
- Conclusion

Work load Preliminary Work: 15 minutes; Contact time: 2 h

Credits (1 ECTS for active participation in 4 2h-online courses and 1 passed assessment in 1 course)

Assessment (Voluntary)

If students choose this course for credit, they will develop and submit for evaluation a table that includes key messages, stakeholders, and channels related to their own research project, based on the work initiated during the lecture. The assessment will focus on the accurate and clear application of the course content.

Location	Online course on zoom
Course Fees	SSPH+ PhD and MD Students: o.- CHF
Registration	www.conftool.com/ssph-phd-courses2025
Deadline for registration	26 February 2025

This course is an SSPH+ IGC initiative to provide post-doctoral scientists at SSPH+ network institutions to teach.